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SUNTORY FLOWERS

Plantpeddler Adds Senetti and Soiree Lines

TOKYO, Japan, Dec. 27, 2016: Suntory Flowers is expanding its business partnership with Plantpeddler to include key brands Senetti pericallis and Soiree catharanthus, immediately this season. For five years, Plantpeddler in Cresco, Iowa, has distinguished itself as a loyal partner promoting the Suntory Collection of annuals, as well as specialty lines like Crackling Fire begonias and most notably, Princettia euphorbias.

"Being based in Japan, close grower partnerships have always been vital for Suntory Flowers' success," says License Manager Delilah Onofrey. "We have enjoyed working closely with Mike and Rachel Gooder and their team at Plantpeddler to break new ground and share the results. Whether it be the best way to use Surfinia Sumo petunias in landscapes, or executing a breast cancer awareness promotion with a major supermarket chain for Princettia, their bold, can-do attitude makes the business more rewarding for all of us!"

"Plantpeddler's goal is to be your *Go-To* source for Suntory" says Mike. Adding the Soiree catharanthus and Senetti pericallis to Plantpeddler's complete offering of Suntory Spring Annuals and Princettia euphorbia provides growers a reliable supplier of consistent premium quality rooted liners. Plantpeddler is accepting orders immediately for Spring 2017 and beyond.

Gives growers a reliable source

About Suntory Flowers: *Since the groundbreaking introduction of Surfinia, the first vegetatively propagated petunias, Suntory has led the way in bringing innovative new varieties to market. These include Million Bells calibrachoas, Tapien and Temari verbenas, Summer Wave torenias and more recently Sun Parasol mandevillas, Senetti pericallis and Soiree catharanthus. From Suntory's origins as a beverage company in Japan, its focus is to create new products that enrich people's lives. Suntory Flowers' message for consumers is "Kantan, Kirei, Jobu," which means "Easy to Grow, Gorgeous, Longevity" in Japanese. Enjoy Suntory's "top-shelf" varieties.*