



# PROVEN WINNERS® PLANTS & PROGRAMS FOR 2025-26





# ABOUT US: THE BRAND, THE PEOPLE & THE PLANTS



# OUR BRAND

# 100% INVESTED IN CONSUMER SUCCESS



Every single day of the year, Proven Winners is fully invested in consumer success. Exceptional garden performance is the unwavering standard set for all of the plants we breed, trial, select and introduce. It keeps loyal consumers coming back for more.

Yet, we offer far more than beautiful plants. Proven Winners is the only brand that creates an all-encompassing, positive gardening experience for consumers. It starts with incomparable plants, but expands to include the premium soils, plant foods, watering systems, gardening tools and containers needed to ensure success. Further, our team works diligently to inspire and educate consumers about how to brighten their corner of the world.

No other live goods brand invests more in consumer success than Proven Winners. Period.



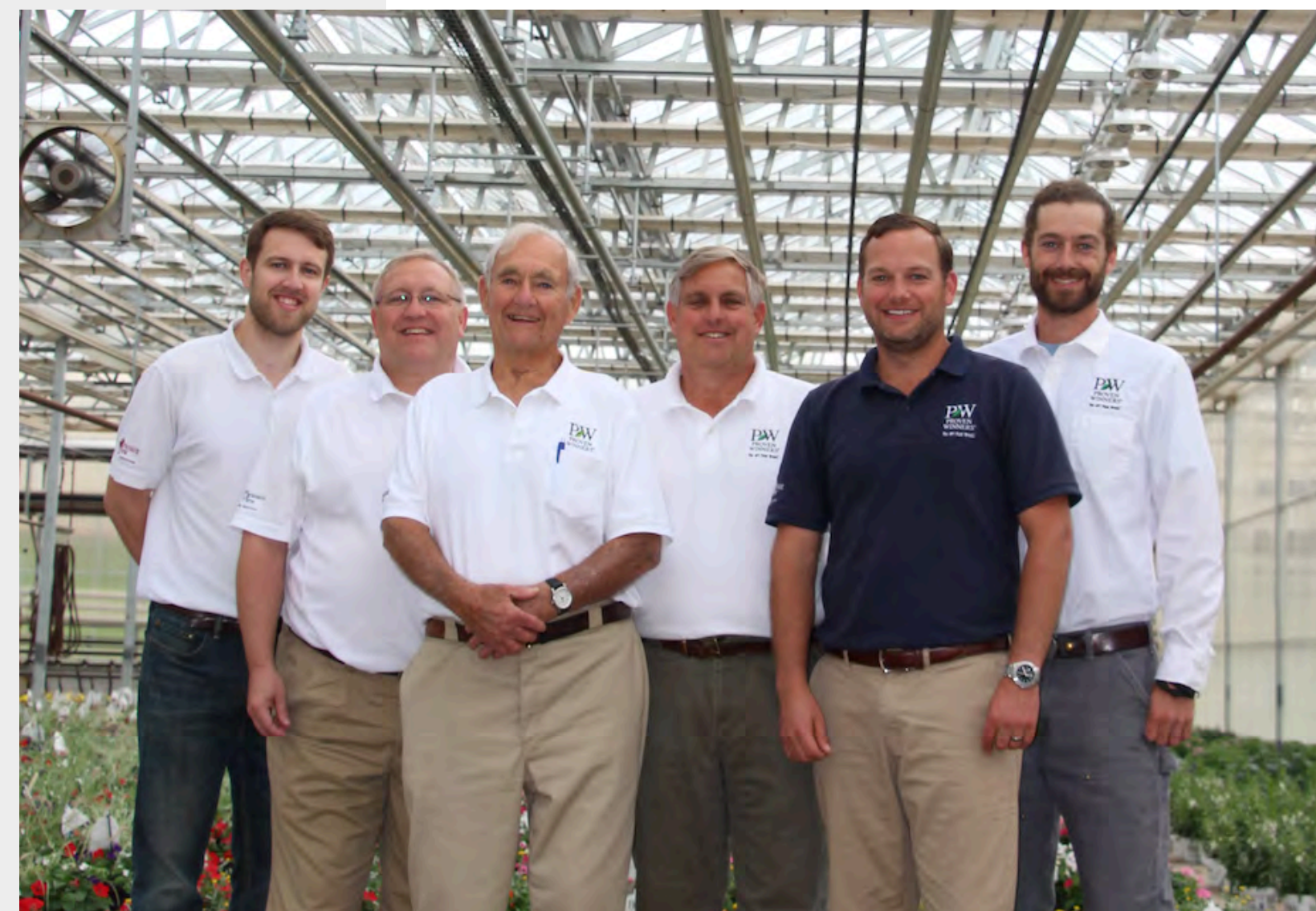
# FOUNDERS

Proven Winners is an international team of experts in horticultural plant and brand development, each of whom makes a substantial contribution to our growing program. In North America, the founding members came together in 1992 to form the Proven Winners brand around new and innovative annuals plants. In partnership with one another and through a network of international plant breeders and licensees, the founding members provide quality plant material and innovative ideas to support the continued evolution of the Proven Winners brand.

Over the years, Proven Winners has expanded across North America and now includes carefully selected license partners who provide top quality, innovative plants in the shrub, perennial, caladium, calla, flower bulb and houseplant markets.



**Tom and Sharon Smith**  
Four Star Greenhouse  
Carleton, MI



**Jeff and Henry Huntington**  
Pleasant View Gardens  
Loudon, NH



# NETWORK





# TRIALED

Plants are evaluated for a minimum of two years in the Proven Winners trial. Throughout these two years we are evaluating both grower and consumer performance. We want to ensure, by every means possible, that the consumer is successful with our plants.

Plants are rigorously trialed and tested over this period, and less than 3% will successfully make it through the entire process. That 3% will move forward to be releases as the newest Proven Winners plants.

We evaluate the plants in multiple locations from Florida, New Hampshire, Michigan and southern California. We even trial internationally at several locations in Europe and Japan. Plants must succeed in all of these locations, in addition to improving upon what is already out there, to make it into the top 3%.





# TESTED

The Proven Winners team includes international horticultural experts, each of whom makes a substantial contribution to our growing program. It's a partnership that provides quality plant material and innovative ideas to support the continued evolution of Proven Winners. Our unique and innovative plants are grown from material bred by a network of top international breeders, from South Africa, Germany, Holland, Japan, Australia, Great Britain, and beyond.

Each and every Proven Winners plant begins its life in a laboratory to ensure it is free of viral contaminants and plant diseases. The commitment to excellence from the very early stages of the plants life guarantees that home gardeners will be putting the very best plant into their landscapes or containers. No other plant line goes through such an extensive, thorough, and rigorous plant testing and selection process.





# PROVEN

Trials serve as the plant industry's method for assessing the performance of specific varieties across different regions and for evaluating new plant introductions. These trials typically fall into two categories: University field trials, which involve small plot beds (known as row trials), and public gardens, where plants are often showcased in display beds or containers. Proven Winners participates in both types of trials, providing plant material for evaluation—and frequently, the top-performing varieties garner awards or distinctions, offering credible third-party validation of their overall performance.

In 2023 alone, Proven Winners garnered over 700 awards in independent trials, with trial managers consistently praising attributes such as enduring blooms, heat tolerance, and neat growth habits.

With a track record of earning over 10,000 awards in 30 years, we believe the Proven Winners plant introduction process has more than proven itself.

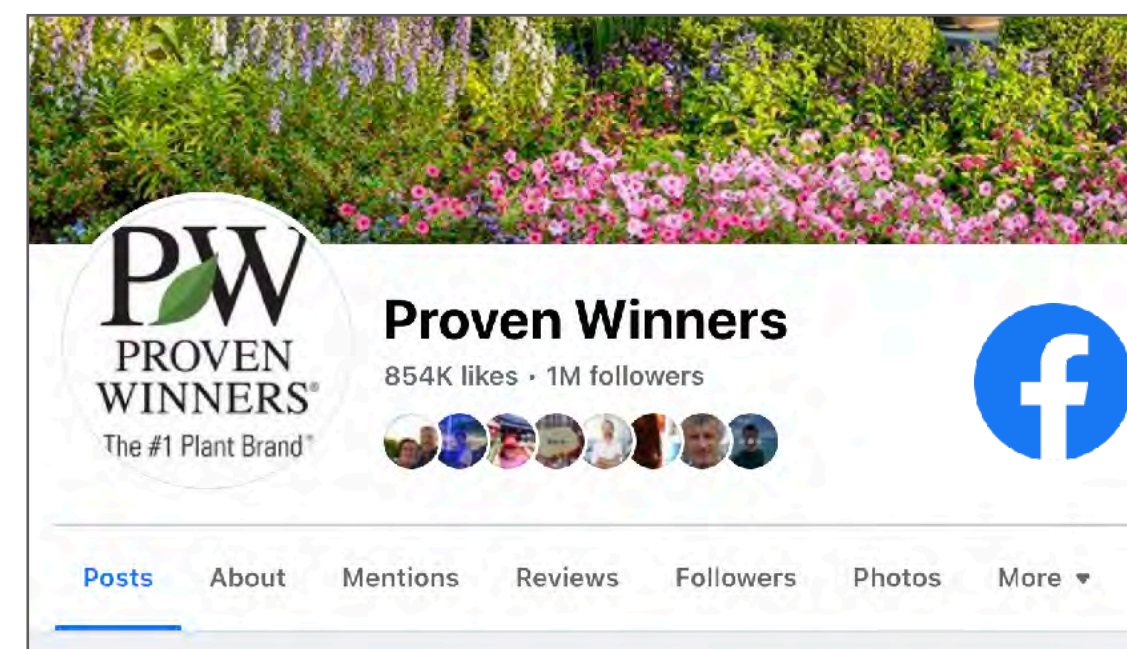
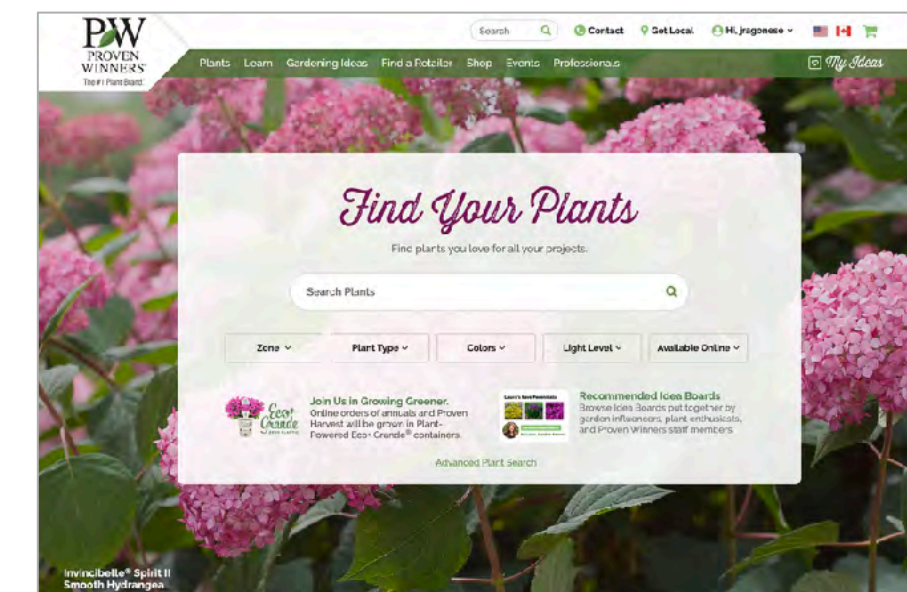




# INVESTMENT

# DECADES OF DRIVING RETAIL SALES

Proven Winners is committed to driving consumer traffic to garden centers. To that end, we reach out to consumers every day to build brand exposure through our multi-channel marketing campaigns which generate billions of impressions each year. Our year-round efforts are most heavily weighted during peak selling seasons to move product when store traffic is high. Below are just a few of the many ways we are reaching consumers from every angle, every single day, 365 days a year.







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NEW PROVEN WINNERS®  
ANNUALS FOR 2025-26



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**Maestro® Coral**  
*Agastache*





A close-up photograph of a Maestro Coral Agastache plant. The plant features multiple upright stems with dense, small, tubular flowers in shades of coral and pink. The leaves are green and lanceolate, with serrated edges. The background is a soft-focus green.

# Maestro® Coral *Agastache*

## WHAT'S NEW?

Designed to make a big splash of color, these long-blooming, vigorous Agastache bloom early and continue through fall, attracting droves of pollinators and hummingbirds. No shearing is needed to stay in flower, making them a breeze in production with a sustained retail sales window.



# Maestro® Coral

## *Agastache*

### THE DETAILS

- Upright mounding habit; thriller and filler applications
- Heat and drought tolerant
- Deer resistant
- Grow in 4.25 Grande™ containers, large container recipes, monocultures and landscapes
- Vigor 3



Full Sun



Height: 18-24"  
Spread: 10-18"



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**Maestro® Gold**  
*Agastache*





A close-up photograph of Maestro Gold Agastache flowers. The image shows a dense cluster of bright yellow, tubular flowers with two-lipped corolla, growing on green stems with small, dark green, opposite leaves. The background is a solid green color.

# Maestro® Gold *Agastache*

## WHAT'S NEW?

Designed to make a big splash of color, these long-blooming, vigorous Agastache bloom early and continue through fall, attracting droves of pollinators and hummingbirds. No shearing is needed to stay in flower, making them a breeze in production with a sustained retail sales window.



# Maestro® Gold *Agastache*

## THE DETAILS

- Upright mounding habit; thriller and filler applications
- Heat and drought tolerant
- Deer resistant
- Grow in 4.25 Grande™ containers, large container recipes, monocultures and landscapes
- Vigor 3



Full Sun



Height: 18-24"  
Spread: 10-18"



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**Surefire Cascade™**  
**Red *Begonia***





# Surefire Cascade™ Red *Begonia*

## WHAT'S NEW?

Expanding our popular Surefire® line, this unique trailing begonia offers similar appeal but with new applications for large hanging baskets where it acts as a spreading filler. A well-branched canopy of glossy green foliage creates a lush backdrop for the sizable, vibrant red flowers, holding up well in wind and rain.



# Surefire Cascade™ Red *Begonia*

## THE DETAILS

- Early to flower; reduced time to market
- Exceptional color coverage
- Similar color as Surefire® Red, but in a useful new form
- Grow in 4.25 Grande™ containers, large hanging baskets and container recipes
- Vigor 4



Sun or  
shade



Height: 12-18"  
Spread: 24-36"



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# Campfire® Red Ember *Bidens*







# Campfire® Red Ember *Bidens*

## WHAT'S NEW?

Use this fiery red, non-fading Bidens to formulate high impact, low maintenance, heat tolerant container recipes and showstopping landscape plantings. It forms a full canopy that's loose enough for mixing in recipes while creating a vivid splash of color.



# Campfire® Red Ember *Bidens*

## THE DETAILS

- Self-cleaning flowers set little seed, reducing persistence in the garden
- Reliably heat tolerant
- Pollinator-friendly
- Grow in 4.25 Grande™ containers, monocultures, container recipes and landscapes
- Vigor 2



Full Sun



Height: 8-10"  
Spread: 16-24"



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**Heart to Heart® Crème Brulee**  
*Caladium*







# Heart to Heart® Crème Brulee *Caladium*

## WHAT'S NEW?

Introducing a brand new color pattern for Heart to Heart® caladiums! Heart-shaped leaves are outlined with a broad, pinky bronze margin and accented with a creamy white center and veining. An elegant selection for spring, fall, and every season in between.



# Heart to Heart® Crème Brulee Caladium

## THE DETAILS

- Premium thriller for shade recipes
- Large leaves fill pots fully for excellent retail appeal
- Bulbs come de-eyed and painted for quick and easy planting
- Grow in 1QT, 6.5" or 8.5" containers, window boxes, container recipes, monocultures and landscapes
- Vigor 2



Part shade  
to shade



Height: 14-16"  
Spread: 10-14"



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**Heart to Heart® Midnight Oil**  
*Caladium*







# Heart to Heart® Midnight Oil *Caladium*

## WHAT'S NEW?

The first of its kind on the market! Deep green and red tones overlay to create near-black, arrow-shaped leaves with undulating margins. Being highly sun tolerant, its coloration is darkest with plentiful UV sunlight, whether grown in containers or landscapes.



# Heart to Heart® Midnight Oil *Caladium*

## THE DETAILS

- Vigorous selection that quickly fills pots fully
- Strong impulse appeal for retail
- Bulbs come de-eyed and painted for quick and easy planting
- Grow in 1QT, 6.5" or 8.5" containers, window boxes, container recipes, monocultures and landscapes
- 12-14" height; 10-14" spread
- Part sun to sun
- Vigor 2



Part sun to  
sun



Height: 12-14"  
Spread: 10-14"



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**TOP  
PICK**

**Superbells Magic® Double**  
**Grapefruit *Calibrachoa***







## Superbells Magic® Double Grapefruit *Calibrachoa*

### WHAT'S NEW?

Everything you've loved about Superbells Magic® Pink Lemonade, now in double form. Dynamic, rose-like blossoms open lemon yellow, then take on soft pink tones when exposed to UV sunlight. A slightly looser habit allows it to mix beautifully in hanging baskets.

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**TOP  
PICK**



# Superbells Magic® Double Grapefruit *Calibrachoa*

## THE DETAILS

- Ideal for spring sales and holiday promotions
- Full, well-branched, mounded trailing habit
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, container recipes and monocultures
- Vigor 2



Part sun to  
sun



Height: 6-12"  
Spread: 12-24"



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**TOP  
PICK**

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**Superbells Magic® Double**  
**Grapefruit *Calibrachoa***





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**Superbells Magic® Double**  
**Grapefruit *Calibrachoa***



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**Safari® Lava Flow**  
*Jamesbrittenia*







# Safari® Lava Flow *Jamesbrittenia*

## WHAT'S NEW?

After years of trialing hundreds of *Jamesbrittenia* in trials, we've found an outstanding scarlet selection that meets our rigorous standards. It's a Sutera relative with similar applications but far greater heat and humidity tolerance and won't cycle out of bloom if plants dry down.



# Safari® Lava Flow

## *Jamesbrittenia*

### THE DETAILS

- Full, healthy liners with no rooting issues
- Good resistance to powdery and downy mildew
- Grow in 4.25 Grande™ containers, baskets, container recipes and window boxes
- Vigor 2



Part sun to  
sun



Height: 6-12"  
Spread: 12-24"



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**Safari® Lava Flow**  
*Jamesbrittenia*



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**Laguna® Royale**  
*Azure Lobelia*







# Laguna® Royale *Azure Lobelia*

## WHAT'S NEW?

For maximized production space, efficient shipping and perfect pot presentation at retail, choose our new Laguna® Royale series lobelias. Their smaller, rounder habit is ideal for small pot production, and retailers can encourage sales in multiples for edging landscape beds.

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# Laguna® Royale Azure *Lobelia*

## THE DETAILS

- Full, dense habit blanketed in flowers
- Enhanced heat tolerance extends the bloom time
- Grow in 4.25 Grande™ containers, baskets, window boxes, monocultures and landscapes
- Vigor 2



Part sun to  
sun



Height: 8-12"  
Spread: 10-12"



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Laguna® Royale Azure  
*Lobelia*



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**Laguna® Royale**  
**Lilac *Lobelia***





A close-up photograph of numerous small, light purple flowers with darker purple centers, identified as Laguna Royale Lilac Lobelia. The flowers are densely packed and have a delicate, five-petaled structure. The background is a soft, out-of-focus green, suggesting foliage.

# Laguna® Royale Lilac *Lobelia*

## WHAT'S NEW?

For maximized production space, efficient shipping and perfect pot presentation at retail, choose our new Laguna® Royale series lobelias. Their smaller, rounder habit is ideal for small pot production, and retailers can encourage sales in multiples for edging landscape beds.



# Laguna® Royale Lilac *Lobelia*

## THE DETAILS

- Easier for growers to get into color for spring sales
- Stronger color impact on the retail bench
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- Vigor 3



Part sun to  
sun



Height: 8-12"  
Spread: 10-12"



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**Laguna® Royale Lilac**  
*Lobelia*



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**Laguna® Royale Pink**  
*Lobelia*





A close-up photograph of a dense cluster of Laguna Royale Pink Lobelia flowers. The flowers are a vibrant pink color with five petals each, and some have darker pink or purple markings near the centers. The green foliage is visible between the flowers.

# Laguna® Royale Pink *Lobelia*

## WHAT'S NEW?

For maximized production space, efficient shipping and perfect pot presentation at retail, choose our new Laguna® Royale series lobelias. Their smaller, rounder habit is ideal for small pot production, and retailers can encourage sales in multiples for edging landscape beds.



# Laguna® Royale Pink *Lobelia*

## THE DETAILS

- Easier for growers to get into color for spring sales
- Stronger color impact on the retail bench
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- Vigor 3



Part sun to  
sun



Height: 8-12"  
Spread: 10-12"



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**White Knight® (Imp)**  
*Lobularia*







# White Knight® (Imp) *Lobularia*

## WHAT'S NEW?

Offering a greatly improved flowering performance, this upgraded selection features much larger, showier clusters of clean white blossoms that completely envelop the foliage. Its sterility and exceptional heat tolerance result in all-season color and no nuisance seedlings.



# White Knight® (Imp)

## *Lobularia*

### THE DETAILS

- Improved vigor and garden performance
- More rounded, less trailing habit than Snow Princess®
- Grow in 4.25 Grande™ containers, baskets, window boxes, container recipes, monocultures and landscapes
- 8-12" height; 24-30" spread
- Part sun to sun
- Vigor 3



Part sun to  
sun



Height: 8-12"  
Spread: 24-30"



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**TOP  
PICK**

**Superlophus™**  
**Sunglow *Oenothera***







# Superlophus™ Sunglow *Oenothera*

## WHAT'S NEW?

As one of our most dependable, heat and drought tolerant annuals, this Texas primrose is ideal for containers and in-ground applications in arid, sunny climates. Resilient, radiant yellow flowers cover the finely textured foliage and attract beneficial pollinators.

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**TOP  
PICK**



# Superlophus™ Sunglow *Oenothera*

## THE DETAILS

- Low maintenance, versatile annual
- Handles extreme weather conditions with ease
- Grow in 4.25 Grande™ containers, monocultures, container recipes, window boxes and landscapes
- Zone 8-10
- Vigor 2



Full Sun



Height: 12-24"  
Spread: 18-24"



TOP  
PICK

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**Superlophus™ Sunglow**  
*Oenothera*



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PICK**

**Supertunia Vista®**  
**Cool Jazz™** *Petunia*







# Supertunia Vista® Cool Jazz™ *Petunia*

## WHAT'S NEW?

A slick new color expansion to our most popular series, this exceptional petunia features cool orchid pink flowers on a canopy that matches Supertunia Vista® Jazzberry® in vigor, habit and size. Huge, upright mounded plants are blanketed in self-cleaning flowers all season.

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**TOP  
PICK**



# Supertunia Vista® Cool Jazz™ *Petunia*

## THE DETAILS

- Outstanding landscape performance
- Excellent heat and humidity tolerance
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, baskets, container recipes, monocultures and landscapes
- Vigor 4



Part sun to  
sun



Height: 12-24"  
Spread: 24-36"



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**Supertunia Vista® Cool  
Jazz™ *Petunia***





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**Supertunia Mini Vista®**  
**Pink Cloud™** *Petunia*





# Supertunia Mini Vista® Pink Cloud™ *Petunia*

## WHAT'S NEW?

A standout favorite in our trials, this new addition to our popular Supertunia Mini Vista® line forms a dense mass of bright cotton candy pink flowers with a white eye. Distinctly ruffled petals add rigidity that helps the blossoms better withstand wind and rain.



# Supertunia Mini Vista® Pink Cloud™ *Petunia*

## THE DETAILS

- Very vigorous, yet compact growth
- Perfect presentation in containers at retail
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, baskets, window boxes, container recipes, monocultures and landscapes
- Vigor 3



Part sun to  
sun



Height: 6-12"  
Spread: 18-24"



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**Supertunia Mini Vista® Pink**  
**Cloud™ *Petunia***





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**Southern Blaze™ Bright**  
**Pink *Phlox***



A close-up photograph of numerous bright pink Phlox flowers. The flowers have five petals each, with a darker pink or red center. They are densely packed together, filling the left side of the image. The background is a solid green color.

# Southern Blaze™ Bright Pink *Phlox*

## WHAT'S NEW?

Joining the series formerly known as Intensia®, this positively glowing bright pink selection is a compact pollinator magnet. A nativar with Texan roots, it is extremely reliable in southern states and one of the best of all Proven Winners annuals in Florida trials.



# Southern Blaze™ Bright Pink *Phlox*

## THE DETAILS

- The most compact of the series
- Outstanding heat and humidity tolerance; great for late spring and summer sales
- Grow in 4.25 Grande™ containers, baskets, container recipes, window boxes and landscapes
- Vigor 2



Full sun



Height: 8-10"  
Spread: 10-16"



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**Southern Blaze™ Bright**  
**Pink *Phlox***







# Southern Blaze™ Bright Pink *Phlox*





**Whirlwind® White (Imp)**  
*Scaevola*



A close-up photograph of a dense cluster of small, white, star-shaped flowers with yellow centers, growing on green, succulent-like foliage. The flowers are in various stages of bloom, and the background is a soft-focus green.

# Whirlwind® White (Imp) *Scaevola*

## WHAT'S NEW?

We are continually improving our genetics to bring you the most refined plants possible. This improved Scaevola retains the excellent vigor of the original but has a much tidier, well-branched habit, is earlier to bloom, and has awesome flower power.



# Whirlwind® White (Imp) *Scaevola*

## THE DETAILS

- Great match for Whirlwind® Pink
- Better mixer in early season recipes
- Heat, humidity and drought tolerant
- Sell early in 4.25 Grande™ or in 1.0 Royale™ containers for summer sales
- Great for baskets, window boxes, container recipes and landscapes
- Vigor 3



Full sun



Height: 8-14"  
Spread: 18-24"



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# Whirlwind® White (Imp) *Scaevola*





NEW PROVEN ACCENTS®  
FOR 2025-26



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**Silver River™**  
*Didelta*





A close-up photograph of the Silver River plant, showing its silvery, succulent, and slightly curled leaves. The plant is growing densely, and the leaves have a soft, fuzzy texture.

# Silver River™

## *Didelta*

### WHAT'S NEW?

An ideal choice for warm, arid climates, this shimmering silver, semi-succulent accent plant is useful for waterwise gardens where its resilience in challenging conditions is evident. It forms a spreading mound in the ground but also mixes well in container recipes.



# Silver River™

## *Didelta*

### THE DETAILS

- Provides striking color contrast in combinations
- Pair with Mangave, Scaevola, Lantana
- Compact, well-branched habit
- Grow in 4.25 Grande™ or 4.5 Classic™ containers, baskets, container recipes and landscapes
- Vigor 2



Full sun



Height: 8-12"  
Spread: 12-24"



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**Sweet Caroline**  
**Medusa™ Black *Ipomoea***







# Sweet Caroline Medusa™ Black *Ipomoea*

## WHAT'S NEW?

Building on our exclusive Ipomoea form this year is a dramatic black selection with distinctive palm-shaped leaves. With a slightly looser habit than Medusa Green, it mixes beautifully in recipes. The Medusa™ Ipomoea series replaces Illusion® for the 25-26 season.



# Sweet Caroline Medusa™ Black *Ipomoea*

## THE DETAILS

- Thick leaves don't flag or fade in the heat
- Fabulous, easy to grow foliage accent
- Grow in 4.25 Grande™ containers, baskets, container recipes, monocultures and landscapes
- Vigor 3



Part sun to  
sun



Height: 6-12"  
Spread: 18-30"



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**Sweet Caroline Sweetheart  
Shadowstorm™ *Ipomoea***





# Sweet Caroline Sweetheart Shadowstorm™ *Ipomoea*

## WHAT'S NEW?

Improved over older variegated selections with its well-branched habit, this black and green flecked *Ipomoea* is a refined yet dynamic spiller for baskets and upright container recipes. Heart-shaped leaves are borne from tighter internodes, resulting in a more compact plant.



# Sweet Caroline Sweetheart Shadowstorm™ *Ipomoea*

## THE DETAILS

- Leaves emerge green, then develop variegation with maturity and exposure to UV light
- Uniquely patterned leaves stand out at retail
- Grow in 4.25 Grande™ containers, baskets, container recipes and landscapes
- Vigor 3



Part sun to  
sun



Height: 6-16"  
Spread: 20-36"



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# 2026 NATIONAL PLANTS & RECIPES OF THE YEAR





# 2026 NATIONAL PLANTS OF THE YEAR



  
**ANNUAL  
OF THE YEAR**

**Safari® Dusk™**  
*Jamesbrittenia*



**NEW**

  
**PETUNIA  
OF THE YEAR**

**Supertunia® Hoopla® Vivid  
Orchid™ Petunia**



# 2026 NATIONAL PLANTS OF THE YEAR

NEW



LANDSCAPE  
ANNUAL  
OF THE YEAR

**Señorita Rosalita®**  
*Cleome*



CALADIUM  
OF THE YEAR

**Heart to Heart® 'Chinook'**  
*Caladium*



# 2026 NATIONAL RECIPES OF THE YEAR



## SAFFRON SUNRISE

Superbells® Tropical Sunrise *Calibrachoa*  
Safari® Dusk™ *Jamesbrittenia*  
Supertunia® Saffron Finch™ *Petunia*

Suggested Thriller: Emerald Isle™ *Alocasia*



## PIXIE POWDER

Double Delight® Appleblossom *Begonia*  
Diamond Frost® *Euphorbia*  
Rockapulco® Coral Reef *Double Impatiens*

Suggested Thriller: Graceful Grasses®  
Queen Tut™ *Cyperus*



## MOONLIT LAVENDER

Supertunia® Hoopla® Vivid Orchid™ *Petunia*  
Supertunia Mini Vista® White *Petunia*  
Superbena® Violet Ice *Verbena*

Suggested Thriller: Meteor Shower®  
*Verbena*

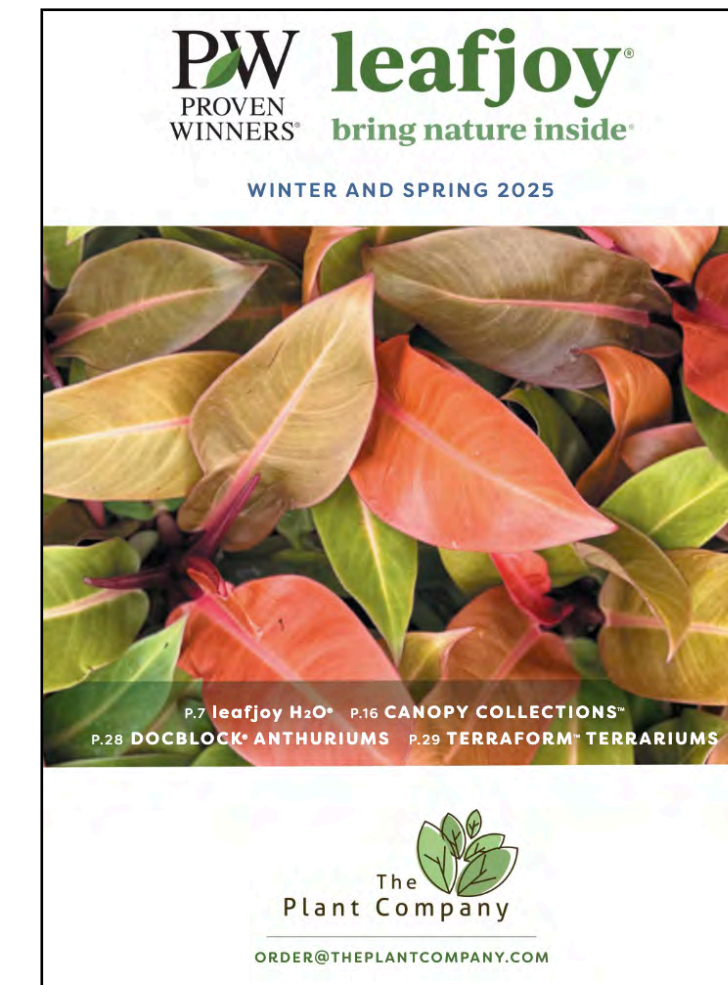


## KINDNESS

Heart to Heart® Lemon Blush *Caladium*  
Heart to Heart® Splash of Wine *Caladium*



# ADDITIONAL RESOURCES



## Retail Programs

**CONNECT+**  
Exclusive Marketing Solutions for IGCs



Learn more at [www.provenwinners.com/2026\\_Resources](http://www.provenwinners.com/2026_Resources).

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