

## Fleuroselect presents 'fabulous five'

FLEUROSELECT, the International Organisation for Ornamental Plants, has presented five outstanding varieties that the Fleuroselect judges found to be superior in terms of breeding, beauty and performance, and have been crowned with the Fleuroselect Gold Medal. Each of these stunning varieties is an exciting addition to the ornamentals market. The fabulous five winners are: Agastache hybrid 'Astello Indigo', *Alcea rosea annua* 'Spring Celebrities Crimson', *Echinacea hybrida* 'Cheyenne Spirit', *Salvia coccinea* 'Summer Jewel Red' and *Viola cornuta* 'Sorbet XP Delft Blue'.



**Agastache hybrida 'Astello Indigo'** from Van Hemert & Co. Seeds, the Netherlands, is a completely new type of hybrid Agastache from seed, perfectly suited for use in pots and containers as well as garden beds. The Fleuroselect judges were impressed by the strong, bushy plants, showing the ideal combination of vigorous growth and compact habit. Beautiful, upright spikes are fully covered with fragrant, deep indigo-blue flowers with a delightful minty scent that attracts butterflies and bees. A first-year flowering perennial that is ideal for

annual production and highly versatile for growers, being suitable for various pot sizes and production schedules.

**Alcea rosea annua 'Spring Celebrities Crimson'** from Sahin/Takii Seed, the Netherlands/Japan, is a completely new dimension in annual flowering Hollyhocks. The newest and most compact variety in the 'Spring Celebrities' series has unique, bushy dwarf plants that produce sturdy stems with an abundance of beautiful, large, rich crimson double blooms. Hollyhocks are the quintessential plants for the 'cottage garden' trend, and 'Spring Celebrities Crimson' brings this within the reach of every garden, patio or balcony owner with no need for huge borders, stakes or ties! Requiring no vernalization and with a short production time, growers will be delighted to offer this stunning variety.

**Echinacea hybrida 'Cheyenne Spirit'** from Kieft-Pro-Seeds, the Netherlands, is a complete innovation in first-year flowering seed perennials and in Echinacea. With its rich colour palette, evoking the spirit of the North American plains and prairies where this genus has its origin, Echinacea 'Cheyenne Spirit' will delight and inspire growers and consumers alike. In addition to raving about the colour mix, the Fleuroselect judges also praised this variety for its good plant habit, flower quality and its uniformity, exceptional



for a first-year flowering variety.

**Salvia coccinea 'Summer Jewel Red'** from Takii Seed, Japan, is early, easy and compact. These key features will attract growers to the all-new *Salvia coccinea* 'Summer Jewel Red'. In the trials, Fleuroselect judges applauded the earliness of this fast-to-grow new variety, earlier and more compact than any dwarf *Salvia* on the market. Easy to schedule and ship. Compact plants fill pots or packs fully and show appealing, bright jewel-red blooms at retail. In the garden, this free-flowering red gem will shine all season long.



**Viola cornuta 'Sorbet XP Delft Blue'** from PanAmerican Seed, USA/Europe, is a gold medal winner with old Dutch charm. Blue is an immensely popular tint in dainty, small flowered *Viola cornuta*, and 'Sorbet XP Delft Blue' has a unique, true blue colour with a white face in a stable colour combination, as beautiful and precious as the porcelain that lends its name. The Fleuroselect judges were wowed by the flower colour and also praised 'Sorbet XP Delft Blue' for its earliness and stable garden performance. A perfectly matching addition to the outstanding Sorbet XP series and a firm growers' favourite, consumers will delight in the striking colour contrast which radiates brightly in shade and light.