

From a unique collaboration comes the launch of a unique rose



Angel's Love rose born in Holland, named in America, new to the world

Rose breeder Terra Nigra and wholesale import facilitator Tradewinds International have announced the introduction of a new rose called Angel's Love. A lightly scented white rose, Angel's Love has soft pink edges that give the blossoms a blushing appearance when they are fully open. Long 60-80 cm stems and a longer-than-average vase life add to the rose's appeal as both a wedding and cut flower.

"Angel's Love is not only an extraordinary rose. Its introduction is also unique in that it breaks from the traditional breeder to grower to wholesaler model of launching a new flower," said Richard Lutes of wholesale florist Koehler & Dramm, a member of the Tradewinds International group. "It represents a collaboration between the breeder, wholesaler and florists to bring a fresh new rose to the public."

The then-unnamed rose was presented to retail florists at an international rose festival and wedding design show hosted by Koehler & Dramm in Minneapolis last year. Florists had an opportunity to suggest names for the new flower, with the winner being Angel's Love.

Bob Larson, owner and designer with BO-JO's Creations in Ellsworth, Wisconsin, came up with the winning moniker, selected from over 200 entries submitted at the show.

Angel's Love is now being grown in Ecuador and is exclusively available through Tradewinds member wholesalers in its first year. For more information and availability, contact Paul Harris at paul@twiconsol.com or 406-538-3088.

Terra Nigra is an innovative and award-winning breeder of roses, gerberas and other flowers with more than 36 years experience serving the floral industry. One the largest wholesale florists in the U.S., Koehler & Dramm is a member of the Tradewinds International network – leading floral import facilitators with decades of experience providing high quality cut flowers to floral professionals.

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