



Botanical INTERESTS®

HIGH QUALITY SEED

Over 600 varieties  Organics • Heirlooms • Untreated • Family owned



Botanical Interests Unveils 50 New Varieties

FOR IMMEDIATE RELEASE

Broomfield, CO (July 8, 2015)—Botanical Interests, a family-owned, non-GMO seed packet company, added 50 new seed packet varieties to their already expansive list of herbs, vegetables, and flowers, including hundreds of organics and heirlooms. Botanical Interests is always searching for new varieties that allow home gardeners to be successful. Among the new newcomers are 23 organic, 18 heirlooms, and seven large packets varieties.

“These are our best new selections yet!” said co-owner Judy Seaborn. “Every home gardener will find something unique and flavorful that they will want to grow.”

Ten of Botanical Interests’ new varieties:

Mexican Tarragon (*Tagetes lucida*)

HEIRLOOM, ORGANIC. Shiny green leaves provide a burst of tarragon flavor to many dishes. Sunny, golden flowers are edible, too. Beautiful in herb gardens and flowerbeds!

Common Milkweed Butterfly Flower (*Asclepias syriaca*)

NATIVE. Lovely pink flowers provide nectar and habitat for monarch butterflies, their caterpillars, and other pollinating insects. Beauty and sweet scent is an added bonus!

Showy Milkweed Butterfly Flower (*Asclepias speciosa*)

NATIVE. Clusters of star-like flowers have a sweet scent and provide food and habitat for monarch butterfly caterpillars.

Bulb Companions Flower Mix (*Assorted genera and species*)

Complement your spring blooming bulbs (and cover fading bulb foliage) with this brightly colored cloak of annuals and tender perennials.

Sparkle Blend Livingstone Daisy Iceplant (*Dorotheanthus bellidiformis*)

HEIRLOOM. Brilliantly colored, daisy-like flowers atop succulent foliage sparkle like colorful stars in the sunshine.

Botanical Interests, Inc.

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Night and Day Snapdragon (*Antirrhinum majus var. nanum*)

Enjoy velvety blossoms from early summer to late fall. Glamorous contrasting colors bring the exotic to your own garden.

Dakota Black Popcorn Corn (*Zea mays*)

You'll pop over these gorgeous, jewel-like, blackberry-colored kernels! Save the ears for autumn décor then make delicious black and white popcorn.

Zebrune Shallot Onion (*Allium cepa*)

What a delight, French shallots fresh from the garden! Impressive size—also called “chicken leg” shallot.

Pineapple Tomatillo (*Physalis ixocarpa*)

HEIRLOOM, ORGANIC. Feeling fruity? Try this tomatillo for its slightly sweet pineapple flavor. It makes everyday salsa exotic!

Chocolate Cherry Cherry Tomato (*Solanum lycopersicum*)

ORGANIC. These divine garden gems are richly colored and sweet. You won't be able to resist eating them right out of the garden!

For all of Botanical Interests' new varieties visit www.botanicalinterests.com.

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Botanical Interests is a family-owned business offering more than 600 dependable varieties of non-GMO and untreated vegetable, herb, and flower seeds, many of which are also certified organic and heirloom. Because Botanical Interests aims to help the home gardener be successful, they now offer gardening products, including seed tape and paper pots, while their seed packets include a wealth of sowing and other information. Seeds and products are available for purchase online and at independent garden centers, gourmet grocers, and health food stores throughout the United States.

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