

11/1/2021

Consumer Interaction with Kawaii

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Rockledge Gardens

Our long-time friend Delilah Onofrey, the marketing director for Suntory Flowers, wrote in to tell us about an event the breeder recently held at Rockledge Gardens in Rockledge, Florida. Rockledge was the final stop in Suntory's Alive With Flowers Airstream Tour Across America. These four stops were held for the express purpose of introducing Soiree Kawaii Catharanthus to more gardening consumers. And by the looks of the photos, the folks in Florida loved these plants.

The event allowed customers to become more familiar with these relatively new bedding plants. Folks could plant up a red, white and blue combo called Lady Liberty using Red Shades, White Peppermint and Blueberry Kiss. Participants were also treated (literally) to a tasty local popsicle from River Road Coffee & Popsicles.

What a great idea. And it's something you could do at your own IGC next year. Hold an event to introduce your customers to a new line of plants and get them engaged. **GP**