



Fleuroselect Grants 3 Gold Medals, Approved Novelty Awards To PanAmerican Seed®

After extensive trialing across Europe, three new varieties from PanAmerican Seed have received Gold Medal and Approved Novelty awards from Fleuroselect judges.

WEST CHICAGO, ILLINOIS, January 2026: PanAmerican Seed®, a worldwide leader in the breeding of annuals, perennials, cut flowers, potted plants and vegetables, is pleased to accept three **Fleuroselect Gold Medal and Approved Novelty awards** from the organization for the 2027 season. Gold Medal award recipients are new varieties that are tested by Fleuroselect's expert and independent judges at trial grounds across Europe and proven to clearly supersede existing varieties in terms of breeding innovation and beauty. Approved Novelties have passed the rigorous requirement for uniformity and are protected by the membership from reproduction for a settled time period.

Learn more about the PanAmerican Seed 2027 Gold Medal and Approved Novelty winners below:

Helianthus Always Sunny™ Gold is a pollen-free sunflower that retains its nectar to attract beneficial insects. The plants are robust with tall, strong stems and golden-yellow flowers with dark centers. They make a stunning display in landscapes and gardens. Helianthus Always Sunny Gold debuts at California Spring Trials 2026.

Bacopa Galactic Mist™ White is the largest-flowered seed bacopa on the market. It is denser with a more-controlled spread and produces a mounded plant structure and branching without the need to pinch in production. It solves the cleaning requirement for vegetative bacopa genetics, as the plant fully develops prior to flowering. It also debuts at California Spring Trials 2026.

Heuchera Heucherette™ Pink is a compact *H. sanguinea* with medium-sized leaves and short, sturdy flower stems. The large flower spikes flower naturally from spring to early summer. The blooms have deep rose calyxes for amazing color contrast. Plants can be grown as a tender perennial in zones 6a-8a. Seed is available now for immediate sales.

"Hearing the news from Fleuroselect that three of our latest introductions have received Gold Medal and Approved Novelty award status is truly gratifying," says Sarah Makiejus, Global Marketing Manager for PanAmerican Seed. "It is a testament to our dedicated plant breeders at PanAmerican Seed, and the highly collaborative teams that bring amazing plants to market all over the world."

Fleuroselect winners receive special promotion, marketing, and recognition within global media outlets and at international events. Be sure to include Helianthus Always Sunny Gold, Bacopa Galactic Mist White, and Heuchera Heucherette Pink to your next program. Seed will be available for all of our 2027 new varieties April 1. Contact your preferred distributor to place an order.

Learn more about the full product assortment of PanAmerican Seed, as well as our list of award winners at www.panamseed.com.

About PanAmerican Seed

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, Illinois, USA 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 climate 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.