



*Follow your nose
to the best new rose!*

Introducing Brindabella Roses™ — a collection of tough shrub roses selected for superior garden performance, bushy growth habits, excellent disease resistance and show-stopping, fragrant, fully petaled flowers.

These low-maintenance roses are vigorous, yet grow to only 4-feet tall and wide in two years' time. The foliage is among the cleanest to be found in any shrub rose and the fragrance will stop passersby in their tracks.

- LARGE, DOUBLE, FULLY PETELED, FRAGRANT FLOWERS
- DENSELY FOLIAGED, BUSHY GROWTH HABIT
- EXCELLENT RESISTANCE TO BLACK SPOT AND POWDERY MILDEW
- WELL-SUITED TO HOME GARDENS AND COMMERCIAL LANDSCAPES



SUNTORY
SUNTORY FLOWERS

SUN-FIRE NURSERIES
Sarasota, Florida
sunfirenurseries.com

FIRST STEP GREENHOUSES
Temecula, California
firststepgreenhouses.com



Brindabella Roses™

Time to smell the roses!



PURPLE PRINCE™ Large, well-formed purple flowers with the classic Damask rose fragrance. Rosa 'GRAppI' PP28,364



NEW! PINK PRINCESS™ The perfect companion to Purple Prince with beautiful frosting pink blooms and similar fragrance. PPAF



DAWN™ Gorgeous old world blooms in salmon, with hints of apricot as the heat of summer arrives, and powerful true rose perfume. Rosa 'GRAsalm' PP28,056



FIRST LADY™ Beautiful lavender pink flowers in that romantic old world style, coupled with wonderful traditional rose perfume. Rosa 'GRAdkpk' PP28,332



RED EMPRESS™ Large, well-formed crimson red to dark fuchsia flowers with a traditional rose perfume. Rosa 'GRARed' PP28,215



TOUCH OF PINK™ Soft romantic flowers with pale pink centers and white outer whorls, and strong fruity perfume with hints of citrus. Rosa 'GRAsuper' PP23,175

SUNTORY
SUNTORY FLOWERS

MEET THE BREEDERS

Brindabella's Love Story

Brindabella Roses were bred by John and Sylvia Gray, who operate Brindabella Country Gardens, a retail rose specialist in Queensland, Australia. "Since our marriage in 1979, Sylvia and I have been avid gardeners," John says. "We planted our first roses at our first house we bought and have been growing them ever since."



In 1992, they purchased a 5-acre plot of land in Toowoomba with the dream of creating an internationally recognized garden with an English garden theme. Toowoomba is known as the Garden City of Australia and hosts a Carnival of Flowers each year. Their garden has become the centerpiece of the event, with thousands of visitors flocking to view more than 2,000 roses each year. The Grays soon built a retail nursery, as a plan to transition to retirement.

An agronomist by trade, John worked for the state department of agriculture and then crop protection company American Cyanamid in Australia. After a career in plant pathology, John ventured into rose production and then rose breeding with a focus on disease resistance, specifically powdery mildew and black spot.

One challenge: Toowoomba's climate is not good for roses. "Every night, a maritime breeze blows in from the coast. It is lifted by the mountain topography and condenses moisture onto everything, so all plant leaves are soaked with moisture every night for about seven hours," John explains. "Rose black spot is devastating, and defoliation is very severe. With my plant pathology background, I knew that if we were to succeed, the answer lay in breeding."

This meant seeking out and evaluating black spot resistant roses. "By luck, I came across a white rose sent out from the United Kingdom with very strong perfumed double flowers, planted it and watched it thrive and remain completely clean of black spot for four years, whilst other roses in the garden succumbed badly," John says. "Sylvia and I agreed we would use it as a parent to breed our own black spot resistant roses that looked like a rose and smelled like a rose should."

This early breeding became the foundation for the Brindabella series – modern shrub roses that offer form, function and fragrance.



BRINDABELLA LINER SOURCES:

Rooting for your Success

Brindabella Roses are supplied as rooted liners in 21 and 72 cell trays. Through a three-way partnership with Suntory Flowers and Dig Plant Co., Sun-Fire Nurseries in Sarasota, Florida, is the lead producer and master licensee. This is where varieties are evaluated and selected to withstand harsh conditions and retain bloom color in the Deep South. Disease resistance and fragrance are musts for the Brindabella line.

You can meet the Sun-Fire team at the industry's largest trade shows – Mid Atlantic Nursery Trade Show (MANTS), Tropical Plant International Exhibition (TPIE), California Spring Trials (CAST) and Cultivate. Long known for Sun Parasol mandevillas, roses have become an exciting new direction!

Supporting Brindabella Roses on the West Coast is First Step Greenhouses in Temecula, California. Look for the First Step team at leading shows, including the Farwest Show.



Sun-Fire Nurseries Team



TPIE Cool Product Award



TIME TO SMELL THE ROSES

at Retail Garden Centers

Beautiful, fragrant Brindabella Roses present an opportunity for retailers of all sizes to set themselves apart in a crowded shrub rose market. Whether you're a mom-and-pop nursery or a regional or national chain, Brindabella can fit your program. There is flexibility in pot size, tagging and signage. We are happy to review and approve. No mandatory packaging requirements. Branded pots will be available.

When Brindabella Roses debuted in 2018, the series immediately caught the attention of the Garden Center Group consortium of independent garden retailers. In fact, members chose Brindabella Roses as best new product and cool product at three shows – MANTS, TPIE and Cultivate.

It's easy to make Brindabella Roses your own signature line and encourage your customers to stop and smell the roses!

Up North, Village Farm Garden Center in Pennsylvania used our large tag signs in simple hoop houses and made their own bench cards.

In the South, wholesale grower McCorkle Nurseries added Brindabella Roses to its premium Gardener's Confidence line featuring detailed storybook nursery tags.

We are happy to support your programs and provide what you need for promotions. Contact Delilah Onofrey, marketing director of Suntory Flowers, 440-522-1447 or delilah@suntoryflowers.com.

Growing Brindabella Roses is easy

and matches production practices for modern, vigorous shrub roses

CROP TIME

14-20 weeks for gallon pots
26-30 weeks for 3-gallon pots

PLANTING

Plant immediately upon receipt of liners. One liner per pot. Do not bury the crown.

GROWING MEDIA

Use a porous, free-draining mix. Substrates may include a blend of bark, coir, peat, sand and perlite depending on the grower's preference and region.

FERTILITY

Pre-plant, incorporate a slow-release granular fertilizer. Top dress as needed. Feed them. They want to grow! 12:4:10 NPK is a good ratio. Keep pH at 6.0-6.5. EC:1.0-2.0

EXPOSURE

Full sun in field production.

TEMPERATURE

For continuous flowering: Day temperatures: 60°F+
Night temperatures: 40°F+
Hardy to Zone 5.

IRRIGATION REGIMEN

Water at regular intervals, allowing pots to dry down between irrigation cycles to where pots are moist but not wet. Water early in the day to ensure that foliage is dry overnight. Water daily in the summer. No night watering.

PINCHING/PRUNING

Plants will respond well to pruning. Purple Prince and First Lady are more upright and can use an extra pinch. Plant growth regulators are not necessary.

PEST & DISEASE MANAGEMENT

As with any rose production regimen, it is essential to maintain a thorough integrated pest management approach, with regular scouting practices to monitor for symptoms of downy mildew and two spotted spider mites. Early treatment is essential with high efficacy fungicides and miticides at full label rates. Apply fungicides every 7-14 days. Brindabella roses are inherently resistant to black spot and powdery mildew, although producers should still monitor for infection and treat if necessary.