



ENCORE
AZALEA

Retailer Guide 2025

Why Stock Encore® Azalea?

Extensive Grower Network

- 60+ high-quality licensed and associate growers across the Southeast
- Interested in Encore® Azalea lines? Contact us.

National Advertising

- Full page magazine ads and editorial coverage
- Digital web banner ads
- Daily social media posts, short form videos and reels
- Weekly email newsletters
- Aspirational and informative web content

Free PoP & Packaging

Our branded containers, large, full color, information tags (with new QR coded), and flexible signage options allow you to customize your Encore Azalea display to fit your location. This complete package is a valuable tool to increase profits for you. Order your free merchandising materials online.



Engaging the Next Gen

As the Gen Z and Millennial gardeners become key new consumers, we proactively engage these audiences. The Encore Azalea brand introduced new consumer messaging and social branding to reach new gardeners while retaining existing audiences. Trending real concepts drove impressions, and re-tuned social media visuals and engaging copy helped support double-digit audience growth. We're not done yet though! Stay tuned!

Join Us!

1. **Follow Us**    
2. **Engage** like, comment, share
3. **Share** your photos and videos
4. **Tag** @EncoreAzalea



With rich, colorful blooms in spring, summer and fall, Encore Azaleas have 30+ varieties of bloom colors and sizes that thrive equally well in high filtered shade or sunny locations, unlike any other azalea in the world. Encore Azalea revolutionized the azalea industry. Powered by a continued, robust investment in public relations, content marketing and paid media strategies, Encore Azalea continues to be the most requested reblooming azalea around the world.

Influencer Partnerships

Our fall and spring partnerships with influencers and members of the press share Encore Azalea with their diverse audiences, expanding the reach of traditional marketing efforts, and resulting in millions of social media impressions and engagements, and inclusion in consumer and trade print and digital media.

High Impact PR & Social

Save time and effort and utilize our huge catalog of digital content—from social media posts, videos, photos, and more—to reach your audiences.

The World's Best-Selling Reblooming Azalea

Encore® Azaleas are more compact & more sun tolerant. Learn more at

EncoreAzalea.com

ENCORE AZALEA

**Blooms in Spring,
Summer & Fall!**

Encore® Azaleas are more compact & more sun tolerant. Learn more at

EncoreAzalea.com



**AUTUMN
AMETHYST®**

4' tall x 4' wide
USDA Zone 6A-10



**AUTUMN
ANGEL®**

3' tall x 3' wide
USDA Zone 7-10



**AUTUMN
BELLE®**

5' tall x 4' wide
USDA Zone 7-10



**AUTUMN
BONFIRE®**

3' tall x 3.5' wide
USDA Zone 6A-10



**AUTUMN
BRAVO®**

4' tall x 4.5' wide
USDA Zone 6B-10



**AUTUMN
CARNATION®**

4.5' tall x 4' wide
USDA Zone 6A-10



**AUTUMN
CARNIVAL®**

3' tall x 3.5' wide
USDA Zone 6B-10



**AUTUMN
CHEER®**

3' tall x 3.5' wide
USDA Zone 6A-10



**AUTUMN
CHIFFON®**

2.5' tall x 3' wide
USDA Zone 7-10



**AUTUMN
CORAL®**

2.5' tall x 3' wide
USDA Zone 7-10



**AUTUMN
DEBUTANTE®**

4' tall x 4' wide
USDA Zone 6B-10



**AUTUMN
EMBERS®**

3' tall x 3.5' wide
USDA Zone 6B-10



**AUTUMN
EMPRESS®**

4' tall x 3' wide
USDA Zone 6B-10



**AUTUMN
FIRE®**

2.5' tall x 3' wide
USDA Zone 6B-10



**AUTUMN
IVORY®**

2.5' tall x 3' wide
USDA Zone 7-10



**AUTUMN
JEWEL®**

4' tall x 4' wide
USDA Zone 6A-10



**AUTUMN
LILAC®**

3' tall x 3.5' wide
USDA Zone 6A-10



**AUTUMN
LILY®**

4.5' tall x 4' wide
USDA Zone 6A-10



**AUTUMN
MAJESTY®**

3' tall x 3.5' wide
USDA Zone 6A-10



**AUTUMN
MONARCH®**

5' tall x 4' wide
USDA Zone 6B-10



**AUTUMN
MOONLIGHT®**

5' tall x 4' wide
USDA Zone 7-10



**AUTUMN
MOONSTRUCK®**

5' high x 4' wide
USDA Zone 7-10



**AUTUMN
PRINCESS®**

3.5' tall x 3' wide
USDA Zone 6B-10



**AUTUMN
ROUGE®**

4' tall x 4.5' wide
USDA Zone 6B-10



**AUTUMN
ROYALTY®**

4.5' tall x 4' wide
USDA Zone 6A-10



**AUTUMN
RUBY®**

2.5' tall x 3' wide
USDA Zone 6A-10



**AUTUMN
SANGRIA®**

4.5' tall x 4' wide
USDA Zone 6A-10



**AUTUMN
STARBURST®**

3' tall x 3.5' wide
USDA Zone 6A-10



**AUTUMN
STARLITE®**

3.5' tall x 4' wide
USDA Zone 7-10



**AUTUMN
SUNBURST®**

3' tall x 3.5' wide
USDA Zone 6A-10



**AUTUMN
SUNDANCE®**

3.5' tall x 4' wide
USDA Zone 6A-10



**AUTUMN
SUNSET®**

3' tall x 3.5' wide
USDA Zone 6A-10



**AUTUMN
SWEETHEART®**

4' tall x 4' wide
USDA Zone 6B-10



**AUTUMN
TWIST®**

4.5' tall x 4' wide
USDA Zone 6A-10