

SOIREE SIZZLES ALL SUMMER!

Have you grown the hottest new bedding plant?

Looking for heat-loving annuals? Soiree Kawaii catharanthus from Suntory Flowers are tiny, but terrific! These little dynamos thrive in the harshest Southern conditions, while also looking great all summer up North. The word, "kawaii," means cute in Japanese, describing the flower size and shape. Think of these varieties as vinca's cute little sister!

Advantages include an amazingly compact habit with superior branching, producing more flowers on shorter internodes in small pots. Attractive glossy foliage compliments the profusion of blooms, creating tidy mounds of color.

Soiree has caught on with major growers in the South, most notably Florida and Texas. But the word is spreading as growers, retailers and landscapers have seen the performance at garden trials throughout the country. Customers have been amazed by the landscape performance May through October.

It's the perfect season extender. Plants finish nicely in small pots, but also fill out larger pots with superior branching ability. Excellent in mixed containers with other heat lovers, too!



AWARD-WINNING SOIREE CATHARANTHUS

- 2019 Best of Class, Colorado State University (Coral)
- 2019 Best of Species, Penn State (Coral)
- 2019 Director's Select, Penn State (Coral, Lavender, White Peppermint)
- 2019 Top 25, Plantpeddler (Double Pink)
- 2018 Top Performer, Costa Farms (Light Purple, White Peppermint)
- 2018 Superior Plant, Best of Species, Penn State (Coral, White Peppermint)
- 2018 One of the Best, Penn State (Lavender, Light Purple, Pink)
- 2017 One of the Best, Penn State (Lavender, Pink)
- 2017 Superior Plant, Penn State (Coral)
- 2016 Best of Species, Penn State (Double Pink, Double White)
- 2016 Top Performer, Young's Plant Farm (Lavender)
- 2016 Top Performer, Kansas State University (Coral)
- 2015 Best in Show, Texas A&M University (Coral, Lavender)
- 2015 Best of Species, Superior Plant, Penn State (Pink)

SOIREE KAWAII CUTTINGS SALES WILL SUPPORT GIRLS INC.

Girls Inc. nonprofit organizations serve girls ages 6-18 at more than 1,400 sites in 400 cities across the United States and Canada.

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SOIREE PRODUCT & CULTURE GUIDE



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Soiree Culture Notes

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 75-78°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 62-68°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.
- One pinch at this stage is recommended, 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.

CROP TIMES

Soiree Kawaii

- 4-inch pots, one liner, 6-8 weeks
- 6-inch pots, 2-3 liners, 10-12 weeks
- 1-gallon 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 pots, two liners, 10-11 weeks
- 10-inch baskets, three liners, 11-12 weeks

GROWING ON:

- pH/EC: 5.4-6.0/1.0-2.0
 Fertilization: 200-250 ppm Nitrogen
 Water requirements: Moderate
 Water plants prior to wilting. Allow substrate to dry down between waterings.
 Light levels: High
 Growing temperature: 75-85°F
 Holding temperature: 60-70°F
 Pinching: One pinch recommended — 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.

SECRETS OF SUCCESS

Don't start Soiree Kawaii too early in the season.

- Northern growers should produce as a summer crop, transplanting no sooner than week 12.
- Southern growers should transplant at week 7 or later.
- Position this crop as a true season extender in hot weather. This is when Soiree Kawaii really performs.

Keep plants warm and dry in a sunny environment.

- Keep soil temperatures warm, above 70°F during the day and above 65°F at night.
- Soiree Kawaii plants will stop growing if temperatures dip below 53°F for consecutive days and start to rot.

Make sure liners are mature before transplanting.

- Wait until roots spread outside to the edge in the liner stage.
- While roots develop in 14-21 days with bottom heating, a mature liner takes 40-45 days.
- Six weeks from stick to transplant is ideal.

Don't be alarmed if you see leaf twisting and cupping in the young plant stage for Soiree Double. This is a normal trait of the genetics plants outgrow as they finish



Soiree Kawaii Habit
 Compact, mounding upright
 Height: 9-18 inches
 Spread: 12-18 inches

Blueberry Kiss Sunfs 82311



Coral Reef Suncath 132



Coral Suncatha 2460



Lavender Suncatha 2439



Tiny, but Terrific

- ✓ Cute mini flowers create mounds of color
- ✓ Outstanding garden performance
- ✓ Low maintenance, retains compact habit
- ✓ Thrives in the heat
- ✓ Carefree color all summer!

Light Purple Suncatfe 291



Pink Suncatha 224



Red Shades Eld Stjarna



White Peppermint Suncatfe 23



WHAT IS KAWAII?

Kawaii means cute in Japanese! Each plant is loaded with tiny flowers that produce mounds of color from late spring until frost. Kawaii thrives in the heat, providing carefree color all summer! Plants retain their compact habit, finish nicely in small pots, but also fill out larger pots with superior branching ability. Soiree Kawaii puts on a show when many other plants are on their last leg. They are tiny, but terrific!



SOIREE® Double



Elegant Double Flowers

- ✓ Retains compact habit
- ✓ Vigorous growth
- ✓ Moderate branching
- ✓ Glossy green foliage
- ✓ Excellent heat tolerance

Orchid Suncatso 23



Pink Suncatha 2335



Soiree Double Habit
 Upright
 Height: 10-20 inches
 Spread: 20-25 inches

White Suncatha 2316

