

# Retailer Checklist

## 1 Get certified.

Take advantage of our free certification program to help train your staff to better assist customers and increase your sales of Proven Winners products. We'll reward you with greater visibility on our website through our Retailer Locator **which will only include Certified Retailers as of Spring 2019**. Did we mention there's also free pizza involved? Learn more at [www.provenwinners.com/Professionals/Certified\\_FAQ](http://www.provenwinners.com/Professionals/Certified_FAQ). Program starts **February 1, 2019**.

## 2 Book your orders.

Meet with your preferred supplier to make sure you have all your most important items on order including top sellers, National Plants and Recipes of the Year, and hard goods.

## 3 Offer plants in our branded containers.

Take advantage of the most effective form of POP we offer – our signature white branded containers. Consumers have come to trust that plants in Proven Winners containers will be proven performers in their gardens, year after year. Help them easily find Proven Winners plants in your store by selling them in the container they are looking for.

## 4 Take advantage of our *Gardener's Idea Book*.

Ensure your customers receive the *Gardener's Idea Book* from your store by linking to the digital version in your newsletter or website, or taking advantage of our customized mailing offer. We will be happy to work with you to customize the back cover for your store and mail the books out for you. We'll cover the cost of the books and you pay the postage. Be sure to stock up on extra copies to use as giveaways at the register, events and your spring open house. Find details at [www.provenwinners.com/share-booklet](http://www.provenwinners.com/share-booklet) or contact Sandy at 815-895-1872 or [sandy@provenwinners.com](mailto:sandy@provenwinners.com).

## 5 Target locals through a Pandora ad campaign.

For just pennies per impression, U.S. retailers can target local garden enthusiasts within a 20-mile radius of your zip code with a Pandora internet radio ad. Your garden center will receive a minimum of 21,875 audio impressions and a report on your campaign reach. Listen to sample ads and see who else is participating at [www.provenwinners.com/pandora](http://www.provenwinners.com/pandora).

## 6 Create a social media plan.

More than ever, your customers are participating in social media communities. Create a plan to maintain a consistent presence on your most active social channels, including posting information frequently, monitoring comments and engaging with your followers. Learn more about the free pre-sized graphics, videos and photos we'd love for you to share at [www.provenwinners.com/social\\_media](http://www.provenwinners.com/social_media).

## 7 Keep up with Garden Answer.

Laura of @Garden Answer's popularity has skyrocketed as she teaches a whole new generation to garden. We've partnered with Laura to produce 100 new videos for us each year which focus exclusively on Proven Winners plants. We encourage you to share them in your newsletters, on your website and social media feeds, and on your in-store kiosks. Find the links and video schedule at [www.provenwinners.com/Professionals\\_Garden\\_Answer](http://www.provenwinners.com/Professionals_Garden_Answer).

## 8 Create a Proven Winners Store-Within-A-Store destination.

Garden centers like Badding Brothers of Buffalo, NY and Cedar Rim of British Columbia have experienced tremendous success by creating a Proven Winners destination within their retail space. Let us help you do the same! Get started by contacting our Regional Account Manager in your area and be sure to schedule your first visit prior to January 15 to ensure enough time for planning and execution.

## 9 Order POP signage.

Effective signage is vitally important to your store's strong sell through. Whether you're looking for ready-to-go POP or prefer the semi-customized or fully customized look, we're ready to help. Order our standard POP online or contact Tabatha at [tabatha@provenwinners.com](mailto:tabatha@provenwinners.com) or 601-527-5213 to get started on your customized POP order. Don't delay! Place your custom POP order by April 1, 2019.

## 10 Schedule delivery of fresh product.

Filling your benches with fresh product in spring is obvious, but it shouldn't stop there. Advertising that you are bringing in fresh, seasonally appropriate plants throughout the year will encourage customers to return time and again for more. Work with your preferred supplier to schedule consistent, season-long shipments and see faster turns as a result. Looking for a supplier of fresh product? Talk with your Regional Account Manager to find a solution.

# Retail Resource Guide



# Let's Get Growing Together

How was your year? Were you inspired by something you saw, energized by something you heard, or excited by a new idea?

We were! Our passion for plants and developing effective multimedia marketing campaigns was fueled by the stunning displays, creative ideas and engaging events we saw at the retail garden centers we visited this year. It's your willingness to constantly look to improve and grow your business that motivates us. It drives Proven Winners to continually work to bring you effective, innovative ways to satisfy your customers.

We know you have incredibly diverse options when it comes to the plants you stock. Fun novelty items that promise to be the next greatest trend are constantly popping up. When you choose to sell Proven Winners plants, you can be confident that our varieties are selected through extensive trialing at the grower, retailer and consumer performance levels. Our second-to-none national marketing campaigns, cooperative opportunities and regionally-focused efforts build awareness for the Proven Winners brand and drive traffic to your store. But you know what keeps your customers coming back year after year – the incredible success they have experienced with the products you offer.

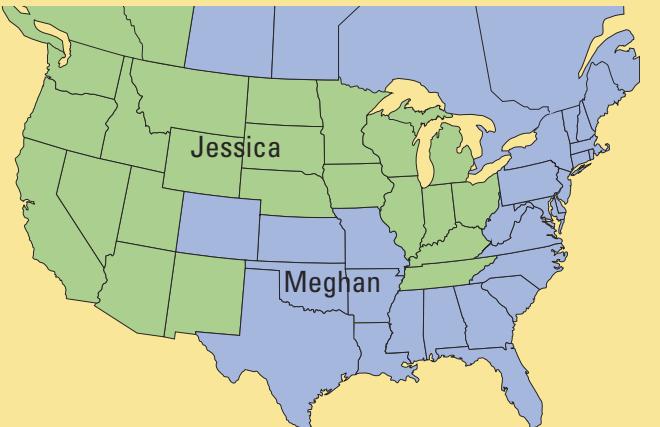
Our continued commitment to independent garden centers is stronger than ever before. We encourage you to take advantage of the innovative marketing tools we've developed for you to make it easy to have consistent contact with your loyal customers. We welcome your feedback, insights and ideas as we navigate the retail journey together.

Thank you for allowing us the privilege of helping you grow your business. We are excited to work alongside you for many seasons to come.



**Meghan Owens**  
Regional Account Manager –  
East Coast, Southeast, South,  
Central and Eastern Canada  
E: [meghan@provenwinners.com](mailto:meghan@provenwinners.com)  
C: 207-572-0465

**Jessica DeGraaf**  
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Western Canada  
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# We Love Our IGC Customers!



**Barlow's – Sea Girt, NJ**  
Thomas Barlow, Stephen Barlow, Kayla Adams, Stephen Barlow III



**Ooltewah Nursery – Chattanooga, TN**  
Amber Coch, Kat McGraw, Meghan Owens



**Dakota Greens – Custer Greenhouses & Nursery – Custer, SD**  
Jeff and Robin Prior



**Allisonville Nursery Garden & Home – Fishers, IN**  
Judy Sharpton, Jeff Gatewood



**Viaduct Gardens & Greenhouses – Waterloo, NE**  
Cindi Hansen, Jessica DeGraaf, Mary



**East Coast Garden Center – Millsboro, DE**  
Valery Cordrey, Chris Cordrey, Rick Cordrey



Look for this lightbulb throughout the guide for ways you can take action this season.

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# 2019 Annual of the Year™

Beauty, versatility and ease of production are three of the 2019 Annual of the Year's most exemplary traits. You'll be amazed how easy it is to pair Lemon Coral sedum with your other top sellers in upright containers and hanging basket recipes. Its glowing chartreuse, uniquely textured foliage magically coordinates well with all of its planting partners. Create your own recipe using this and other medium vigor varieties or follow the tested recipes you see here for easy success.

 Demand for our Annual of the Year skyrockets due to extensive nationwide promotions. Be sure to stock up early and generously to meet the coming demand.



**EAST COAST SWING**  
1 ROCKAPULCO® Coral Reef Impatiens  
2 LEMON CORAL™ Sedum  
3 COLORBLAZE® Chocolate Drop Solenostemon



**FRIENDS FOREVER**  
1 SUPERBELL® Tropical Sunrise Calibrachoa  
2 ROCKIN'® 'Golden Delicious' Salvia  
3 LEMON CORAL™ Sedum



**CLEOPATRA**  
1 BETH'S BLUE® Isotoma  
2 LEMON CORAL™ Sedum  
3 METEOR SHOWER® Verbena



**ROMAN EMPEROR**  
1 VERMILLIONAIRE® Cuphea  
2 LEMON CORAL™ Sedum



**ANNUAL OF THE YEAR™**  
**LEMON CORAL™**  
Sedum



**OFF THE WALL**  
1 Sweet Caroline Sweetheart Lime Ipomoea  
2 COLOR BLAZE® GOLDEN DREAMS™ Solenostemon  
3 LEMON CORAL™ Sedum

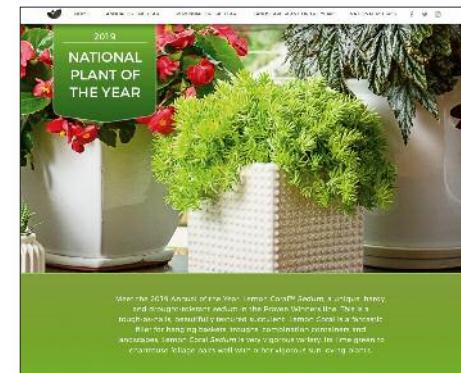


**ONE CRAZY SUMMER**  
1 SUPERBELL® OVER EASY™ Calibrachoa  
2 DAHLIGHTFUL® Tupelo Honey Dahlia  
3 LEMON CORAL™ Sedum

# Inspiring Consumers | Empowering Retailers

We're ready to launch a multimedia marketing campaign to build awareness and excitement for the 2019 National Plants of the Year. Look for promotions at consumer shows, online, through social media, print magazines and more. Then let us help you with your own marketing at the retail level. Here's a quick look at our upcoming efforts.

## Consumer Promotions



### National Print Advertising –

We'll create millions of impressions of Lemon Coral™ in our 2019 national print advertising campaign which reaches consumers across the U.S. and Canada. With its broad appeal across demographics and climates, this plant is guaranteed to bring in strong sales.

## Retailer Resources



### National Plant of the Year Program Social Media and Web Graphics –

Let us help you promote the National Plants of the Year with free graphics to use on your own social media sites and website. Get started at [www.provenwinners.com/share](http://www.provenwinners.com/share)

**"Dear Proven Winners –**  
thank you for the support and encouragement you provide to us throughout the year, every year! We love your commitment to people as well as your commitment to plants."

Christine Justice  
Manager, East Coast Garden Center,  
Millsboro, DE

### National Plant of the Year Program POP –

Use our ready-to-go signage to promote these award-winning plants or let us help you create a custom look. Order online at [www.provenwinners.com/catalog/point-purchase-materials](http://www.provenwinners.com/catalog/point-purchase-materials)

Final artwork is subject to change.

# 2019 National Perennials and Shrubs of the Year

Since the program's inception, growers and retailers have experienced extraordinary increases in sales of our National Plants of the Year. Word is out that Proven Winners makes it easy to promote the very best plants by offering these award-winning varieties. Upon the request of our Retail Advisory Board and additional customers who see the program as a profit builder, we are expanding into new categories of perennials and shrubs for 2019.



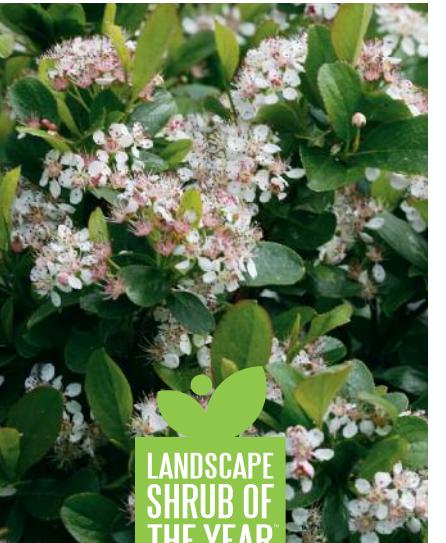
HOSTA  
OF THE YEAR

SHADOWLAND®  
'Autumn Frost' Hosta



PERENNIAL  
OF THE YEAR™

SUMMERIFIC®  
'Berry Awesome' Hibiscus



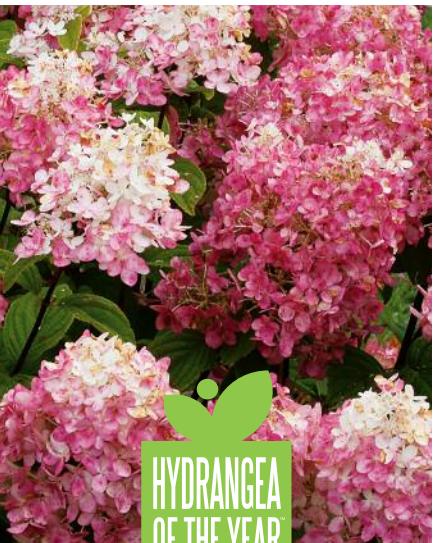
LANDSCAPE  
SHRUB OF  
THE YEAR™

LOW SCAPE®  
Mound Aronia



ROSE OF  
THE YEAR™

AT LAST®  
Rosa



HYDRANGEA  
OF THE YEAR™

FIRE LIGHT®  
*Hydrangea paniculata*



FLOWERING  
SHRUB  
OF THE YEAR™

SONIC BLOOM®  
*Weigela florida*

# The Making of a Champion

The National Plants of the Year are never chosen at random. To reach this highest designation, Proven Winners annuals, perennials and shrubs must meet a strict set of criteria for consideration including:

**Easy to Grow** – They must be easy for both growers and gardeners alike to grow. It shouldn't take an expert to grow beautiful flowers.

**Iconic** – Easily recognizable at a glance, the National Plants of the Year have an iconic style unmatched by lookalikes.

**Readily Available** – These plants are easy to find locally or online. Announcing the National Plants of the Year a year in advance helps growers and retailers be prepared for the demand.

**Perfect for Baskets and Containers** – The Annual of the Year grows beautifully in hanging baskets as well as upright patio containers and window boxes.

**Outstanding Landscape Performance** – Not just for containers, these plants also deliver a knockout performance when planted in landscapes.

## Retailer Resources



Let consumers know you're carrying the National Plants of the Year by using our **readymade graphics** in your newsletter, on your website, in your social media posts, and on your in-store signage.



Final artwork is subject to change.

### National Plant of the Year Program POP –

Use our ready-to-go signage to promote these award-winning plants or let us help you create a custom look. Order online at [www.provenwinners.com/catalog/point-purchase-materials](http://www.provenwinners.com/catalog/point-purchase-materials)

### National Plant of the Year Program Social Media and Web Graphics –

We're making it easy for you to promote the National Plants of the Year with free graphics for your own social media sites and website. Find them all at [www.provenwinners.com/share](http://www.provenwinners.com/share).



### Stay Informed – Sign Up Today

Do you receive our monthly retailer newsletter? Jessica and Meghan collaborate each month to bring you ideas from the road for retailer events, trends they are seeing across the U.S. and Canada, endcap and merchandising ideas, best practices and more. Sign up today at [www.provenwinners.com/professionals/newsletters](http://www.provenwinners.com/professionals/newsletters).

# Popular National Recipe Program Expands for 2019

We've diversified our National Recipe Program to meet the needs of all our North American customers this year. Choose those that are best suited to your region and promote them in any season you wish. Based on our careful trialing of these recipes, you can be confident they will deliver the signature Proven Winners all-season performance.

**GRAND TRAVERSE**  
SUPERTUNIA® BLACK CHERRY® *Petunia*  
SUPERTUNIA® BORDEAUX™ *Petunia*  
SUPERTUNIA VISTA® *Fuchsia Petunia*  
**THRILLER:**  
GRACEFUL GRASSES®  
PRINCE TUT™ *Cyperus*

**IRRESISTIBLE**  
SUPERBELLS® Yellow *Calibrachoa*  
LAGUNA® ULTRAVIOLET™ *Lobelia*  
SUNSATIA® BLOOD ORANGE™ *Nemesia*  
**THRILLER:**  
GRACEFUL GRASSES®  
Purple Fountain Grass  
*Pennisetum*

**PUMPKIN**  
SPICE LATTE

**SUNSATIA® BLOOD ORANGE™**  
Nemesia  
SUPERTUNIA® LATTE *Petunia*  
SUPERBENA® Royale Plum Wine *Verbena*

**SPARKLE AND GLOW**  
SUPERBELL'S® GRAPE PUNCH™ *Calibrachoa*  
LAGUNA® ULTRAVIOLET™ *Lobelia*  
SUPERBENA SPARKLING® Amethyst *Verbena*  
**THRILLER:**  
METEOR SHOWER® *Verbena*

**STRAWBERRY SAUCE**  
SUPERBELL'S® STRAWBERRY PUNCH™ *Calibrachoa*  
LAGUNA® White *Lobelia*  
SUPERBENA® Royale Romance *Verbena*  
**THRILLER:**  
GRACEFUL GRASSES® 'Sky Rocket' *Pennisetum*

# Reaching Consumers from Every Angle

Our experienced marketing team is dedicated to communicating the brand promise to consumers where they live – online, on the road, at home, even in line at the supermarket. Here are seven ways we are working every day to spread the message about Proven Winners plants.

## National Print Advertising

The number of print magazine readers is on the rise, and we're making millions of impressions in a broad array of gardening and non-gardening titles in the U.S. and Canada.

## Gardener's Idea Book

450,000 copies of our popular Gardener's Idea Book are distributed in the U.S. and 16,000 in Canada by request only every year. Be prepared for the coming demand by stocking up on the plants we'll be featuring. Find the plant list this fall at [www.provenwinners.com/retailer-gardeners-idea-book-co-op](http://www.provenwinners.com/retailer-gardeners-idea-book-co-op).

## E-Newsletter

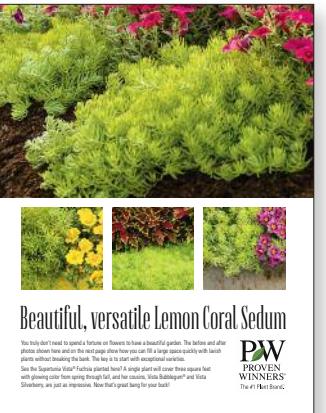
Over 202,000 consumers across the U.S. and Canada have opted in to receive our monthly Winner's Circle e-newsletter and that number is growing every year. This publication includes articles on seasonal topics, highlights key varieties of annuals, perennials and shrubs, and features a Pinterest board, container recipe and video.

## Websites

Over four million visitors have explored our websites over the past year, including our main site and two additional websites which focus on key products: [www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com) and [www.beauty.provenwinners.com](http://www.beauty.provenwinners.com), which contains expanded content from the *Gardener's Idea Book*.

## Pandora Internet Radio

For just pennies per impression, U.S. retailers can target local garden enthusiasts within a 20-mile radius of your zip code with a Pandora internet radio ad. Your garden center will receive a minimum of 21,875 audio impressions and a report on your campaign reach. Expanded reach and campaigns are available. Choose from three campaign dates for 2019: 4/8-5/12, 5/6-6/9 or 6/3-7/14. Listen to sample ads and see who else is participating at [www.provenwinners.com/pandora](http://www.provenwinners.com/pandora).



Final artwork subject to change.



## Consumer Flower Shows

Flower and garden shows offer a unique opportunity to sell the experience of gardening by immersing consumers in the beauty of plants. We'll be promoting our National Plants of the Year at consumer shows across the U.S. and Canada in Spring 2019 with the help of local retailers. We welcome your participation! Ask Jessica or Meghan how you can get involved.



## Social Media

Consumers have come to expect us to engage with them across social media channels, and we truly enjoy providing inspiration and knowledge every day of the year. Here are the online communities where we are reaching millions of connected consumers.



Facebook  
@Proven Winners



YouTube  
youtube.com/user/provenwinners



Instagram  
@provenwinners



Pinterest  
pinterest.com/provenwinners



Twitter  
@Proven\_Winners



Winners  
Circle®  
Newsletter

Advertising plans subject to change without notice.



## What Marketing are You Doing in MY Area?

More than you and your customers might think! We've put together individualized reports for all 50 United States (Canadian Provinces coming soon) so you can see all the marketing opportunities we are creating where you live.

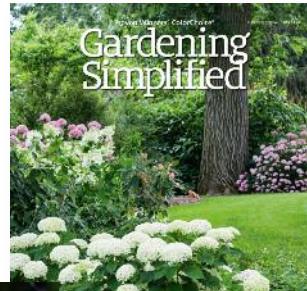


Find out exactly how many retail garden centers in your state have completed our Certification Program, how many people from your state have visited our website, the top 10 plants consumers are looking to buy there, the exact location of our billboards, your state's top trial garden performers and much more at [www.provenwinners.com/professionals/localmarketing](http://www.provenwinners.com/professionals/localmarketing).

# Proven Winners® ColorChoice® Marketing

## Driving Consumer Demand

When you offer Proven Winners ColorChoice Flowering Shrubs, you're tapping into an extensive consumer promotion campaign that works every day to build trust and recognition of the brand. Count on us to take care of marketing so you can focus on getting high quality finished plants into the marketplace.



## Gardening Simplified

This 100-page gardening magazine is filled with tips, how-to articles and beautiful images showcasing the Proven Winners® ColorChoice® collection. Free copies are available for your events by visiting [www.SpringMeadowNursery.com](http://www.SpringMeadowNursery.com).



## 2018-2019 Consumer Advertising

Thirteen eye-catching consumer ads can be seen in publications across North America, generating 42.5 million print impressions and 34 million online impressions.

## Invincibelle® Spirit Campaign for a Cure

We're proud to support the Breast Cancer Research Foundation® with a \$1 per plant donation on every Invincibelle® Spirit II hydrangea that is sold. With the generosity of our community of growers and Pink Day fundraising events, over \$1 million has been donated so far, and the campaign is still going strong!



## Sharable Social Media Content

Every week, fresh video content you can share is added to our YouTube channel, including a library of quick, 30-second spotlight videos that make it easy for customers and staff to get to know Proven Winners® ColorChoice® shrubs.



## Shrub Madness® Competition

Every March, we ring in spring with our Shrub Madness competition at [www.ShrubMadness.com](http://www.ShrubMadness.com). More than 274,000 votes were cast through six rounds of voting on 64 varieties this year, crowning Zinfan Doll® panicle hydrangea the national champion.

## Radio

Proven Winners® ColorChoice® Pandora Internet Radio ads target 25 million home and gardening enthusiasts. Additionally, broadcast radio ads run from Mother's Day to mid-June in over 15 major markets, targeting 47.7 million listeners.



Advertising plans subject to change without notice.

## 2019-2020 Proven Winners® ColorChoice® Shrubs Print Advertising

\* ALL PLACEMENTS SUBJECT TO CHANGE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
<b>U.S. National Publications</b>																											
Better Homes and Gardens			B	FL	OE																						
BHG Country Gardens SIP			FL		AL																						
Fine Gardening	SW	AL		LD		FL		IS	SB	CZ																	
HGTB Magazine			B	FL																							
Magnolia Journal	JH				LB																						
Southern Living Magazine	JH	JH																									
Sunset Magazine	JH	JH																									
<b>U.S. Regional Publications</b>																											
Alabama Gardener	JH	JH	JH																								
Arkansas Gardener	LD	AL	LB																								
Carolina Gardener	AL	AL	LB																								
Chicagoland Gardening						AL		BB	AL																		
Georgia Gardening	JH	JH	AL																								
Indiana Gardening						SW		AL	OE																		
Iowa Gardener						SW		I	IS																		
Kansas City Gardener	SB	LD	LB																								
Kentucky Gardener	SB	LD	AL																								
Louisiana Gardener	JH	JH	JH																								
Michigan Gardener						BB	AL	FL																			
Michigan Gardening						BB		AL	FL																		
Minnesota Gardener						FL		I	OE																		
Mississippi Gardener	JH	JH	JH																								
Missouri Gardener						SW		LD	LB																		
Northern Gardener						OE	AL	IS	BB																		
Ohio Gardener						AL		BB	FL																		
Oklahoma Gardener	SB	LD	FL																								
Pennsylvania Gardener						B		AL	S																		
Tennessee Gardener	SB	LD	AL																								
Virginia Gardener	SW	LB	AL																								
Wisconsin Gardening						B		AL	IS																		
<b>Canadian Publications</b>						B	AL	FL																			
Canadian Living						AL		OE	FL																		
Food and Drink						B	AL	FL																			
Ricardo						B	AL	FL																			

LB	LO & BEHOLD® Buddleia	S	Clematis 'Sweet Summer Love'	C	CHIFFON® Hibiscus	I	INCREDIBALL® Hydrangea
IS	INVINCIBELLE® Spirit II Hydrangea	IH	INVINCIBELLE® Hydrangea	LD	LET'S DANCE® Hydrangea	BB	BOBO® Hydrangea
FL	FIRE LIGHT® Hydrangea	JH	JAZZ HANDS® Loropetalum	AL	AT LAST® Rosa	OE	OSO EASY® Rosa
LL	LEMONY LACE® Sambucus	B	BLOOMERANG® Syringa	CZ	CZECHMARK® Weigela	SB	SONIC BLOOM® Weigela
SW	SPILLED WINE® Weigela						

 Be prepared when your customers come in to your store asking for the plants they see advertised. These are key plants you'll definitely want to have in stock. See where Proven Winners plants will be advertised next season at [www.provenwinners.com/professionals/advertising](http://www.provenwinners.com/professionals/advertising).

# Become a Certified Retailer

It's simple – a trained staff is more effective. Companies that invest in staff training routinely see an increase in productivity, revenue and employee loyalty. While some training programs can be costly, we are offering to train your staff on Proven Winners plants and products for FREE. Why? Because when you're successful, we're successful. We want you to be armed with everything you need to know to have a profitable season.

Join 1,021 other independent garden centers and 7,752 employees who became Certified Proven Winners Retailers in 2018. 99% of Certified IGC employees say they would recommend our training program to a co-worker. Training is available from Feb 1 through May 1 every year at [www.provenwinners.com/training](http://www.provenwinners.com/training).

## New for 2019 – Rewards for Completing Certification

It is more important than ever before to become a Certified Proven Winners Retailer. That's because we are offering even greater visibility to IGCs through our online Retailer Locator by ONLY listing retailers that have completed certification. Our loyal IGC customers have told us they need a priority listing on our website, and we're answering the call by narrowing the list to only include certified retailers beginning Spring 2019. We need to send consumers to retailers who are trained on our products and have dedicated their efforts towards training their staff on Proven Winners plants. This change truly benefits everyone.

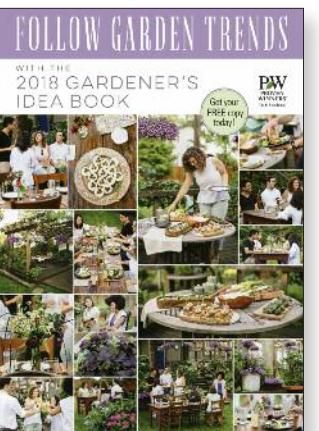
Certified Proven Winners Retailers will automatically be listed on our online Retailer Locator which is prominently displayed on our home page and accessible throughout our website. To maintain your status, you'll need to be sure to get certified each year.

### Bonus!

Certify ten of your employees and we will send you a **FREE case of 100 copies of our Gardener's Idea Book**. Have more than ten employees? We will send you an additional free case for every ten additional employees who complete certification. We will also include a **FREE poster** to display with the books. Additional posters and books are available for stores with multiple locations.

"A few of our employees have told me they have fielded multiple calls asking if we carry specific Proven Winners lines which we grow in the greenhouse. They found us listed on your website and clearly frequent the different media sources you promote. **Nice to see marketing work!** I like the emphasis Proven Winners puts on sales and marketing. It's a big reason we work with you."

Tyler Cerbo  
Cerbo's Greenhouse, Parsippany, NJ



# Proven Winners University

We offer an exclusive benefit for Certified Retailers in the form of expanded training opportunities through the Proven Winners University. This series of additional training videos goes beyond what is included in the certification program. Easy to digest, 2 to 5 minute videos on topics like container gardening, pollinators, garden pests, sales and marketing tips and more can be used in weekly staff meetings, assigned to employees to watch on their own, or shown on a kiosk in your store.



See a sample Proven Winners University video and find the full topic list at [www.provenwinners.com/Professionals/PWUniversity](http://www.provenwinners.com/Professionals/PWUniversity).



**"The knowledge we gleaned from this course was invaluable as we found ourselves using it daily in our conversations with our customers while promoting the benefits of planting Proven Winners products. Thank you for the knowledge and the pizza!"**  
Mother Nature Garden Home & Pet  
Powell River, BC



Vite Greenhouses – Niles, MI



Sickles Market – Little Silver, NJ



Angell's Greenhouse – Hampton, MN



Wagon Wheel Garden & Pet – Homer, AK



Allisonville Nursery Garden & Home – Fishers, IN



Countrybrook Farms – Hudson, NH



Jim Stakey Greenhouses – Aquebogue, NY



Guaranteed Plants & Florist – Middletown, NJ

# Shareable Content Available to Retailers

We understand the hectic schedules retailers maintain as they work to keep benches full of fresh product and customers coming in the door. We want to make it easy for you to have plenty of material to pull from for your newsletters, social media feeds, in-store promotions and website. Here are six ready-to-go resources we're making available to IGCs.

## 1 Share our #1 resource: *Gardener's Idea Book*

Available in both print and digital formats, this annual 36-page guide is all about inspiring people with new ideas each year. 57% of retailers have told us that customers come in to their stores with this guide in hand and request plants by name. We encourage you to link to the online version of the *Gardener's Idea Book* in your newsletters, on your website and in your digital promotions. Cases of the printed guide are available for purchase online, and one free case is automatically shipped to all retailers who certify ten employees.

### Customize Your Message

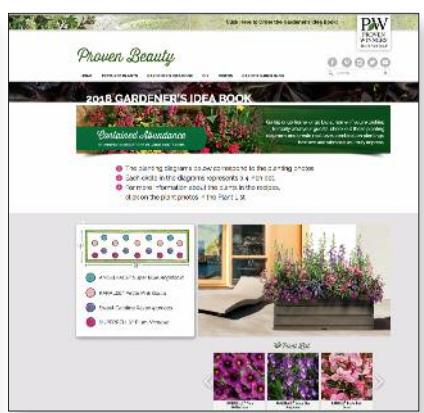
We will be happy to work with you to add your logo or create a completely customized back cover on the *Gardener's Idea Book*. We'll even mail it for you – we'll cover the cost of the books, you just pay the postage. Take advantage of this simple yet highly effective marketing tool at [www.provenwinners.com/share-booklet](http://www.provenwinners.com/share-booklet) or contact Sandy at 815-895-1872 or [sandy@provenwinners.com](mailto:sandy@provenwinners.com).

 Don't have a mailing list? We have a solution for you. Contact Jessica or Meghan to learn about **Every Door Direct Mail**.



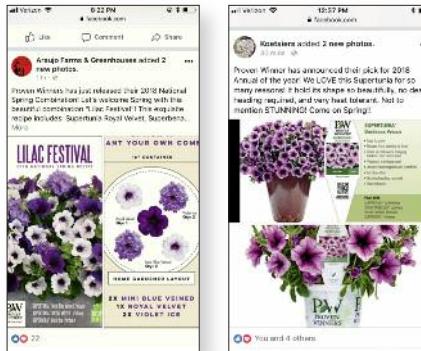
## 2 [www.beauty.provenwinners.com](http://www.beauty.provenwinners.com)

Did you know that we have an entire website dedicated to expanding the content featured in our *Gardener's Idea Book*? Proven Beauty is chock-full of ideas you can share in your own newsletters, project ideas for upcoming workshops, merchandising themes and much more. Take a look around and see what might inspire your next best idea!



## 3 National Plant and Recipe of the Year Promotions

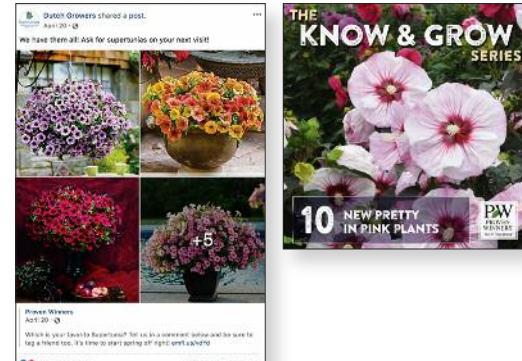
Retailers have experienced a strong increase in demand for our National Plants and Recipes of the Year. To help you with your own promotion of these programs, we've created a host of pre-sized graphics for Facebook, Instagram, Twitter and Pinterest. You'll find them all available for download at [www.provenwinners.com/share](http://www.provenwinners.com/share). Here are examples of how Araujo Farms and Greenhouses and Koetsier's are taking advantage of this free opportunity.



## 4 Harness the Influence of Laura @Garden Answer

Over the last two years, Laura and Aaron from Garden Answer have become key influencers for Proven Winners as they teach a whole new generation how to garden. Over 2.4 million fans follow them on Facebook, and their YouTube gardening videos have been viewed over 40 million times. We are financing the production of over 100 Garden Answer videos each year which focus exclusively on Proven Winners plants.

We encourage all of our IGC customers to share these Garden Answer videos in your newsletters, on your website and social media feeds, and on your in-store kiosks. You'll find the links to them as well as the video schedule at [www.provenwinners.com/Professionals\\_Garden\\_Answer](http://www.provenwinners.com/Professionals_Garden_Answer).



## 5 Readymade Social Media Graphics

We make it easy for IGCs to share Proven Winners content on your own social media channels by offering free, pre-sized graphics for Facebook, Instagram, Pinterest and Twitter. Dive into this rich resource all year long as we offer content for every season and key programs like our National Plants and Recipes of the Year, new varieties, top sellers and more. Simply download the graphic, upload it to your social account, add your personalized message, and post. It's that easy! Get started at [www.provenwinners.com/share](http://www.provenwinners.com/share).

## 6 Expansive Image Library

No time or resources to take great photos for your promotions? No problem! We have over 4,600 professional quality images ready for you to download at [www.provenwinners.com/images](http://www.provenwinners.com/images) (login required – contact Sandy with questions).

We encourage you to take advantage of this free content for all your promotional needs, whether you're posting about a sale on Facebook, printing a flyer for your next in-store event, or creating a whole new promotional campaign. We are working to build our image library every year, including the images used in our *Gardener's Idea Book*, to help you keep your content fresh and relevant to your customers.



# Retail Idea Book

## Meet Badding Brothers Farm Market and Garden Center

Badding Bros is a family owned and operated garden center and farm market in East Amherst, NY, serving the north-Buffalo community for the last 30 years. Expanded from a small roadside farm stand to the full-scale garden center it is today, the Baddings grow a full line of annuals, perennials, fruits and vegetables. Recently, we worked with them to create a Proven Winners Store-Within-A-Store and a new set of custom signage for their garden center.



### In the words of Anna Badding, Owner of Badding Brothers...

"When customers continuously walked into our greenhouse asking for specific Proven Winners plants, we knew it was time to set up a Proven Winners destination. Between the *Gardener's Idea Book*, gardening magazine advertisements and social media push, we've found that many customers are sold on Proven Winners plants before they even walk in our doors.

Having an area designated to point customers to the specific Supertunias or Superbenas we use in our hanging baskets, so they can replicate the look in their own containers, was invaluable during the busy season. Proven Winners makes selling easy, especially as we venture into expanding our shrub category. Carrying new plants that your staff is not familiar with is often difficult, but with the very detailed Proven Winners ColorChoice shrub tags, it is easy to accurately answer customers' questions on the fly.

The best part of the Proven Winners program is that it is flexible and adaptable to meet the needs of each individual garden center. Our first year of the Store-Within-A-Store program was an exciting learning experience as retailers and growers, and we are able to take that knowledge into next season to better serve our customers."

## Meet Cedar Rim Nursery

Since Cedar Rim's humble beginning in 1978, it has expanded from a small, family run operation to one of the largest retail and wholesale nurseries on the West Coast of British Columbia. Growing almost everything they sell, this garden center offers a full range of annuals, perennials, shrubs and trees suited for the unique BC climate. Jessica was eager to work with this progressive retailer to renovate their shrub area and create a Proven Winners Destination. A full line of custom signage was created to support the newly merchandised area.



### In the words of Amanda Bruce, General Manager for Cedar Rim...

"We are extremely happy with the turnover we are seeing in our new Proven Winners area and the feedback we are getting from our customers is phenomenal! We are really excited to see our sales grow in this area and we would highly recommend that other garden centers invest in this amazing line of annuals, perennials and shrubs."



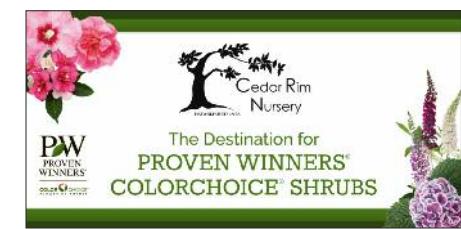
Before – This corner display bed held little visual interest to draw customers into the space.



After – Cedar Rim built a large structure and added custom signage to draw customers into this merchandised area. The covered space is shoppable even on days when the weather isn't cooperating.



Custom benches keep product off the ground and make it easier to shop.



Cedar Rim worked with Jessica to develop a set of custom signage for their new Proven Winners destination.



Talk with Jessica or Meghan about how a **Store-Within-A-Store** could increase the sales of Proven Winners products at your store.

# Retail Idea Book

## Create a Grand Entrance

The first 20 feet of your retail store entrance is critically important. Fill it with vibrant colors, clear signage, and items that WOW your customers and draw them in. Your front entrance will set your customers' expectations for the rest of your store.



Araujo Farms & Greenhouses – Dighton, MA



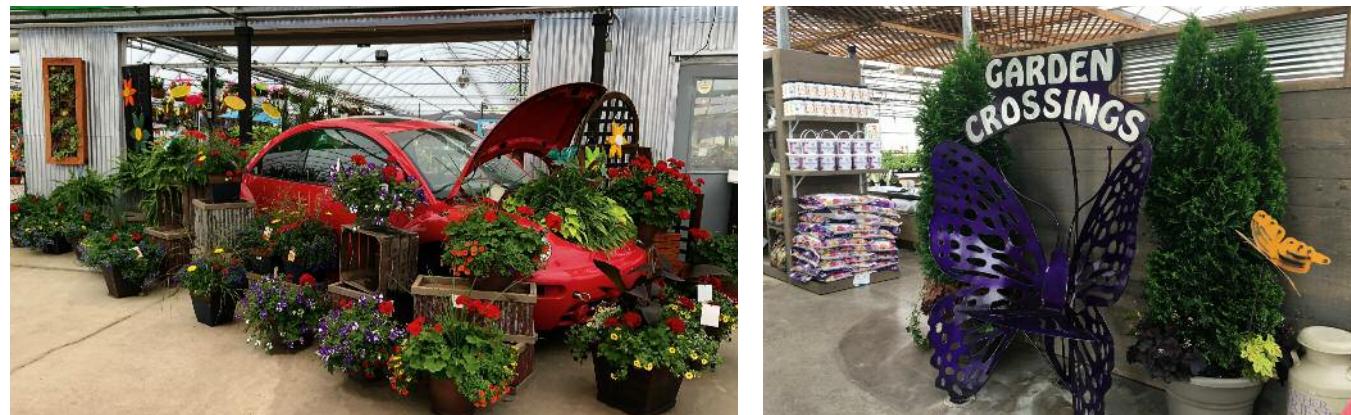
Koetsier's Greenhouse – Grand Rapids, MI



Bauman's Farm & Garden – Gervais, OR



Gardener's Supply Company – Burlington, VT



Garden Crossings – Zeeland, MI



Bauman's Farm & Garden – Gervais, OR

## Draw In Customers With Events



Container gardening events are held in the Bloom Studio at Koetsier's Greenhouse in Grand Rapids, MI every Wednesday evening in May.



Cedar Rim Nursery in Langley, British Columbia hosts an annual Proven Winners Day to highlight the brand throughout their store. The event includes educational presentations, store specials and coupons, and drawings for Proven Winners plants.



Allisonville Nursery, Garden & Home in Fishers, IN partners with other local businesses for their Fashion in Bloom show every year. Models donning the latest fashion from a nearby boutique walk the runway followed by models carrying Proven Winners container recipes in coordinating colors. Customers line the runway, enjoying drinks and appetizers made by local chefs.



Lurvey Home & Garden in Des Plaines, IL hosts a Proven Winners Park launch each spring. Special displays demonstrate how to decorate your patio using container recipes, patio furniture and other outdoor decor. *Gardener's Idea Books* are given away and drawings are held throughout the event.



**WE ARE IN FULL BLOOM!**  
LURVEY 2650 E. Dempster St.  
Des Plaines, IL 60016  
847-824-7411  
lurvey.com



Fall Fest is a 3-weekend event held each October at Homestead Gardens in Davidsonville, MD. Hayrides, corn mazes, a petting zoo, face painting and food trucks keep the whole family entertained. The letters for this sign are made from leftover wooden pallets – a hip, inexpensive way to advertise the event.



Yoga enthusiasts bring their mats and line the rows of Cerbo's Greenhouse & Nursery in Parsippany, NJ during the slower summer months.

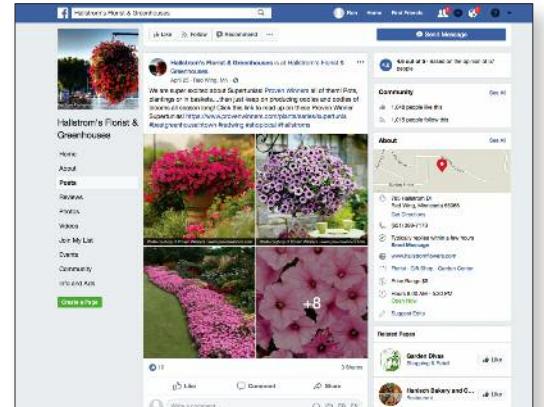
# Retail Idea Book

## Promote Your Products on Social Media

Engage your customers where they are – in social communities like Facebook, Instagram and Pinterest. We'll make it easy by providing free graphics and video content ([www.provenwinners.com/share](http://www.provenwinners.com/share)). Then, make it your own by engaging your followers in your voice, talking about what's happening in your store, personalizing the message.

Your customers want to hear from you!

### Facebook



Hallstrom's Florist & Greenhouses – Redwing, MN



Burlington Garden Center – Burlington, WI

### Pinterest



Bachman's Floral, Gift & Garden – Minneapolis, MN

### Instagram



Badding Farm Market –  
East Amherst, NY

Scenic Roots Lawn and  
Garden Center –  
East Sandwich, MA



Molbak's Garden + Home – Woodinville, WA

## Designate a Container Design Area

Retailers of all sizes have seen excellent sales increases when they have added a custom container design area to their store. Ranging from fully customized upscale services to very affordable grab-n-go gift containers, offer what services make sense for your customer base. Then upsell by adding containers, soil, plant food, garden art, and other hard goods in the area. This can be an extremely profitable space if it is done well.



Sheridan Nurseries – Georgetown, Ontario



Sky Nursery – Shoreline, WA



The Barn Nursery – Chattanooga, TN



Bachman's Floral, Gift & Garden – Minneapolis, MN



Sheridan Nurseries – Hamilton, ON



Lanoha Nurseries – Omaha, NE

# Retail Idea Book

## Merchandise End Caps to Move Key Products

End caps are some of the most valuable real estate in your store. Keep them fresh by changing them up every week to display key products like the National Plants and Recipes of the Year, weekly features, and pre-made "mannequin" containers with all the necessary ingredients merchandised together.



Homestead Gardens – Davidsonville, MD, featuring the Annual of the Year Lemon Coral™ and bench tape.



Canoyer Garden Center – Grimes, IA, shows customers how to incorporate plants into their lifestyles by replacing candles with Lemon Coral™ sedum on the patio table.



AI's Garden Center – Woodburn, OR, uses bright colors to draw attention to an end cap which inspires ideas for growing shrubs in containers.



Tanglebank Gardens – Abbotsford, BC uses the mannequin concept and offers options for creating container recipes.



Molbak's Garden + Home – Woodinville, WA uses custom signage to show the formula for creating complex container recipes like the ones displayed on the end cap.

## Let Us Help You Design Custom Signage

We are ready to work with you to create a cohesive look throughout your garden center with custom signage from Proven Winners. Here are a few examples from IGCs we've worked with to express their store's unique brand image. Get started today by contacting Tabatha at [Tabatha@provenwinners.com](mailto:Tabatha@provenwinners.com) or 601-527-5213.



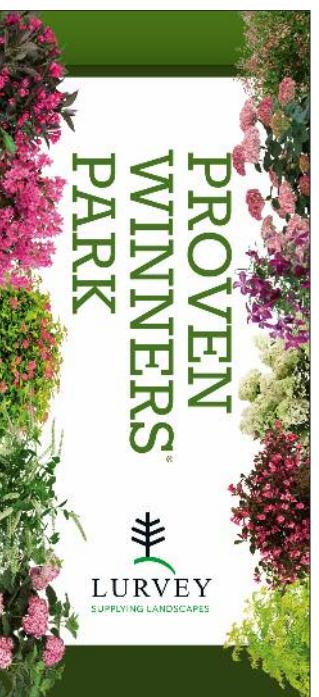
Customized benchcard created for Wasco Nursery & Garden Center.



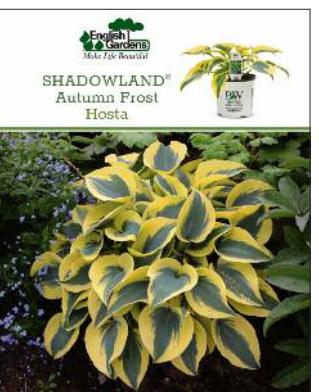
Badding Brothers turned our 'Plant This/Get This' social media graphic into a custom sign to merchandise with Superbells.



Custom Display for Allisonville Nursery.



Event banner created for Lurvey Garden Center.



Autumn Frost sign for English Gardens.



Plant This/Get This signage is displayed in the shrub department at Van Wilgen's Garden Center in North Branford, CT to help customers visualize what the plants will look like when they are mature.

# Introducing Proven Harvest™

We're taking a big step into the food market with the launch of four incomparable new varieties that were decades in the making. Incredibly flavorful, disease resistant food crops with high yields are the kinds of foods the new generation of gardeners want to grow and share with their families and friends. Results from trials have been outstanding, and garden writers are already beginning to spread the word about their success with the trial plants they received earlier this year.



'Garden Treasure'  
*Lycopersicon esculentum*



Berried Treasure™ Red is a daylength neutral, everbearing strawberry that is both ornamental and edible. Semi-double, bright red flowers and sweet berries are produced on plants with few runners, so they are perfectly sized for patio containers.

Standard Proven Winners branded containers and labels are required for Berried Treasure™ Red, 'Garden Gem' and 'Garden Treasure.'

Scientist Dr. Harry Klee has worked for nearly three decades to develop the world's most perfect tomato – one that contains the ideal balance of sweetness, acidity and flavor intensity on disease-resistant plants. After studying the flavor chemistry of 398 modern, heirloom and wild tomatoes, more than 500 professional flavor testers declared Dr. Klee's 'Garden Gem' and 'Garden Treasure' varieties among the very best they had ever tasted.

But tasting great was only one part of the equation. Dr. Klee trialed his tomato seedlings in the hot, humid state of Florida and selected only those that delivered a strong summer performance. His resulting hybrids combine the delicious flavor of an heirloom tomato with high yielding, disease resistant, heat and humidity tolerant plants. 'Garden Gem' and 'Garden Treasure' will be available as liners and seed.



Amazel Basil is the first-ever downy mildew-resistant variety of Italian sweet basil. It achieves harvestable size up to three weeks sooner than seed varieties. Sterility and selection for increased cold tolerance expands its salability and yield far beyond typical sweet basils. Amazel Basil will be available as liners and URCs.



*Garden to Table Goodness*

THE QUEST FOR THE PERFECT BASIL BEGINS WITH THE FRESH FLAVOR OF AMAZEL™.

IT TOOK YEARS OF STUDY BY A HANDFUL OF PASSIONATE FOODIES TO CREATE THE MOST DELICIOUS, EASY-TO-GROW BASIL. AMAZEL™ BASIL'S INCREDIBLE AROMA, UNPARALLELED DISEASE RESISTANCE AND SUPERIOR HARVEST ALL SEASON WILL HAVE YOUR TASTE BUDS SINGING DELIZIOSO!

In a recent survey we conducted, over 900 consumers took the time to write us and voice their opinion about the story options we offered for our new Amazel Basil container. The result is a powerful message crafted to reflect the values and desires of the consumers who are eager to purchase this new basil.



**Don't forget the POP!** Distinguish the new Proven Harvest product line at your garden center with this specially crafted POP signage. Large diecut signs, benchtape and benchcards will be available in time for spring sales.



# Must-Have New Annuals for 2019



LADY GODIVA™ Yellow  
Calendula

SUPERBELL®  
Double Chiffon  
Calibrachoa

SUPERBELL®  
Doublette LOVE SWEEP™  
Calibrachoa

SUPERBELL®  
HOLY COW!™  
Calibrachoa

SUPERBELL®  
HOLY SMOKES!™  
Calibrachoa

LADY GODIVA™ Yellow  
Calendula

- Double, bright yellow flowers with greatly reduced seed set
- Very cold tolerant crop but also with increased heat tolerance
- Good disease resistance makes it easier to grow

SUPERBELL® Double  
Chiffon Calibrachoa

- Early to flower with larger flowers than most double Calibrachoa
- Unique breakthrough flower color
- Superior disease resistance

SUPERBELL® Doublette  
LOVE SWEEP™ Calibrachoa

- More compact habit than standard Superbells
- Fully double, bright pink with novel picotee, white edge
- Early to flower

SUPERBELL® HOLY  
Calibrachoa

- Large flowers with very stable, eye-catching color patterns
- Outstanding garden performance
- Early to flower



LUSCIOUS® CITRUS BLEND™ Improved  
Lantana camara

BRIGHT LIGHTS™ Pink  
Osteospermum

SUPERTUNIA  
VISTA® Paradise  
Petunia

SUPERTUNIA® Blue Skies  
Petunia

SUPERTUNIA VISTA®  
Paradise Petunia

- Hot new color for Supertunia Vista collection
- High vigor recipe component
- In the landscape and large containers, Supertunia Vistas have better heat and disease resistance than other petunias

SUPERTUNIA® Blue  
Skies Petunia

- Best “blue” petunia we’ve ever trialed
- Full, well-branched habit and greatly enhanced floral display compared to other blues
- Matched to Supertunia ‘Lavender Skies’ and White; early to flower
- Great heat and humidity tolerance



SUPERBELL®  
CARDINAL STAR™  
Calibrachoa

SUPERBELL®  
TANGERINE PUNCH™  
Calibrachoa

DIAMOND  
MOUNTAIN™  
Euphorbia

TRUFFULA™ Pink  
Gomphrena  
pulchella

SUPERBELL® CARDINAL  
STAR™ Calibrachoa

- Fast finish, providing bench run sales
- Stable flower pattern, with excellent star pattern from petal edge to throat
- Excellent presentation at retail

SUPERBELL® TANGERINE  
PUNCH™ Calibrachoa

- Notable improvement over Apricot Punch™
- Perfect recipe companion for the most vigorous Supertunias
- Large, saturated tangerine orange flowers with dark red eye
- Early to flower

DIAMOND MOUNTAIN™  
Euphorbia

- Double the size of Diamond Frost®
- Perfect recipe companion for the most vigorous Supertunias
- Great landscape and container vigor
- Heat and drought tolerant

TRUFFULA™ Pink  
Gomphrena pulchella

- Prolific blooms attract pollinators all season
- Bulletproof in extreme heat and humidity
- Works well in larger combination recipes and in the landscape
- Shorter internodes provide better structure for container production



SUPERTUNIA®  
White Charm  
Petunia

ROCKIN®  
Fuchsia  
Salvia

COLORBLAZE®  
SEDONA SUNSET™  
Coleus

SUPERBENA®  
WHITEOUT™  
Verbena

COLORBLAZE® SEDONA SUNSET™  
*Solenostemon scutellarioides*

- Replaces Sedona and Keystone Kopper
- Richer, truer orange foliage
- Increased resistance to powdery mildew
- Strong vigor in containers and landscapes
- Bred to bloom very late or not at all; extends garden performance into fall

SUPERBENA® WHITEOUT™  
Verbena

- Replaces Royale Whitecap
- Earlier to bloom with larger clusters of pure white flowers
- Essential color for container recipes
- Exceptional resistance to powdery mildew

# Top 50 Best-Selling Proven Winners Annuals



Be sure to reserve your top sellers early to ensure availability for spring.



1 SUPERTUNIA® ROYAL VELVET® *Petunia*

2 SUPERTUNIA VISTA® BUBBLEGUM® *Petunia*

3 SUPERBELLS® LEMON SLICE® *Calibrachoa*

4 SUPERTUNIA® BORDEAUX™ *Petunia*

14 SUPERBELLS® DREAMSICLE® *Calibrachoa*

15 SUPERBELLS® YELLOW CHIFFON™ *Calibrachoa*

16 SUPERBELLS® EVENING STAR™ *Improved Petunia*

17 SUPERTUNIA® LIMONCELLO® *Petunia*



5 DIAMOND FROST® *Euphorbia*

6 BLUE MY MIND® *Evolvulus*

7 SNOWSTORM® GIANT SNOWFLAKE® *Sutera cordata*

8 LAGUNA® Sky Blue *Lobelia erinus*

9 SUPERTUNIA VISTA® BEACH® *Fuchsia Petunia*

18 SUPERTUNIA® BERMUDA BEACH® *Petunia*

19 SUPERBELLS® Pink MOLY!® *Calibrachoa*

20 SUPERBELLS® HOLY MOLY!® *Calibrachoa*

21 SUPERBELLS® Tropical Sunrise *Calibrachoa*

22 SUPERTUNIA® Really Red *Petunia*



10 SUPERBELLS® Yellow *Calibrachoa*

11 SUPERTUNIA VISTA® Silverberry *Petunia*

12 SUPERBELLS® GRAPE PUNCH™ *Calibrachoa*

13 SUPERBELLS® White *Calibrachoa*

23 SUPERTUNIA® ROYAL MAGENTA™ *Petunia*

24 SUPERBELLS® POMEGRANATE PUNCH™ *Calibrachoa*

25 SNOW PRINCESS® *Lobularia*

26 SUPERTUNIA® HONEY™ *Petunia*



27 SUPERBELL® Cherry Star  
*Calibrachoa*

28 SUPERTUNIA® BLACK  
CHERRY® *Petunia*

29 SUPERTUNIA® Trailing Blue  
Veined Petunia  
(formerly Mini Blue Veined)

30 GOLDILOCKS ROCKS®  
*Bidens*

39 SUPERBELL® Coralina  
*Calibrachoa*

40 SUPERTUNIA® Violet Star Charm  
*Petunia*

41 SUPERTUNIA ROYALE®  
Chambray *Verbena*

42 LAGUNA® Dark Blue *Lobelia*  
(formerly LUCIA® Dark Blue)



31 ANGELFACE® Blue Improved  
*Angelonia*

32 SUPERBENA ROYALE® Peachy  
Keen *Verbena*

33 SUPERBENA ROYALE® Plum  
Wine *Verbena*

34 SUPERBELL® Red  
*Calibrachoa*

43 SNOWSTORM® SNOW GLOBE®  
*Sutera cordata*

44 SUPERTUNIA® Daybreak  
Charm *Petunia*

45 SUPERBELL® White  
*Calibrachoa*

46 SUPERBENA® Violet Ice  
*Verbena*



35 SUPERTUNIA® LOVIE DOVIE™  
*Petunia*

36 SUPERBELL® BLUE MOON  
PUNCH™ *Calibrachoa*

37 'Sweet Caroline Light Green'  
*Ipomoea batatas*

38 Sweet Caroline Sweetheart  
Lime *Ipomoea*

47 LAGUNA® White  
*Lobelia*

48 LEMON CORAL™ *Sedum*

49 SUNSATIA® Lemon  
*Nemesis*

50 GRACEFUL GRASSES®  
PRINCE TUT™ *Cyperus*

# Top 12 Best-Selling Proven Winners Perennials



1 AMAZING DAISIES® 'Banana Cream'  
*Leucanthemum*  
2 PRIMO® 'Black Pearl'  
*Heuchera*  
3 AMAZING DAISIES® DAISY MAY®  
*Leucanthemum*  
4 'Cat's Meow' *Nepeta*



5 SWEET ROMANCE® *Lavandula*  
6 'Cat's Pajamas' *Nepeta*  
7 MAGIC SHOW® 'Wizard of Ahhs'  
*Veronica*  
8 SUMMERIFIC® 'Berry Awesome'  
*Hibiscus*



9 DOLCE® 'Silver Gumdrop'  
*Heuchera*  
10 'Opening Act Blush' *Phlox*  
11 DOLCE® 'Wildberry'  
*Heuchera*  
12 RAINBOW RHYTHM®  
'Going Bananas' *Hemerocallis*

# 12 Must-Have Proven Winners Shrubs



1 PUGSTER BLUE® *Buddleia*  
2 INCREDIBALL® *Hydrangea arborescens*  
3 INVINCIBELLE® Spirit II  
*Hydrangea arborescens*  
4 LET'S DANCE® BLUE JANGLES®  
*Hydrangea macrophylla*



5 BOBO® *Hydrangea paniculata*  
6 FIRE LIGHT® *Hydrangea paniculata*  
7 LITTLE LIME® *Hydrangea paniculata*  
8 JAZZ HANDS® Variegated  
*Loropetalum*



9 GINGER WINE™ *Physocarpus*  
10 FINE LINE® *Rhamnus*  
11 AT LAST® *Rosa*  
12 OSO EASY HOT PAPRIKA® *Rosa*



We're drumming up interest in our perennials and shrubs all year long across our social media channels and pointing consumers to their local garden centers to find them. Are you fully stocked? Don't overlook these important and profitable categories!

# New Container Recipe Ideas



**HAPPY HEART**

- 1 SUPERTUNIA® LOVIE Petunia
- 2 SUPERBENA® Raspberry Verbena
- 3 SUPERBENA® WHITEOUT™ Verbena

**HYPNOSIS**

- 1 SUNSATIA® BLOOD ORANGE™ Nemisia
- 2 SUPERTUNIA® BLACK CHERRY® Petunia
- 3 SUPERTUNIA® HONEY Petunia

**SHINE ON**

- 1 SUPERBELL® Tropical Sunrise Calibrachoa
- 2 SUPERBELL® White Calibrachoa
- 3 SUPERBENA® Royale Cherryburst Verbena



**A: JAZZ BAND**

- 1 SUPERBELL® TANGERINE PUNCH™ Calibrachoa
- 2 SUPERTUNIA® ROYAL VELVET® Petunia
- 3 COLORBLAZE® SEDONA SUNSET™ Solenostemon

**C: PLAY OF COLOR**

- 1 SUPERBELL® Double Orchid Calibrachoa
- 2 WHIRLWIND® White Scaevola
- 3 COLORBLAZE® TORCHLIGHT™ Solenostemon

**B: LOOKING SHARP**

- 1 SUPERBELL® HOLY SMOKES!™ Calibrachoa
- 2 SUPERTUNIA® White Charm Petunia
- 3 METEOR SHOWER® Verbena

**D: QUEEN ELIZABETH**

- 1 ANGELFACE® Steel Blue Angelonia
- 2 LEMON CORAL™ Sedum



Want more? Find nearly 1,000 container recipes at [www.provenwinners.com/container-gardening/container-recipes/search](http://www.provenwinners.com/container-gardening/container-recipes/search).



**THANK ME LATER**

- 1 LADY GODIVA™ Orange Calendula
- 2 LADY GODIVA™ Yellow Calendula
- 3 AMAZEL™ Basil Ocimum

**THE WILD BUNCH**

- 1 LADY GODIVA™ Orange Calendula
- 2 TOUCAN® Dark Orange Canna
- 3 TOUCAN® Rose Canna
- 4 VERMILLIONAIRE® Cuphea

**TWIST AND SHOUT**

- 1 Sweet Caroline Sweetheart Lime Ipomoea
- 2 GRACEFUL GRASSES® Purple Fountain Grass Pennisetum
- 3 SUPERTUNIA VISTA® BUBBLEGUM® Petunia
- 4 COLORBLAZE® TORCHLIGHT™ Solenostemon



**ON THE WATERFRONT**

- 1 ANGELFACE® Super Blue Angelonia
- 2 SUPERBELL® Plum Calibrachoa
- 3 KARALEE® Petite Pink Gaura
- 4 Sweet Caroline Raven Improved Ipomoea

**THE ARTIST**

- 1 ANGELFACE® Super Pink Angelonia
- 2 SUPERBELL® RISING STAR™ Calibrachoa
- 3 STRATOSPHERE™ White Gaura
- 4 GRACEFUL GRASSES® Fiber Optic Grass Scirpus



# The 50 Best-Selling Proven Winners Recipes

Looking for foolproof combinations that have been proven to thrive and sell? Try any of our top 50 most popular combination recipes which include the colors consumers want, varieties retailers can really move, and easy plants for growers.



**1. Lilac Festival**  
Supertunia® Trailing (formerly Mini)  
Blue Veined Petunia  
Supertunia® Royal Velvet® Petunia  
Superbena® Violet Ice Verbena



**2. Bahama Beach**  
Supertunia® Bordeaux™ Petunia  
Superbells® Lemon Slice® Calibrachoa  
Laguna® Sky Blue Lobelia



**3. Bermuda Skies**  
Superbells® Yellow Chiffon™ Calibrachoa  
Laguna® Sky Blue Lobelia  
Supertunia® Bermuda Beach® Petunia



**4. Above and Beyond**  
Supertunia Vista® Bubblegum® Petunia  
Supertunia Vista® Silverberry Petunia  
Supertunia Vista® Fuchsia Petunia  
Surfinia® Red Petunia



**5. Starry Night**  
Superbells® Lemon Slice® Calibrachoa  
Supertunia® Royal Velvet® Petunia  
Surfinia® Red Petunia



**6. Summerfest**  
Goldilocks Rocks® Bidens  
Superbells® Coralina Calibrachoa  
Supertunia® Royal Velvet® Petunia



**21. Santa Belle**  
Superbells® Yellow Calibrachoa  
Laguna® (formerly Lucia)  
Dark Blue Lobelia  
Superbena® Scarlet Star Verbena



**22. Fruit Fusion**  
Superbells® Plum Calibrachoa  
Superbells® Yellow Chiffon™ Calibrachoa  
Snowstorm® Giant Snowflake® Sutera  
Supertunia® Limoncello® Petunia



**23. Aloha**  
Superbells® Cherry Star Calibrachoa  
Superbells® Sweet Tart™ Calibrachoa  
Supertunia® Limoncello® Petunia  
Surfinia® Red Petunia



**24. Main Street USA**  
Supertunia® Trailing (formerly Mini)  
White Petunia  
Supertunia® Royal Velvet® Petunia  
Surfinia® Red Petunia



**25. Banana Colada**  
Superbells® Lemon Slice® Calibrachoa  
Sunsatia® Coconut Nemesis  
Supertunia® White Petunia



**7. Good Deed**  
Superbells® Evening Star™ Improved Calibrachoa  
Superbells® Grape Punch™ Calibrachoa  
Supertunia® Limoncello® Petunia



**8. Evening Breeze**  
Superbells® Evening Star™ Improved Calibrachoa  
Superbells® Grape Punch™ Calibrachoa  
Supertunia® Limoncello® Petunia



**9. The North Shore**  
Superbells® Pink Calibrachoa  
Superbells® Yellow Calibrachoa  
Snowstorm® Snow Globe® Sutera  
Supertunia® Royal Velvet® Petunia



**10. Fired Up!**  
Goldilocks Rocks® Bidens  
Superbells® Dreamsicle® Calibrachoa  
Superbena® Red Verbena



**31. Ada**  
Superbells® Evening Star™ Improved Calibrachoa  
Supertunia® Sangria Charm Petunia  
Supertunia® Violet Star Charm Petunia  
Superbena® Royale Plum Wine Verbena



**32. Sweet Stars**  
Supertunia® Pink Star Charm Petunia  
Supertunia® Sangria Charm Petunia  
Supertunia® Violet Star Charm Petunia



**33. Wine Country**  
Superbells® Yellow Chiffon™ Calibrachoa  
Supertunia® Bordeaux™ Petunia  
Superbena® Royale Plum Wine Verbena



**34. Flashy Fun**  
Superbells® Coralina Calibrachoa  
Laguna® Sky Blue Lobelia  
Sunsatia® Lemon Nemesis



**11. Candyland**  
Superbells® Dreamsicle® Calibrachoa  
Superbells® Pink Calibrachoa  
Superbells® Yellow Calibrachoa



**12. Enchanted Garden**  
Sweet Caroline Raven Improved Ipomoea  
Supertunia® Black Cherry® Petunia  
Supertunia® Latte™ Petunia



**13. Girl's Night Out**  
Supertunia® Bordeaux™ Petunia  
Supertunia® Limoncello® Petunia  
Supertunia® Royale Plum Wine Verbena



**14. Once In A Blue Moon**  
Superbells® Blue Moon Punch™ Calibrachoa  
Supertunia® Limoncello® Petunia  
Superbells® Lemon Slice® Calibrachoa  
Supertunia® Royal Velvet® Petunia



**15. Afternoon Tea**  
Superbells® Evening Star™ Improved Calibrachoa  
Superbells® Lemon Slice® Calibrachoa  
Supertunia® Limoncello® Petunia  
Supertunia® Vista® Fuchsia Petunia



**16. Party Time**  
Laguna® Sky Blue Lobelia  
Supertunia® Royal Velvet® Petunia  
Supertunia® Vista® Fuchsia Petunia



**17. Berrylicious**  
Superbells® Holy Moly!® Calibrachoa  
Supertunia® Yellow Calibrachoa  
Superbena® Scarlet Star Verbena



**18. Heart & Soul**  
'Sweet Caroline Light Green' Ipomoea  
Supertunia® Royal Velvet® Petunia  
Supertunia® Royal Velvet® Petunia



**19. Aladdin's Lamp**  
Superbells® Tangerine Punch™ Calibrachoa  
Superbells® Grape Punch™ Calibrachoa  
Superbells® Pomegranate Punch™ Calibrachoa  
Superbena® Red Verbena



**20. Summer Fun**  
Superbells® Morning Star™ Calibrachoa  
Supertunia® Bermuda Beach® Petunia  
Supertunia® Bordeaux™ Petunia



**21. Calico Delight**  
Superbells® Cherry Red Calibrachoa  
Superbells® White Calibrachoa  
Supertunia® Black Cherry® Petunia



**22. Let's Get Together**  
Superbells® Hot Pink Charm Petunia  
Supertunia® Lovie Dovie™ Petunia  
Bright Lights™ Double Moonglow Osteospermum  
Superbena® Stormburst Verbena



**23. Belle Ambition**  
Superbells® Coralberry Punch™ Calibrachoa  
Supertunia® Lovie Dovie™ Petunia  
Superbells® Yellow Chiffon™ Calibrachoa  
Superbena® Royale Peachy Keen Verbena  
Superbena® Stormburst Verbena



**24. One of a Kind**  
Superbells® Pink Calibrachoa  
Supertunia® Trailing (formerly Mini)  
Strawberry Pink Veined Petunia  
Superbena® Royale Iced Cherry Verbena



**25. Pretty in Pink**  
Superbells® Pink Calibrachoa  
Supertunia® Trailing (formerly Mini)  
Strawberry Pink Veined Petunia  
Superbena® Royale Iced Cherry Verbena