



How Sweet It Is! NEW Coral Candy Is First Seed Coleus To Receive All-America Selections National Award

This striking new premium sun coleus from PanAmerican Seed holds its color well, thrives through relative humidity, and fills containers with a dense, robust habit.



WEST CHICAGO, ILLINOIS, November 2022: PanAmerican Seed is pleased to accept a 2023 All-America Selections National Award for its new **Premium Sun Coleus Coral Candy** – the first seed coleus ever to win this coveted designation! Coral Candy is a showstopper filled with modern color and bold patterns that appeals to today's garden style. It takes center stage in landscapes or containers with reliable performance in full sun or high relative humidity.

The thin, serrated leaves bring a new look to PanAmerican Seed's Premium Sun Coleus collection. The plant is mounded with a height of 10-16 in./25-41cm and features long lasting color, which judges noted in their trials evaluations saying they experienced "only minor fading when in full sun."

Other judges gave Coral Candy high marks for its tidy plant habit:

"Leaves are vibrant on a very tight, densely leaved plant," says one judge.

"Very nice habit, excellent color, very full, robust and rounded," says another judge.

Trial evaluators also appreciated the versatility of this plant in both in-ground plantings as a front-border foliage item and especially patio pots. "This is excellent for container plantings," one judge noted. Just three seeds will produce enough substance to fill a 14-16 in. container.

"The striking color of Coral Candy really caught the eye of our product manager **Robin Ruether** during the development phase. Her excitement for this plant propelled it forward in trials and its ultimate win with All-America Selection judges," says **Sarah Makiejus**, Marketing Manager for PanAmerican Seed. "The industry will see this plant in-person at our California Spring Trials event in March, and we are confident gardeners will enjoy this seed coleus, too. We can't wait to see how they'll style it in their outdoor living spaces this spring."

AAS winners receive special promotion and recognition in consumer media through the organization. Be sure to include NEW Premium Sun Coleus Coral Candy to your spring assortment. Seed is available for immediate sales. [Contact your preferred distributor](#) to place an order.

Learn more about the full assortment of PanAmerican Seed Premium Sun and Premium Shade Coleus at

www.panamseed.com.

About All-America Selections

Since 1932, All-America Selections (AAS) has promoted new garden seed varieties that pass the test of superior garden performance judged in impartial trials throughout North America. For more information, visit www.all-americaelections.org.

About PanAmerican Seed

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, IL, that produces high-quality and best-performing varieties. Research facilities in North and South America, the Pacific Rim and Europe enable us to test and evaluate new varieties under numerous climatic conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. Visit www.panamseed.com for more information.