

## Chelsea new plant of the year Runaway Bride proves a runaway success

25 May 2018, by Matthew Appleby

Sales have been strong this week for the Thompson & Morgan hydrangea Runaway Bride following its success in the RHS Chelsea Flower Show plant of the year award.



T&M's runner up, the sunflower Sunbelievable, has also sold well.

T&M head of horticulture Paul Masters said: "Sales have been good this week on both plants following very strong interest from the awards at Chelsea.

"We expect to sell around 100,000 Sunbelievable and 45,000-60,000 Hydrangea Runaway Bride by the end of the summer."

This year there are believed to be around 5,000 hydrangeas and 10,000 of the runner up Sunbelievable sunflowers available after the show. There are also 6,000 of the second placed *Eryngium* 'Blue Wave' from Hillier and 7,000 of the shortlisted Dahlia Lubega available.

The sunflower and hydrangea were on the Sun's Chelsea exhibit and The Sun's Peter Seabrook said the hydrangea was attractive commercially because it flowers all the way down the stem and not just from the end, like mop heads.

He added that it will be long-flowering and suitable for hanging baskets, containers and borders.

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