



OREGON
ASSOCIATION OF
NURSERIES™

FARWEST
PORTLAND 2026

Sofia® Cherry Laurel wins top People's Choice Award at Farwest Show's New Varieties Showcase

Portland, Oregon (August 28, 2026) — Sofia® Cherry Laurel (*Prunus laurocerasus* 'Zsofi' **PP33411**) was voted as the **People's Choice Best in Show** winner in the 2026 Farwest Show's New Varieties Showcase. Show attendees voted on Wednesday and Thursday and the winners were announced today. The show concludes today, Friday, August 28, 2026 at the Oregon Convention Center in Portland.

Introduced by Concept Plants and Woodburn Nursery & Azaleas, it is one of 26 outstanding new selections that are on display at the 2026 Farwest Show and available from at least one show exhibitor.

"Plant breeding and new plant introductions help fuel the nursery industry and drive innovation," said Connie Lindsay, trade show manager for the Oregon Association of Nurseries, which produces the show. "People attending Farwest got to see a tremendous variety of high-quality new introductions. We're thrilled these new plants are entering the market and excited that we have a role in helping make that happen."

According to Concept Plants and Woodburn Nursery & Azaleas, "Sofia® Cherry Laurel is a game-changer. It's a beautiful, easy-care ornamental cherry that delivers year-round appeal. It features fine-textured, elegant foliage that creates a light, refined look throughout the growing season. Its compact habit makes it perfect for small gardens, patios, entryways, streetscapes, and urban landscapes, where it can be used as a low hedge or a graceful accent in mixed plantings. It responds well to pruning and is easy to shape. Combining outstanding ornamental value with improved disease resistance over 'Otto Luyken', Prunus Sofia is an ideal choice for homeowners and landscape professionals alike." Matures to 60 inches tall and 40 inches wide. Zones 5a–8b. Available in containers (#6, #10) from KG Farms (Booth #9029), Bizon Nursery (Booth #12037), and Woodburn Nursery & Azaleas Inc. (Booth #14043).

In addition to the **People's Choice Best of Show** award, voters chose three Awards of Merit as follows:

- **People's Choice Award of Merit — Centennial Ruby™ Hydrangea (*Hydrangea macrophylla* 'Hokocentennial' PPAF)** — Selected from a hydrangea breeding program in the Netherlands. Introduced and submitted by Monrovia Nursery Company. According to Monrovia, "A special release to celebrate Monrovia's 100th anniversary, the flowers of this hydrangea are simply stunning. The rich ruby-red mophead blooms deepen in color as the long-lasting flowers age, sometimes taking on almost black hues. Exceptionally sturdy and compact, with strong stems and thick green leaves. Reblooming. Deciduous."

Grows to 3 feet wide and tall. Zones 4a–9b.” Available as #5 containers from Monrovia Nursery Company (Booth #17037).

- **People’s Choice Award of Merit — Candybox® Chilean Guava (*Ugni molinae* ‘PI16’ PPAF)** — Hybridized by Viveros Hijuelas of Quillota, Chile. Introduced by Proven Winners® ColorChoice® Shrubs. According to Proven Winners: “New compact form of Chilean guava that makes an excellent drought-tolerant hedge. Adorned with delicate, silky flowers throughout the plant in summer, the resulting fruit is an explosion of spices and sweetness in autumn. Drought tolerant, evergreen and well-behaved shrub for the landscape and edible gardens.” Grows to 2–3 feet wide by 2–3 feet tall. Zones 7a–9b. Available as #1 and #3 containers from Alpha Nursery (Booth #13037).
- **People’s Choice Award of Merit — DreamScape™ Smooth Hydrangea (*Hydrangea arborescens* ‘BAICZ10’ PPAF, CBRAF)** — Introduced by First Editions® Shrubs & Trees. Submitted by Bailey Nurseries. According to Bailey, “DreamScape™ Smooth Hydrangea represents a major advancement in pink *Hydrangea arborescens*, delivering value for growers, retailers, and landscapers. Bold 8–10-inch mophead flowers open ruby pink and ages to parchment pink, held upright on strong stems that withstand wind and rain. Dark green foliage stays clean in production, on the shelf, and in the landscape. With a uniform, mounded habit at 3–4 feet tall and 4–5 feet wide, DreamScape™ is adaptable to sun or part shade. Bred by Bailey Nurseries, it sets a new standard in the category.” Zones 3a–8b. Available as liners and #2 and #3 containers from Bailey Nurseries Inc. (Booth #17019), Alpha Nursery (Booth #13037), Kraemer’s Nursery Inc. (Booth #15031), Powell’s Nursery Inc. (Booth # 14031), and Woodburn Nursery & Azaleas Inc. (Booth #14043).

Earlier in the week, professional judges awarded the **New Varieties Showcase Judges Choice** awards. The winners were as follows:

- **Judges’ Best in Show — Saturnalia™** American hybrid oak was introduced by Heritage Seedlings & Liners Inc. Red-blushed new leaves mature to glossy dark green with acute lobes and thick texture, silvery green beneath. Long lasting fall color is bronze-green to rusty red. Vigorous upright growth, a strong leader, open branch angles and wide adaptability merit its use as an urban tree across the continent. Early trials show it to thrive in the heat and humidity of North Carolina, as well as its first winter at the Chicago Botanic Garden. Grows to 25 feet wide by 40 feet tall. Zones 5b–9b. Available as #1, #2 and #5 containers from Heritage Seedlings & Liners Inc. (Booth #15037).

In addition of the Best of Show award, judges gave three Awards of Merit as follows:

- **Lantana Luscious® Vanilla Breeze™ (*Lantana camara* Luscious® Vanilla Breeze™ PPAF)** — Introduced by Proven Winners. According to them, “As beautiful as they are, sometimes bold red or gold lantanas just won’t work in some container recipes or landscape designs like those where pastel pinks and blues dominate. That’s where the elegant Luscious® Vanilla Breeze™ lantana shines. This lantana’s fragrant blossoms open soft, buttery yellow and mature to white – an essential color that brings balance and refinement. They are produced abundantly all over the large, well-branched,

spreading canopy of this large, landscape-sized lantana. Luscious Vanilla Breeze is a heat tolerant lantana that works beautifully in mass landscape plantings and large container recipes, adding a cool splash of white on hot summer days. Like all Proven Winners lantanas, it produces few to no seeds and requires no deadheading to bloom non-stop all season.” Height and spread 20–26 inches. Zones 9a–11a. Available in liners from Proven Winners (Booth #8055).

- **Judges’ Award of Merit — Sofia® Cherry Laurel (*Prunus laurocerasus* ‘Zsofi’ PP33411) —** Details above.
- **Judges’ Award of Merit — Crimson Feathers False Spirea (*Sorbaria sorbifolia* ‘Hyfaria’ PP36847) —** Introduced by Concept Plants. According to them, “A truly spectacular addition to the *Sorbaria* family, Crimson Feather is a beautiful, compact and extremely hardy shrub that boasts large, feathery golden leaves with new, intense crimson-red growth, creating a beautiful contrast to the mature lime-green leaves. The stunning red color holds into summer and is truly a sight to behold. *Sorbaria* Crimson Feather’s new red growth is the brightest in the assortment so far, and as if that’s not enough, Crimson Feather is not susceptible to diseases either. A stunning, trouble-free cultivar and deserved winner of Gold at the HTA New Plant Awards 2022. *Sorbaria* Crimson Feather looks beautiful in pots, borders, and Japanese gardens, but it will also make an impressive low hedge that will attract pollinators from far and wide.” Height and spread 40 inches. Zones 2a–11a. Available in #3 containers from Monrovia (Booth #17037), and Meridian Young Plants (Booth #12055).

All of the New Varieties Showcase selections are viewable at the Farwest Show and at FarwestShow.com/New-Varieties-Showcase. As a reminder, the show remains open until 2 p.m. Friday, August 28 to see them personally.

Complete details on events, daily schedules, speakers and education for Farwest are all available at FarwestShow.com. For further questions, contact Connie Lindsay, OAN trade show manager, at CLindsay@oan.org or 503-582-2005.

About Farwest

Each year, Farwest brings together growers, suppliers, service providers, retail garden centers, landscape designers, and buyers under one roof, providing a golden opportunity for making new connections and renewing existing ones, too.

Farwest is produced by the Oregon Association of Nurseries (OAN), which represents the top agricultural segment in the state. Proceeds from the show are reinvested into industry advocacy, research, workforce development and education, which benefit the nursery and greenhouse industry both regionally and nationally.

Oregon is a nationwide nursery industry leader, in terms of sales as well as influence. It’s the leading state for coniferous evergreens, deciduous shade trees, deciduous flowering trees, bareroot nursery products, B&B nursery products and cut Christmas trees. Complete details on the Farwest Show are available at FarwestShow.com.

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DOWNLOADABLE ASSETS

PLANT IMAGES:

[Sofia® Cherry Laurel](#)

[Centennial Ruby™ Hydrangea](#)

[Candybox™ Chilean Guava](#)

[DreamScape™ Smooth Hydrangea](#)

[Saturnalia™ American hybrid oak](#)

[Lantana Luscious® Vanilla Breeze™](#)

[Crimson Feathers False Spirea](#)

Show logos:

[Farwest Show logo 2026 — wordmark \(green\)](#)

[Farwest Show logo 2026 — wordmark \(purple\)](#)

[Farwest Show logo 2026 — Oregon state outline](#)

2026 FARWEST SHOW RELEASES AND ASSETS

[Farwest Show press room](#)