



For Immediate Release

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Hollywood Hibiscus - A Blockbuster Seasonal Sensation





A multi-stuck fast finish Hollywood Hibiscus quart

June 2018—"It's a tropical hibiscus that blooms for three days instead of one." "I heard it was resistant to bacterial leaf spot." "The foliage is gorgeous, but the flowers—they're to die for!" The rumors spread throughout the horticultural world like juicy gossip on a red carpet. Hollywood Hibiscus went from sleeper hit to blockbuster, with 2018 predicted to be a record-breaking year. These plants live up to the hype.

Seasonal Programming: Grow Local

"Gardeners are looking for tropical hibiscus from spring through fall. It's a perfect representation of summer gardening, when there are many outdoor events people want

to decorate for," Scott Fulton, General Manager of Botany Lane Greenhouses, says. "However, traditionally, southern tropical hibiscus growers are intentionally sold out by late May, due to their summer weather patterns. To economically meet the summer market demand for tropical hibiscus, greenhouse growers can plan for a fast-turn early summer crop of Hollywoods starting with our multi-stuck quart. Our 50 count plugs could be brought in and timed for a late summer to early fall shipment."

Producing Hollywood Hibiscus closer to the local sales markets for summer and fall sales will cut down on freight costs, and produce fresh, frequent orders for retailers.

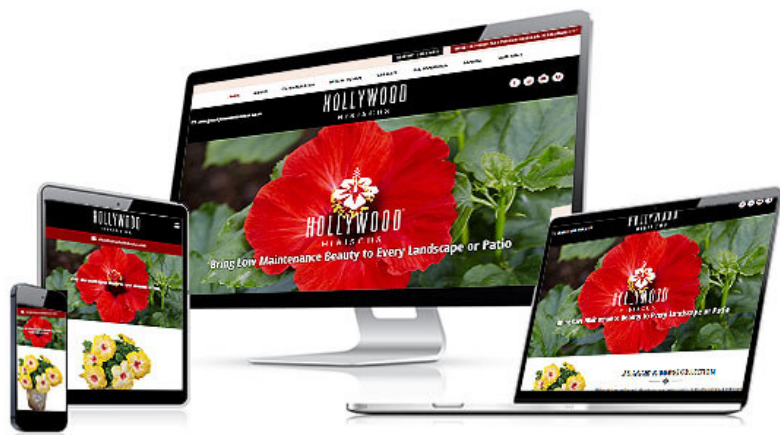
Jim Berry, owner and co-founder of the Hollywood Hibiscus brand, says, "The color palette and growth habits of the Hollywood Hibiscus collection lend themselves to a multitude of programs that can be customized by season and growing conditions. We have seen market research affirming that consumers are drawn to specific colors by season, including pastels for spring progressing to hot colors in summer (reds and oranges), and moving to more jewel-toned fall shades." He continues, "This mirrors Mother Nature's color progression in our landscapes."

Hollywood varieties are well suited for combination planters designed for every season. Jim says, "Think about red and white Hollywoods in a blue container for Memorial Day and the 4th of July. Oranges, reds, and other traditional fall colors will delight consumers from late summer through fall."

Working with retailers, brokers, small plant producers, and growers, Hollywood Hibiscus and Botany Lane can plan award-winning custom programs by size, season, region, and retailer.

Capitalizing on Audience Interest

Consumers have become big fans of Hollywood Hibiscus, and to encourage engagement and success, J. Berry just launched a new [Hollywood Hibiscus website](#) with the plants' personalities front and center. They are also offering a new detailed care sheet for consumers to download and, of course a "where to buy" feature. In addition, retailers, brokers, and growers can use the website to locate supply chain partners to help them introduce Hollywood Hibiscus into their programs.



Coming Soon To a Trade Show Near You

Contact Botany Lane (Scott.f@botanylane.com) to book liners, and J. Berry (scott@jberrynursery.com) for trial requests. If you'd like to meet in person with the Botany Lane and J. Berry teams, they're going to be on the road this summer, with Hollywoods starring in their displays from coast to coast. Here's their tour schedule. Just send them an email to set up a meeting.

[IFE](#) - Botany Lane will exhibit at the International Floriculture Expo in Chicago, June 25-27, targeting the mass merchant and grocery market. Booth #5214.

[Cultivate](#) - Both J. Berry (Booth #0112 in the Solutions Marketplace) and Botany Lane (Booth #1521) will be at Cultivate in Columbus, Ohio, July 14-17 showcasing Hollywood Hibiscus and other brands.

[TNLA](#) - The theme of the Texas Nursery and Landscape Association Show August 16-18 in San Antonio, Texas is "Safari." You won't have to hunt hard to see J. Berry brands at the show, with many licensed growers attending and plants featured in the common areas.

[IGC](#) & [GWA](#) - The IGC Show on Navy Pier in Chicago runs August 14-16, and the GWA: Association for Garden Communicators Annual Conference & Expo dovetails with the show this year, August 13-16. J. Berry will exhibit at both trade shows. IGC Booth #3109; GWA Booth #12 & 13.



Get The Hollywood Scoop

A monthly grower to consumer newsletter produced by J. Berry, The Hollywood Scoop is the definitive resource for Hollywood fans to keep up with their favorite personalities. Sign up at www.hollywoodhibiscus.com.

About Botany Lane, The Leading Partner and Source of Hollywood Hibiscus Liners & Quarts (Young Plants)



Botany Lane Greenhouses grows specialty annuals, perennials, succulents, and tropicals, finished and young, in 827,640 square feet of environmentally controlled production, one acre of shade houses, and 10 acres of field production at three locations across two states. They ship young plant material to all 50 states and Puerto Rico. In partnering with their customers, they strive to provide excellence in customer service and innovative products, thus ensuring the sustainable growth of our industry, customers and ourselves. It is with our integrity of work, respect for our customers, and value of the plants we grow that we thrive.

For more information about Botany Lane, contact:

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About J. Berry



J. Berry was founded in 2006 by father and son, Jim and Jonathan Berry. Over the past 12 years, J. Berry has expanded by leaps and bounds. In addition to the finished wholesale nursery business, the company now includes both a new Young Plants and a new Genetics Division. All divisions are focused on bringing innovation to the market, and providing infinite possibilities to consumers via superior packaging and marketing of plants that exceed performance expectations - whether grown in containers or a landscape setting. The company's unique multi-pronged position as a breeder, nursery and small plant producer ensures that only top quality plants join their product offerings. J. Berry is home to exciting consumer plant brands including Black Diamond® and Emerald Empire® Crapemyrtles, Déjà Bloom® Azaleas, the tropical Hollywood™ Hibiscus collection, Summer Spice® Hardy Hibiscus and Crown Jewel™ Begonias.

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About UpShoot

UpShoot, LLC is a boutique horticulture marketing firm specializing in the sales, licensing and marketing of new plant introductions to North America, Canada, Europe and Australia. UpShoot also provides marketing services for gardening related products to both the trade and consumer audiences. For more information, contact Maria Zampini, President at 440-812-3249 or upshoothort.com.