



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

Proven Winners® Partners with Pure Line Seeds to Offer High-quality Vegetable Plants

The new licensee expands the brand's offerings under the Proven Harvest® by Proven Winners® name and increases its presence in the garden retail market.

[DeKalb, IL] – [Feb. 10, 2026] – Proven Winners® and Pure Line Seeds, Inc., have entered into an agreement to offer an exclusive collection of top-performing vegetable plants under the Proven Harvest® by Proven Winners® brand name. By adding Pure Line Seeds as a brand licensee, Proven Winners is proud to grow its offerings and partner with one of the world's leading suppliers of innovative, flavorful and nutritious vegetable plants and seeds.

As the exclusive licensee for the Proven Harvest by Proven Winners brand in North America, Pure Line Seeds will be developing a grower network to produce two distinct collections of garden and patio vegetables with the goal of beginning consumer sales in 2027. Like all Proven Winners plants, Proven Harvest plants will require Proven Winners branded containers and tags.

“We’re excited to expand our footprint in the garden center once again and continue working on our strategy of being the broadest and most complete garden brand. With the addition of Proven Harvest, we’re able to offer consumers a single trusted source for all major plant categories,” says Kevin Hurd, senior vice president of product development for Proven Winners. “We’ve always been impressed with Pure Line, the way they conduct business and their professionalism. They bring a lot of value to the Proven Winners brand.”

This new partnership gives growers access to exclusive, retail-proven genetics with strong brand support and merchandising, as well as improved sell-through and margin potential. For retailers, Proven Harvest by Proven Winners offers a trusted, unified vegetable brand to bring in more foot traffic with strong store-within-a-store opportunities and higher value sales.

Backed by the Proven Winners brand, consumers can enjoy confidence in these plants from the brand gardeners trust, along with improved success and satisfaction with their vegetable gardens.



Using both internal breeding and outside genetics, Pure Line Seeds is an established expert in the vegetable market. Like all Proven Winners propagators and licensees, Pure Line Seeds is focused on providing only the best plants with proven garden performance to market. As such, this partnership will result in greater cross-selling with Proven Winners annuals, perennials, shrubs, houseplants and caladiums, benefitting all aspects of the brand.

“The Proven Winners brand is iconic within the garden centers, and we’ve always had great admiration and appreciation for it,” says Ethan Rosen, president of Pure Line Seeds. “We’ve always known that it represents superior plants and exceptional marketing. So it’s almost like a dream come true to be a part of the team.”

Pure Line Seeds is looking forward to bringing its breadth and depth of knowledge, as well as its connections within the vegetable market to bolster the Proven Harvest program, telling the story of their flavorful, nutritious and beautiful plants directly to the consumer.

The initial rollout will include two distinct collections of vegetable and herb plants. The Garden Grown collection will include traditional varieties with improved plant performance and nutritional benefits for in-ground planting. Options will include garden classics like tomatoes, peppers, eggplants, beans, cucumbers, broccoli and squash.

The Petite Patio collection is made up of naturally dwarf varieties for containers, raised beds and even hanging baskets, including tomatoes, peppers, beans, basil, broccoli, mini melons, cauliflower and more.

A grower network is being developed in 2026 to supply Proven Harvest by Proven Winners plants to retail garden centers, initially including both Proven Winners Carleton (formerly Four Star Greenhouse) and Proven Winners Loudon (formerly Pleasant View Gardens). Interested growers should contact Pure Line Seeds at 920.342.8981. The rollout will begin with a strong selection of vegetable and herb varieties, and Pure Line Seeds will work to add varieties in coming years.

“This is just a little scratch on the surface of what we can provide,” says Kirsten DeLong, Pure Line Seeds manager of product development. “That’s going to be the fun part — working with growers to see what else we can do. We’re really trying to hit Proven Winners’ strengths of bringing a high-quality branded product to market.”

For more information, please visit provenwinners.com/provenharvest.

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Pure Line Seeds is family-owned independent company that delivers high-quality vegetable seeds to companies around the world. Through breeding innovation and research, the Pure Line Seeds team has been providing open varieties and their own proprietary material at a higher standard for more than 75 years. More information about Pure Line Seeds is available at purelineseed.com

Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, houseplants and bulbs to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at provenwinners.com.