

FOR IMMEDIATE RELEASE

Lisa Heredia
Floragem, LLC
Phone: 941-483-3134
Email: LHeredia@Floragem.com
www.Floragem.com



The Newest 'Zest' is Jammed Full of Color



Vista, California, March 2011 — The past few years gardeners all over the country have been adding a colorful zing to their gardens with petunias 'Lemon Zest' and 'Orange Zest'. Now there is another tasty flavor to add to the line, Strawberry! 'Strawberry Zest' has the same great garden performance as the other plants in the zest line, but with veined pink blooms.

Lisa Heredia, program coordinator for VIVA!, comments "Strawberry Zest is on trend with this year's hottest spring color – pink. The bright pink hue of the bloom, along with the deeper pink veining will make it appealing to many gardeners, particularly women."

'Strawberry Zest' looks great in a patio pot, a hanging basket or in the garden. It will form mounds of color up to 12" high and 18" wide. The growth habit and high bloom count assure that 'Strawberry Zest' petunia will perform well for you. Like all petunias, 'Strawberry Zest' does best plant in full sun with consistently moist and well drained soil. Petunias benefit from regular fertilization.

VIVA! 'Strawberry Zest' petunia will be available in all Home Depot stores nationally this spring.

VIVA! is the premier plant program nationwide at the Home Depot. VIVA! has introduced a variety of new and noteworthy flower varieties into the U.S. and Canadian markets and contains a mixture of annuals, perennial and woody 'color' for use in home landscapes by home gardeners or landscapers. By looking at new flower breeding from around the world, VIVA! and The Home Depot bring innovative new garden ideas to homeowners from coast to coast.

Additional consumer information on VIVA! plants is available at www.VivaGarden.com or HomeDepot.com.

For more information on the VIVA! line of plants, please contact Lisa Heredia at Floragem, 941-483-3134 or LHeredia@Floragem.com.

#

