



STRAWBERRIES AND CREAM™ GIFT HYDRANGEAS OFFER TASTY ENCORE – JUST IN TIME FOR MOTHER’S DAY!

Delicious-looking, popular lacecaps offer intense color, staying power

April 16, 2012 – This Mother’s Day, give Mom a little summer in the spring – with Tesselaar’s new long-lasting, fruity-colored gift hydrangeas.

Strawberries and Cream serves up yummy-looking-enough-to-eat lacecap hydrangeas with clusters of dark, rosy-red blooms surrounding milky-white centers.

Specially bred for long-lasting indoor blooms, Strawberries and Cream (previously available in limited quantities) is more widely available this year through Lowe’s and independent garden centers, primarily in the Northeastern U.S. A new “flavor” – Blueberries and Cream™ – is also available in limited quantities. Wider distribution for Strawberries and Cream and Blueberries and Cream is planned for 2013.



Strawberries and Cream already has gardeners hungry for more:

“I’m smitten by Strawberries and Cream! Bravo!” says About.com’s Container Gardening Guide Kerry Michaels, based in coastal Maine.

“I let my daughter take one to work,” says Cold Climate Gardening blogger Kathy Purdy of New York State’s Southern Tier. “She works for a physical therapy office, so there are people coming and going all

day. She told me several people asked her where they could get one for themselves. It has already made a big impression . . . You have a winner on your hands.”

But even though these hydrangeas are available for Mother’s Day, don’t just save them for Mom.

“They also add a boost of irresistible color and cheer to anyone’s table centerpieces, mantles, front foyers – you name it,” says Anthony Tesselaar, cofounder and president of Tesselaar Plants. “Especially in the Northeast, where the saturated hues of summer are so appreciated.”

Strawberries and Cream and Blueberries and Cream will bloom for one to two months indoors. If you’re going to plant them outdoors, says Tesselaar, wait till early summer: “These plants are specially grown in greenhouses to flower in time for Mother’s Day, and can’t take the cooler spring temperatures.”

In zones 7 and above, once their bloom cycle has been completed and nighttime temperatures reach 60 degrees Fahrenheit, these hydrangeas can be planted outdoors in the garden starting in early summer for a beautiful show the following year.

“However people choose to use them, they’re going to love the saturated colors of the flowers – truly yummy-looking-enough to eat,” says Tesselaar. “We’ve already been pleasantly surprised by the interest in Strawberries in Cream, which people tell us is not only perfect as a Mother’s Day gift, but as a centerpiece or quick pick-me-up for those craving a taste of summer.”

Images and info

Fact sheets

[Strawberries and Cream](#)

[Blueberries and Cream](#)

Hi-res images

[Strawberries and Cream gift plant](#)

[Blueberries and Cream](#)

About Tesselaar

Tesselaar Plants searches the world and introduces new plants for the home garden, landscape, home décor and gift markets. Tesselaar undertakes extensive research and development of its varieties and, once they're selected for introduction, provides marketing and promotional support for them through its grower and retail network. Tesselaar carefully selects its licensed growers and purposefully keeps its portfolio of plants small by design, resulting in consistently high-quality, dramatic, prolific plants that are also environmentally friendly and exceptionally easy to grow.

The Tesselaar philosophy is to introduce exceptional plants while “making gardening easy” for everyone, and so it makes its products as widely available as possible. Tesselaar believes that the more gardeners there are, the better it is for everyone.

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Editor's Note: In the [Image Library](#) on Tesselaar's online [Newsroom](#), you'll find a wide variety of lifestyle shots featuring Strawberries and Cream hydrangeas used as indoor décor accents. The Newsroom's [Plant Portfolio](#) section also contains fact sheets for each hydrangea, each with a list of [Frequently Asked Questions](#) included as a file attachment.

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