



**PW**  
PROVEN  
WINNERS®

COLOR CHOICE™  
FLOWERING SHRUBS

# A New Vision for Roses



## Meet your new favorite roses.

Proven Winners® roses are the colorful, disease-resistant, continuous blooming roses that keep their promise. How can we make this claim? Simple: because we've trialed and tested them in the greenhouse, in containers, in the field, and in the landscape.

## We've killed hundreds of roses, and we're proud of it.

We get promising roses from breeders around the world and put them in our greenhouses. We don't give them special spacing. We never spray them with fungicides. We use overhead watering. And anything that gets powdery mildew or blackspot gets eliminated outright. Those that make it through this preliminary testing then move outside to be evaluated for hardiness, flower color, and landscape performance. It's ruthless, but it's the best way to ensure that every Proven Winners® ColorChoice® rose is worthy of your purchase.

### ◀ A rose trial in our R&D house

Yes, they're pretty, but that's not the point at this stage. These roses have to first prove their mettle against powdery mildew and black spot, or they'll never see the light of day in any garden.

## The results speak for themselves.

Our 270+ varieties of flowering shrubs have built us a reputation for the best – so naturally our roses share the beauty and performance you've come to expect from plants like LITTLE LIME® hydrangea and SPILLED WINE® weigela. So far, just the thirteen own root roses on the following pages have emerged from the gauntlet looking good enough to bear our name. You don't need to take our word for it that they are exceptional: the proof, after all, is in the planting, so find a sunny spot and give your new favorite a try.

## Meet the breeders:

### Chris Warner

OSO EASY® ITALIAN ICE®,  
OSO EASY® Lemon Zest,  
OSO EASY® Mango Salsa,  
OSO EASY® Paprika,  
OSO EASY® Pink Cupcake,  
OSO EASY® URBAN LEGEND®

Though he initially devoted himself to developing climbing and miniature roses, the last several years of Mr. Warner's career can be summed up thusly: a relentless dedication to disease resistance. He leaves diseased roses in his breeding houses specifically to serve as inoculum to rogue out any that don't meet his exacting standards for disease resistance. Warner has developed dozens of roses that have earned international recognition.

### Colin Horner

AT LAST®, LIVIN' LA VIDA®,  
OSO EASY® Peachy Cream

A prolific breeder, Mr. Horner has introduced roses that have become beloved in countries across the globe. Though he passed away in 2005, the breadth of his work is such that introductions continue to be made and managed by his wife, Heather Horner.

### Alain Meilland

OSO EASY® Cherry Pie,  
OSO EASY® Double Red

Monsieur Meilland is the head of Meilland International SA, one of the most established and respected rose developers

in the world. With their long heritage of introducing timeless varieties (including the famous 'Peace' rose), planting a Meilland rose is a bit like planting a piece of history.

### Mike Farrow

OSO EASY HOT PAPRIKA™

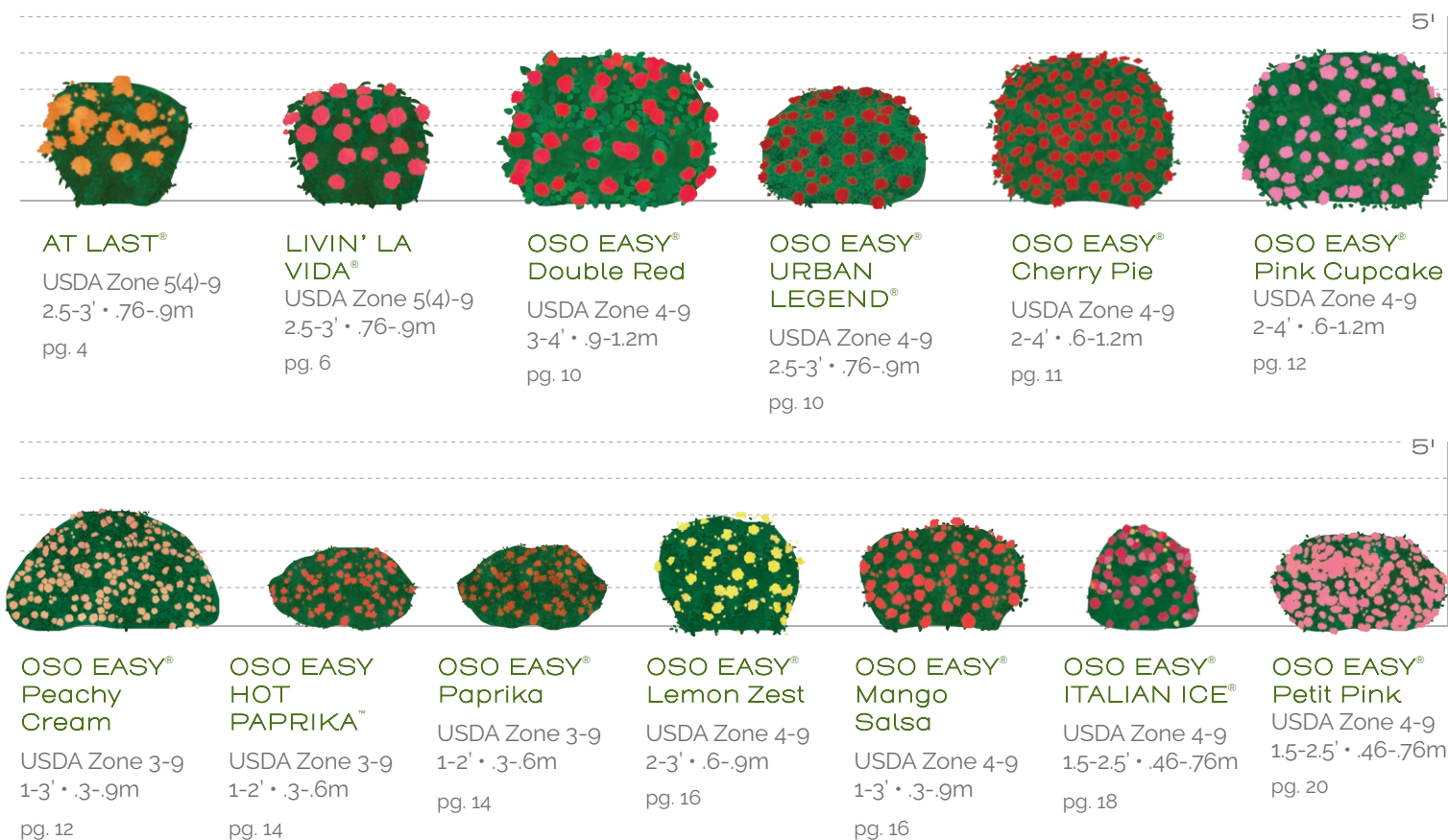
You'll find several plants developed by Mike Farrow throughout our collection; OSO EASY HOT PAPRIKA™ is his first rose, however. Mr. Farrow spends his days surrounded by plants and has a genuine knack for picking up on what makes a plant worthy of introduction.

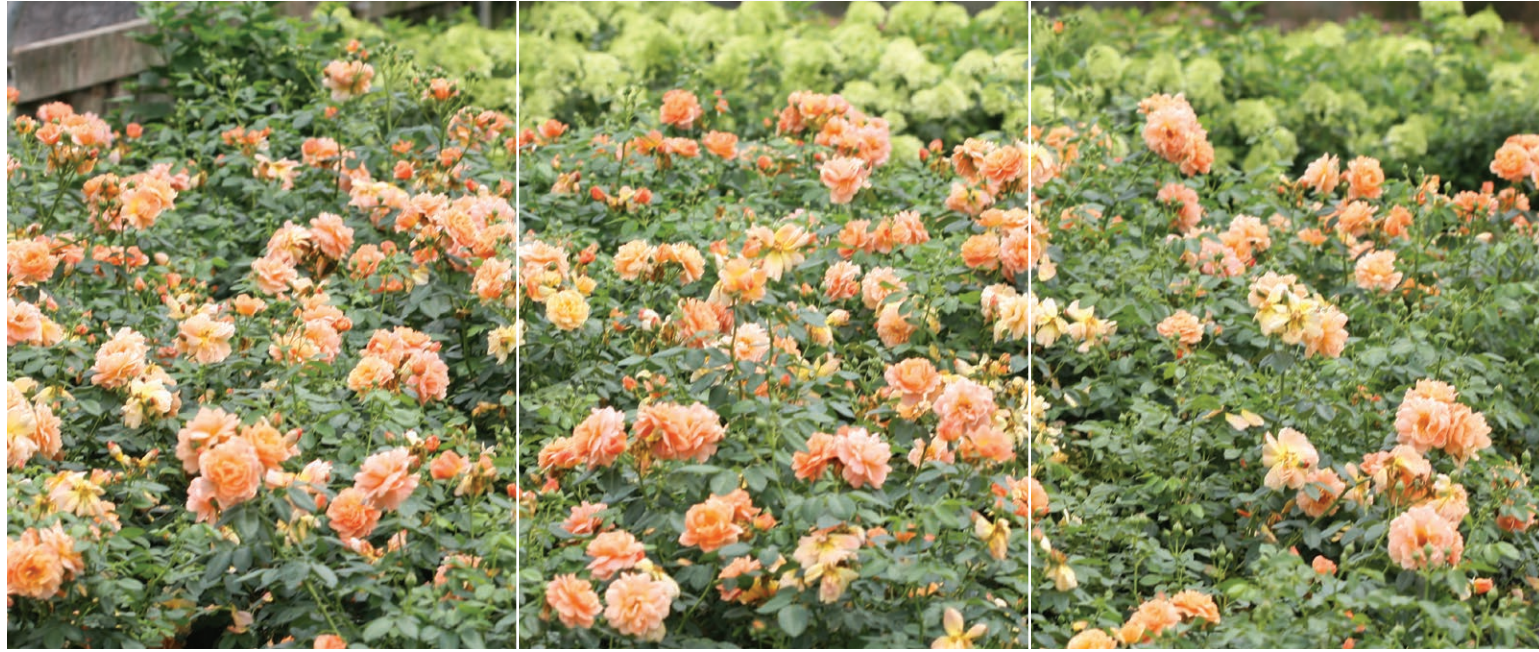
### David Zlesak

OSO EASY® Petit Pink

From his students to his colleagues, everyone who works with Dr. Zlesak speaks of his kindness and his endless enthusiasm for roses. The cultivar of OSO EASY® Petit Pink rose, 'ZLEMarianneYoshida,' is in honor of a former landlady who allowed him to set up lights so that he could begin his breeding work. Dr. Zlesak is especially know for developing hardy roses.

## Size, Color & Bloom Comparison





## AT LAST®

Finally. At long last. A modern landscape rose that has what's been missing from all the other disease resistant varieties: fragrance. Lush and full of petals, (37-40 to be exact), each flower is a romantic soft

apricot color that has gardeners everywhere lining up to get their hands on this one-of-a-kind plant. The scent calls to mind the classic rose de Mai and wafts up from the large blooms on the summer air. Ideal for

cut flowers, thanks not only to its beauty but to its non-stop flower production from early summer through frost.

*Rosa x 'HORCOGJIL' PP#27541 CBRAF*



☄  
the fragrance  
you've missed in  
modern roses

◁ Here's what Facebook fans have to say about LIVIN' LA VIDA® rose:

*"Love the contrast between the flower and the foliage and also its size – perfect for my garden!"*  
- Carmen

*"Can't decide what I like best – it's gorgeous and it's disease resistant!"*  
- Mary

*"That color is absolutely stunning!"*  
- Michelle

*"I love the compact size of this rose. Beautiful!"*  
- Andrea

*"The leaves almost look like gardenia leaves. And that beautiful color!"*  
- Susan

*"I love the fact that the petals look as though they are dancing. The shape and unity of them all make the flower look so elegant and beautiful to look at."*  
- Jessica



## LIVIN' LA VIDA®

The party never stops when LIVIN' LA VIDA® rose is invited. Summer brings a procession of double flowers in vivid tropical pink. Dark green, highly glossy foliage speaks to this plant's superior disease resistance as well as enhancing its good looks. Easy care and easy going so you can live your best life without fussing over your landscape.

*Rosa 'Hornimrod' PP#27366*



## OSO EASY® series

What's in a name? We could throw in a predictable quote from Shakespeare here, but the name of our flagship rose series speaks for itself. With their vibrant, non-fading colors, continuous bloom, versatile habits, and outstanding cold and heat tolerance, they're not just easy to grow – they're easy to love.

*(this page)* OSO EASY® Pink Cupcake • OSO EASY® Petit Pink

*(opposite page, top row)* OSO EASY® ITALIAN ICE® • OSO EASY® Lemon Zest • OSO EASY® Double Red

*(middle row)* OSO EASY® Peachy Cream • OSO EASY® URBAN LEGEND® • OSO EASY® Mango Salsa

*(bottom row)* OSO EASY® Cherry Pie • OSO EASY® Paprika • OSO EASY HOT PAPRIKA™





## OSO EASY® Double Red

With fully double red flowers held high above the plant on long stems, this rose looks like it's ready to take its place in the Winner's Circle. Or presented to a beauty queen who has just placed first in a pageant. Or planted as a low hedge, specimen, or backdrop to provide months of easy-care color in a sunny spot.

*Rosa 'Meipeporia' PP#26298*

## OSO EASY® URBAN LEGEND®

You're not imagining it: this really is a continuous blooming true-red landscape rose. Dozens of deep red flowers, each accented with a crown of brilliant yellow anthers, cover this plant for months every year. Very tolerant of difficult conditions, including hot, dry sites, the only dirt you'll dig up on this urban legend is the stuff you plant it in.

*Rosa 'ChewPatout' PPAF CBRAF*

## OSO EASY® Cherry Pie

We once hosted a group of master gardeners at our trial gardens who demanded to know what this rose was. "Have you introduced this yet?" they demanded, "You must! It's absolutely beautiful!" We were pleased to tell them that it was (hopefully) already waiting for them at their local garden center. They loved the abundance of cherry-red single flowers. Who wouldn't?

*Rosa 'Meiboulka' PP#19258 CBR#4870*



*(top to bottom)*

OSO EASY® Cherry Pie

OSO EASY® URBAN LEGEND®

OSO EASY® Double Red

## OSO EASY® Peachy Cream

A rose program is incomplete without some sweet, delicate pastels, which is why OSO EASY® Peachy Cream rose has such staying power. Soft orange blooms transform to a creamy peach shade. Plant with summer classics like lavender, catmint, and salvia for a postcard-perfect cottage garden look that is refreshingly easy care.

*Rosa 'Horcoherent'* PP#15982 CBR#3584

## OSO EASY® Pink Cupcake

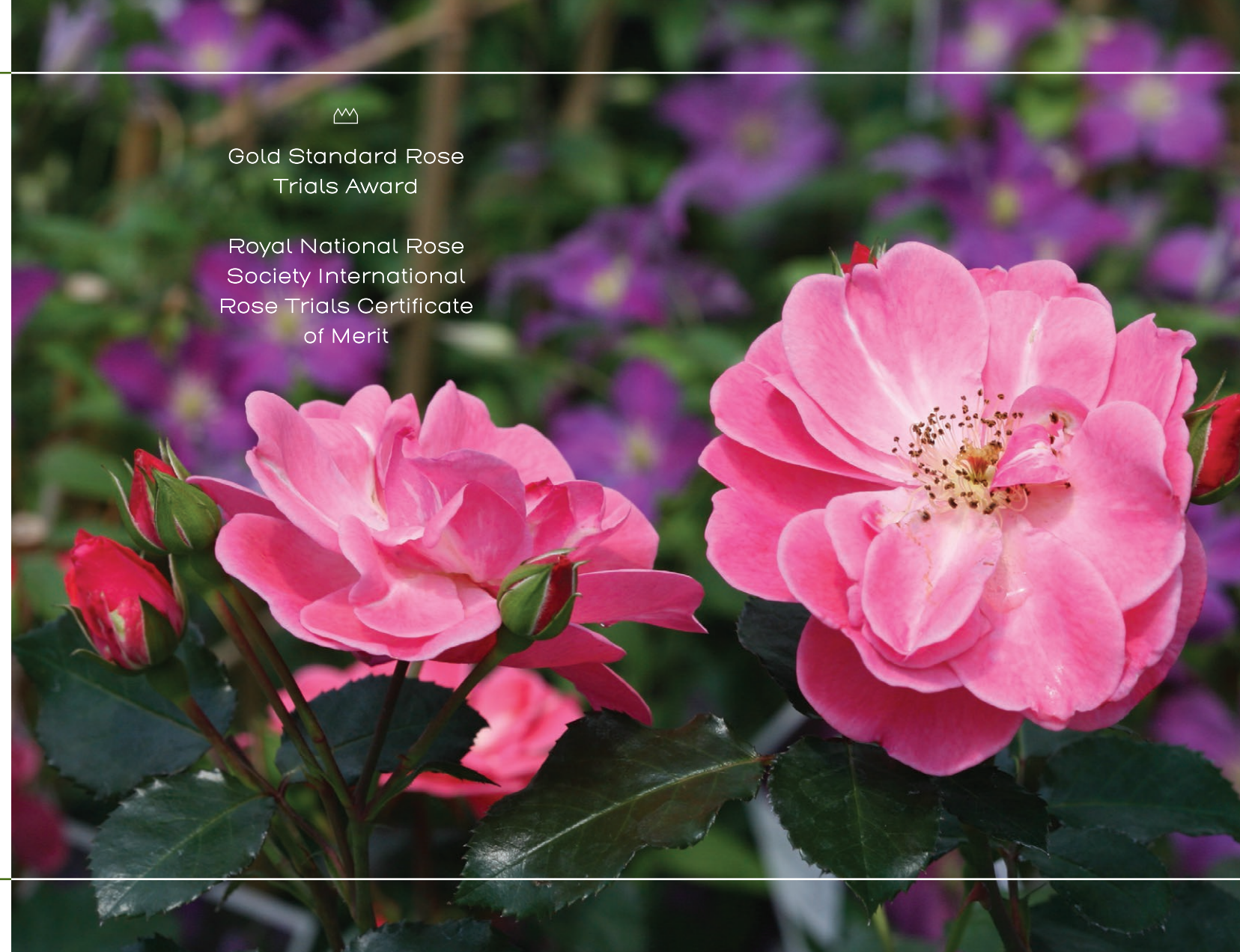
Extra large and pure pink – could there be a more winning combination for a flower? Okay, sure there could: can they continue to appear all summer long, and on a low-maintenance plant to boot? We're glad you asked. Consider it done! OSO EASY® Pink Cupcake rose offers semi-double blooms and exceptionally glossy foliage.

*Rosa 'Chewallbell'* PP#26817 CBR#5129



Gold Standard Rose  
Trials Award

Royal National Rose  
Society International  
Rose Trials Certificate  
of Merit







*"I've grown OSO EASY® Paprika for several years. My Paprika bushes have been carefree and completely disease free without spraying."*

*"Our humidity level hovers in the 90s and temps average in the mid 90s throughout the summer months, but these bushes never shut down."*

*"They provide constant color spring through fall and ask nothing in exchange."  
- Pat B, AL via Houzz*



## OSO EASY® Paprika

What makes a rose a classic? Remaining a best-seller ten years after its introduction is definitely an indication. Thanks to unique color (yellow *and* orange!), versatile ground-cover habit, and the highest cold tolerance of any landscape rose (USDA Zone 3), OSO EASY® Paprika rose graces yards from Manitoba to Mobile and shows no signs of stopping.

*Rosa 'ChewMayTime' PP#18347 CBR#3401*

## OSO EASY HOT PAPRIKA™

A jolt of color for the landscape. Electric-orange flowers make for a thoroughly modern update to our classic groundcover rose. This plant spent several seasons garnering compliments in our trial garden before it was added to the series last year. Neither camera nor ink can truly do justice to this color – you'll just have to see it for yourself.

*Rosa 'FARROWRSP' PPAF CBRAF*



Missouri Botanical  
Garden Tried and  
Trouble-free

Rose Hills  
International  
Rose Trials Best  
Groundcover  
Rose



  
American  
Rose  
Society  
Award of  
Excellence

## OSO EASY® Lemon Zest

The only thing mellow about this yellow rose is its easy-going nature. Everything else – the sunshine-colored blooms, the deep green, glossy foliage, and the dense habit – ensure it makes a bold statement wherever it’s planted. We evaluated dozens of yellow-blooming roses over several years before discovering this superior, non-fading plant.

*Rosa 'ChewHocan' PP#26914 CBR#5130*

## OSO EASY® Mango Salsa

You can’t always trust a horticulturist’s opinion that something is truly special – they always seem to have their own ideas. But when we brought this rose into our office, everyone, from accounting to sales, had the same reaction: jaw drop, gasp. Tropical orange-pink blooms spice up the low mound of high-quality foliage.

*Rosa 'ChewperAdventure' PP#22190 CBR#4688*





Royal National Rose  
Society International  
Rose Trial Ground  
Certificate



OSO EASY®  
ITALIAN ICE®

How many colors are in each bloom of OSO EASY® ITALIAN ICE® rose – four? Five? More? No worries. You'll have plenty of time for such discussions thanks to its minimal maintenance needs and unstoppable flower power.

*Rosa 'Chewnicebell'* PP#26532 CBR#5131





  
American Rose  
Society Award of  
Excellence



## OSO EASY® Petit Pink

A staff and visitor favorite in our trial gardens, OSO EASY® Petit Pink rose is like a modern version of 'The Fairy' with deeper color and better hardiness – in fact, it's a whole zone hardier. Of all the roses we grow, this one blooms the latest into autumn and is often seen laced in frost through November. We're not the only fans of this charming plant: it earned a prestigious American Rose Society Award of Excellence.

*Rosa 'ZLEMarianneYoshida' PP#22205 CBR#4448*



PROVEN WINNERS® COLORCHOICE®  
FLOWERING SHRUBS  
12601 120th Avenue  
Grand Haven, MI 49417

PRSRT STD  
US POSTAGE  
PAID  
GRAND RAPIDS MI  
PERMIT 1

Find your source for Proven Winners roses and flowering shrubs at [www.provenwinners-shrubs.com](http://www.provenwinners-shrubs.com) or by calling 800-633-8859.

Questions about growing roses? Visit [www.provenwinners.com/feedback](http://www.provenwinners.com/feedback). We'll get back to you right away.

