SOIREE SIZZLES
All Summer!

Novel colors and forms bring punch to the garden party.

Soiree, a new collection of catharanthus varieties from Suntory Flowers, revitalizes the genus best known for the familiar bedding plant vinca. Propagated from cuttings, Soiree brings completely new genetics that offer different looks, as well as distinct benefits to the landscape market.

In addition to really cool flower forms, the plants themselves are highly self-branching and retain their habit and shape over time while filling out beds, containers and baskets horizontally. They don’t get “leggy” and unattractive. Continuous floral coverage makes them very low maintenance. Soiree will go the distance all summer, thriving in heat and humidity.

For three summers, growers, retailers and landscapers have seen how well the Soiree series performs.

“The Soiree series is a great summer performer with color from late spring through fall,” says Suntory’s Vaughn Fletcher, who is known industry wide for his landscape trials expertise. “It has demonstrated excellent branching and vigor to withstand high humidity, drought conditions and high temperatures in landscape beds and containers. Plants have a tight, mounded habit with an unsurpassed flower canopy.”

While Soiree has taken off in the South, Vaughn says landscapers in the North are witnessing the benefits, too. “In multiple trials from Florida to Michigan, the plants have been outstanding until the end of the trial season – true summer survivors.”

Is Soiree new for you? This guide covers the features and benefits of the three types – Ka-wa-i-i, Double and Crown. We’ve also noted award-winning landscape performance for key varieties. For growers, pages 6-7 is a complete culture manual from start to finish. And on the back cover, we have a handy table showing all the varieties at a glance.

Unrooted cuttings are available through Dümmen Orange and Kientzler North America. Rooted cuttings are available through the Suntory Flowers network of root-and-sell growers. Order through your preferred broker today!

AT YOUR SERVICE
For questions about Suntory Flowers sales, marketing and technical support, contact:

Delilah Onofrey
License Manager
Westlake, Ohio
donofrey@gmail.com
440-522-1447

Vaughn Fletcher
Market Consultant
Liberty, Missouri
Vfletcher9@gmail.com
816-520-2500

Chris Spanton
Technical Support
spants@talktalk.net
United Kingdom
Tiny but terrific!
✓ Retains compact habit
✓ Finishes in small pots
✓ Superior branching
✓ Glossy green foliage
✓ Heat tolerant
✓ Smallest in Soiree collection

Lavender
Suncatha 2439
2015 Best of Show
Texas A&M University

Pink
Suncatha 224
2015 Best of Species,
(Top 10%) Superior Plant
Penn State University

Coral
Suncatha 2460
2015 Best of Show
Texas A&M University
2015 Best of Species,
(Top 10%) Superior Plant
Penn State University
2015 Top Performer, Costa Farms

Soiree
Ka*wai*i
catharanthus
Elegant double flowers
✓ Retains compact habit
✓ Vigorous growth
✓ Moderate branching
✓ Glossy green foliage
✓ Excellent heat tolerance
✓ Mid-sized in Soiree collection

Orchid
Suncatso 23

White
Suncatha 2316
2016 Best of Species,
Penn State University

Pink
Suncatha 2335
2016 Best of Species,
Penn State University
Soirée®
Crown
Catharanthus

Unique flower form
✓ Retains compact habit
✓ Vigorous growth
✓ Moderate branching
✓ Glossy green foliage
✓ Excellent heat tolerance
✓ Largest in Soirée collection
Bred by Suntory Flowers, Soiree is a collection of heat-loving hybrids that offers superior landscape performance to the common bedding plant vinca. Soiree varieties are available in three groups:

**Soiree Ka-wa-i-i**
— free-flowering mini type provides outstanding landscape coverage

**Soiree Double**
— elegant blooms with two distinct layers of frilly petals

**Soiree Crown**
— flowers have upturned petals like a queen’s crown

*Ka-wa-i-i is the most compact and Crown is the most vigorous.*

**ADVANTAGES:**
Amazing habit, superior branching, more compact, shorter internodes, no pinching needed, keeps habit all summer, glossy foliage, tons of flower power!

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**CROP TIMES**

**Soiree Ka-wa-i-i**
- 4-inch pots, one liner, 6-8 weeks
- 6-inch pots, 2-3 liners, 10-12 weeks

**Soiree Double**
- 4-inch pots, one liner, 4-6 weeks
- 6-inch pots, one liner, 6-8 weeks
- 1-gallon pot, two liners, 10-11 weeks
- 10-inch basket, three liners, 11-12 weeks

**Soiree Crown**
- 4-inch pots, one liner, 4-6 weeks
- 6-inch pots, one liner, 6-8 weeks
- 1-gallon pot, two liners, 10-11 weeks
- 10-inch basket, three liners, 11-12 weeks
ROOTING:

Stage 1: Cutting arrival and sticking
• Cuttings may be stored at 60-65°F for up to 24 hours. Ensure boxes are open.
• Stick cuttings in a substrate with a pH of 5.4-5.8
• Rooting hormone is not recommended. Abnormal growth may result.

Stage 2: Callusing
• Maintain substrate temperature of 78°F
• Maintain air temperatures of 75-85°F during the day and 65-68°F at night.
• Maintain light intensity of 500-1,000 footcandles (5-10 klux).
• Begin foliar feed of 50-75 ppm Nitrogen from 15-0-15
• Keep the substrate moist so that water is easily squeezed out of it, but not waterlogged.
• Provide plenty of room between plugs or strips for good air movement.
• Transfer cuttings to Stage 3 in 10-14 days, once 50% of the cuttings begin rooting.

Stage 3: Root development
• Maintain substrate temperature of 70°F once rooted.
• Maintain air temperature of 75-85°F during the day and 65-68°F at night.
• Increase light intensity to 1,000-2,000 footcandles (11-22 klux).
• Begin drying out the substrate once roots are visible.
• Fertilize with 100-150 ppm nitrogen once a week from 15-0-15, alternating with 20-10-20.
• Roots should develop in 14-21 days.

Stage 4: Toning the rooted cutting
• Lower air temperature to 70-75°F during the day and 62-78°F at night.
• Increase light intensity to 2,000-4,000 footcandles (22-43 klux)
• Move liners from the mist area to an area of low humidity.
• Fertilize with 150-200 ppm nitrogen once a week from 15-0-15 alternating with 20-10-20.
• Pinching is optional, not required.
• Rooting should be completed in 35-40 days.
• Mist only as needed to prevent wilting. Excess water is detrimental.
• Keep foliage a lot dryer than you would with other species.

NOTE: Do not be alarmed if you see leaf twisting and cupping in the young plant stage for Soiree Double and Crown varieties. This is a normal trait of the genetics that plants outgrow in the finished stage.

GROWING ON:

H/EC: 5.4-6.0/1.0-2.0
Fertilization: 200-250 ppm Nitrogen
Water requirements: Moderate
Growing temperature: 75-85°F
Holding temperature: 60-70°F
Pinching: Optional — Always ensure you have at least two nodes, especially in cool periods.

Plant growth regulators (PGR): Optional — For best results, use B-9 2500-5000 ppm.

Pests & Diseases
Insects/mites to monitor: whitefly, aphids, western flower thrips, red spider mite
Diseases to prevent: Botrytis, Thielaviopsis, Corynespora, Phytophthora, Pythium, Rhizoctonia

Keep Soiree plants warm and dry in a sunny environment for best results.

CREATE COMBOS

Soiree varieties are great to mix in combinations! For the best results, choose two or three within the same group. Crown Pink with Crown Rose makes a nice, simple pairing. Or mix all three Double colors – Orchid, Pink and White for a beachy summer flair.
<table>
<thead>
<tr>
<th>Variety</th>
<th>Color Description</th>
<th>Flower Size</th>
<th>Vigor</th>
<th>Crop Time</th>
<th>Pot Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soiree Ka-wa-i-i</td>
<td>warm orange/pink</td>
<td>½-1&quot;</td>
<td>Compact</td>
<td>6-12 weeks</td>
<td>4-10&quot;</td>
</tr>
<tr>
<td>Lavender</td>
<td>purplish pink w/red eye</td>
<td>½-1&quot;</td>
<td>Compact</td>
<td>6-12 weeks</td>
<td>4-10&quot;</td>
</tr>
<tr>
<td>Pink</td>
<td>dark pink</td>
<td>½-1&quot;</td>
<td>Compact</td>
<td>6-12 weeks</td>
<td>4-10&quot;</td>
</tr>
<tr>
<td>Soiree Double</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orchid</td>
<td>light bluish purple</td>
<td>1 ½-2&quot;</td>
<td>Medium</td>
<td>4-8 weeks</td>
<td>4-10&quot;</td>
</tr>
<tr>
<td>Pink</td>
<td>bright pink</td>
<td>1 ½-2&quot;</td>
<td>Medium</td>
<td>4-8 weeks</td>
<td>4-10&quot;</td>
</tr>
<tr>
<td>White</td>
<td>white with blush tone</td>
<td>1 ½-2&quot;</td>
<td>Med-Vigor</td>
<td>4-8 weeks</td>
<td>4-10&quot;</td>
</tr>
<tr>
<td>Soiree Crown</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pink</td>
<td>pale pink/almost white</td>
<td>1 ½-2&quot;</td>
<td>Med-Vigor</td>
<td>4-8 weeks</td>
<td>4-10&quot;</td>
</tr>
<tr>
<td>Rose</td>
<td>dark pink</td>
<td>1 ½-2&quot;</td>
<td>Med-Vigor</td>
<td>4-8 weeks</td>
<td>4-10&quot;</td>
</tr>
</tbody>
</table>