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Gardening: The Drinking Game

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Amy Stewart, author of "The Drunken Botanist: The Plants That Create The World's Great Drinks" from Algonquin Books due out in March, and Alice Doyle owner of Log House Plants in Portland, Oregon, have created an intoxicating partnership. A line of plants corresponding to The Drunken Botanist are now available via mail order through the Territorial Seed Company, and Log House Plants is offering them to West Coast retailers this spring.

Six collections of "Cocktail Gardening"-themed plants will be available in jumbo 6-packs, 4-in., and 1-gal. sizes, all of which come with specially printed labels based on the artwork from The Drunken Botanist. In addition to the plants themselves, retailers can take advantage of a "social media tool kit" with recipes, growing tips, photographs and videos that Amy filmed in her own cocktail garden to support the collection. "We're giving them a list of resources they can grab and download anytime they want," Alice says. "So we're not just supplying the plants, we're supplying the marketing tools, too." **GP**