



Press Release from Proven Winners®

For more information, please contact:  
Kate Spirgen  
Marketing Communications Manager  
Proven Winners®  
[kspirgen@provenwinners.com](mailto:kspirgen@provenwinners.com)  
779.222.0518

FOR IMMEDIATE RELEASE

**Proven Winners® Introduces Bold Varieties Backed By Proven Performance for 2027**

New plants include unique patterns, colors and features to inspire sales.

[DeKalb, IL] – [April 20, 2026] – At Proven Winners®, we put gardener success at the heart of everything we do, which is why we're proud to introduce an amazing array of new and improved introductions for 2027. Our newest varieties feature the performance gardeners trust, along with innovative and appealing traits like increased flower power, improved heat and cold tolerance, and outstanding uniformity.

Every single Proven Winners plant is extensively trialed and tested for grower, retailer and gardener performance, with years of research going into each variety. Annuals are put to the test in both Texas and Florida to identify plants that can stand up to even the most challenging climates. In fact, less than 2% of the annual plants we trial each year earn a place in the Proven Winners brand, so you can feel confident in carrying these new varieties next year.

With 14 annuals, 27 perennials and 37 flowering shrubs coming to market, there's something for every region and every garden style. Of particular note are our Top Pick varieties, which are professionally selected each year as the absolute best of the best new plants. Some of this year's Top Picks include:

- Superbells® Double Mardi Gras *Calibrachoa*, featuring a never-before-seen pattern you won't find anywhere else
- OutShine™ Orchid *Salvia*, a game-changing selection with prolific flower coverage
- 'Prairie Winds® 'Blue Steel' *Andropogon*, a truly blue big bluestem that stands out on retail benches and in landscapes
- 'Forged In Fire' *Heliopsis*, with striking gold and burgundy flowers pollinators love
- Double Play® Princess™ *Spiraea*, a low-maintenance, high-appeal shrub with abundant flowers in a versatile size
- Invincibelle Wee White™ 2.0 *Hydrangea*, an ultra-dense North American native with long-lasting blooms

In addition to new varieties, Proven Winners is dedicated to constantly evaluating and improving existing plants in our offerings. This year, two of our most popular petunia varieties, Supertunia® Bordeaux™ II and Supertunia Vista® Bubblegum II, are greatly improved, along with the longtime garden favorite Suncredible® Yellow II *Helianthus* and others.



“At Proven Winners, innovation and improvement are always top of mind,” says Kevin Hurd, senior vice president of product development. “This year’s crop of new and improved introductions is the culmination of years of research and trialing to ensure success for growers, retailers and their customers – the home gardener.”

For more information and resources, including our [2027 Spring Preview](#), [Top Picks](#), hundreds of professional images and more, please visit our [2027 Resources hub](#). There, you’ll also find the [National Plants and Recipes of the Year for 2027](#).

#####

*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](https://provenwinners.com).*