



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

### **Proven Winners® Offers Inspiration & Garden Solutions for 2026**

Take advantage of the Top Picks program, marketing initiatives and educational resources to leverage our newest plants and programs to boost your business.

[DeKalb, IL] – [May 14, 2025] – Proven Winners® is ready to be your partner in growing sales with new plants and programs for the 2026 season. By focusing on plants that solve both greenhouse growing and consumer gardening challenges, Proven Winners' 2026 lineup of new varieties is optimized for grower and retailer success.

Each year, Proven Winners pairs world-class genetics with multimillion-dollar consumer marketing campaigns to deliver customers looking for new plants right to your doors. Our 2026 lineup includes heat- and drought-tolerant introductions that will thrive in even the harshest summer conditions, season-long performers, low-care varieties and more. These new annuals, perennials and shrubs offer trialed and tested performance you, and your customers, can trust.

“At Proven Winners, we partner with breeders who are committed to developing superior plants,” says Kevin Hurd, Proven Winners vice president of product development. “Together, it’s a mutual effort to keep up with modern genetics while balancing the goals of improved grower and consumer performance. We invest years of research into developing each new plant, with only 1-2% of new introductions we trial making the final cuts.”

To help you gain a better understanding of these new varieties and succeed with sales of all Proven Winners plants and products, we’re excited to provide our industry partners with a platform of resources including free high-resolutions images, a comprehensive instructional video, easy-to-read presentations and more.

With 70 new varieties hitting the market in 2026, it can be tough to choose which new Proven Winners plants to add to your production schedule or retail benches. Our Top Picks program makes it easy to spot the most outstanding and unique new plants in each category. By combining the unmatched marketing power of Proven Winners with the very best genetics available, Proven Winners' 2026 Top Picks will be the ones gardeners ask for by name next spring.



“Top Picks are chosen for their unique features, easy care nature, tolerance to heat and humidity, outstanding vigor and season-long performance,” says Vice President of Sales Dave Konsoer. “They’re truly the top of the graduating class of Proven Winners plants.”

To view all 19 Top Pick plants, visit [provenwinners.com/TopPicks](https://provenwinners.com/TopPicks)

Learn more about these new introductions, as well as our exciting new partnerships, programs, products and more in the instructive [Proven Winners 2026 New Plants & Programs Video](#). And for more information, including our [2026 Spring Preview](#), hundreds of professional images and more, please visit [provenwinners.com/2026Resources](https://provenwinners.com/2026Resources).

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*Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, and houseplants 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).*