



Thompson & Morgan
Experts in the Garden Since 1855

Press Release

The World's First Red Flowered Rudbeckia From Seed

In 2002, having been developed by Thompson & Morgan's flower breeders, Rudbeckia 'Cherokee Sunset' was launched; a stunning double flowered Rudbeckia in a colour palette of rich golden-brown autumnal shades. The variety quickly became established as a best-seller around the world and picked up the accolade of an **All American Selections Winner**.

Since then Thompson & Morgan's flower breeders have been working behind the scenes to develop further colours in the rudbeckia series. They are delighted to now launch the world's first red-flowered rudbeckia from seed.

Rudbeckia are a superb garden plant. From an early sowing, gardeners will have plants flowering from July right the way through until the first frosts in autumn. All of the rudbeckia varieties bred by Thompson & Morgan have shown excellent garden performance. They flower well through sunny and wet spells of weather and even stand up to a hailstorm with little or no damage.

New 2009 and World Exclusive Rudbeckia 'Cherry Brandy' (*Rudbeckia x hirta* 'Cherry Brandy') is a truly stunning variety. It will create dramatic impact in the border, in containers or as a cut flower with its attractive rich, cherry-red single blooms. Thompson & Morgan has been so impressed with this new rudbeckia in trials, that it believes **Rudbeckia 'Cherry Brandy'** will outperform all existing rudbeckia varieties.



WORLD'S FIRST Red Rudbeckia from seed
Rudbeckia 'Cherry Brandy'



Award Winning
Rudbeckia 'Cherokee Sunset'

This fantastic garden performer produces robust, bushy plants that will add height to borders. Growing to 60cm (24in), the strong plants will produce a mass of stems, each enhanced by an attractive rich, cherry-red single bloom. It is perfect for planting in drifts in the border or in large containers on the patio.

Rudbeckia 'Cherry Brandy' has already won a **Fleuroselect Novelty Award in 2007** for its outstanding garden performance and for its diversity and quality of breeding. Thompson & Morgan is confident that this will be a big hit with gardeners.

Rudbeckia 'Cherry Brandy' £2.49 for 50 seeds.

To place an order call the order line: 01473 695225 or order online at www.thompson-morgan.com/seeds. To request a free copy of the 2009 Thompson & Morgan Seed Catalogue call 01473 695224 quoting PRS9.

To locate your nearest Thompson & Morgan stockist call: 01473 688821 or visit our website.

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