



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:



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Elegant double flowers

- ✓ Retains compact habit
- ✓ Vigorous growth
- ✓ Moderate branching
- ✓ Glossy green foliage
- ✓ Excellent heat tolerance
- ✓ Mid-sized in Soiree collection





Secrets of Producing



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!



Soiree Double White



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

Cultivation Information

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

Water plants prior to wilting.
Allow substrate to dry out between

waterings.

Light levels: High

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

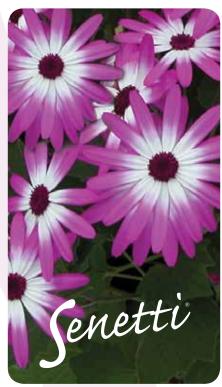
Keep Soiree plants warm and dry in a sunny environment for best results. ◆

CREATE COMBOS



Crown Rose makes a nice, simple pairing. Or mix all three Double colors – Orchid, Pink and White for a beachy summer flair.

Cottee* catharanthus					
SOIREE CATH	IARANTHUS Color Description	Flower Size	Vigor	Crop Time	Pot Size
Soiree Ka-wa		Flower Size	Vigor	Crop Time	r ot size
Coral	warm orange/pink	1/2-1"	Compact	6-12 weeks	4-10"
Lavender	purplish pink w/red eye	1/2-1"	Compact	6-12 weeks	4-10"
Pink	dark pink	1/2-1"	Compact	6-12 weeks	4-10"
Soiree Doub	ole				
Orchid	light bluish purple	1 ½-2"	Medium	4-8 weeks	4-10"
Pink	bright pink	1 ½-2"	Medium	4-8 weeks	4-10"
White	white with blush tone	1 ½-2"	Med-Vigor	4-8 weeks	4-10"
Soiree Crov	wn				
Pink	pale pink/almost white	1 ½-2"	Med-Vigor	4-8 weeks	4-10"
Rose	dark pink	1 ½-2"	Med-Vigor	4-8 weeks	4-10"







NOW AVAILABLE AS URC!

Suntory's hottest brands are now available to growers as unrooted cuttings (URC) or as liners from your favorite licensed root-and-sell growers.



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