






<p>Bella™ Deep Red</p>	<p>This plant makes a big impact at retail and in the garden. Our biggest Bella in the series, this variety is well suited to larger containers and retails best on a trellis. The intense red color makes an impressive display and does not fade as the flowers age. This is a strong vining variety.</p>	
<p>Bella™ Grande Pink</p>	<p>An impressive variety with very large, rosy pink flowers. Bella Grande Pink is well suited to larger containers such as gallons and patio pots. Plants will bloom continuously throughout the summer heat. Bella Grade Pink is colder sensitive and should be kept above 54°F (12°C) to avoid leaf drop.</p>	
<p>Bella™ Grande Red</p>	<p>This variety has an improved deep red color, but performs very similar to the original Bella Red. This variety flowers later than others in the series but makes a great season extender item at retail. The growth habit is compact with dense branching, making a solid rounded plant that does not split in production or shipping, ensuring a great retail presentation.</p>	
<p>Bella™ Hot Pink</p>	<p>Well suited for 6-inch or larger containers, Bella Hot Pink is one of the strongest, most dependable varieties in the series. In the first year, Bella Hot Pink has a strong, upright mounded habit perfect for pot production, but will start vining in year two if trellised plants are desired. A European favorite due to its tight well branched structure that does not fall apart as plants gain volume.</p>	
<p>Bella™ Pink</p>	<p>Bella Pink produces a much higher flower count than the other standard pink varieties on the market. The well branched habit and young flowering make Bella Pink an ideal choice for quarts and gallon containers.</p>	








BILL MOORE & CO., INC.

813-689-6706

WWW.BILLMOORECO.COM



Bella™ Pink 19	Bella Pink19 is a result of constant improvement breeding. It is an upgrade of the Bella Pink variety that comes with a stronger growth habit and better branching. This new variety is ideal for all comment pot sizes on the market.	
Bella™ Polar	This new white variety combines the dark foliage of the Bella White Improved and the vigor habit of Bella White. Special in northern states, the strong vigor reduces growing time and helps save bench space. The dark tissue makes this variety tolerant against fungus spots in the raining season. Low temperature toleration prevents the foliage drop in the tropical wintertime.	
Bella™ Red	Bella Red flowers with a deep red color. The compact growth habit makes it a perfect variety for smaller upright containers. This variety flowers early with the same timing as Bella Scarlet.	
Bella™ Scarlet	A great selection for 4-inch and larger containers. The densely branched habit builds a rounded, compact plant that does not break open as the plant matures. The flowers have a scarlet red color that does not fade or brown as they age, and the foliage is a medium green. The flowers are held at a unique angle making them appear larger than traditional mandevilla. This plant has a true shrubby habit and does not vine like other red varieties on the market.	
Bella™ White	Bella White is the first pure white mandevilla on the market. The bright white flowers stand out great against the medium green foliage and retail best in quart or gallon containers. Bella White is more sensitive to cold and should be kept above 50°F (10°C) at all times to prevent leaf drop. This variety also requires less water in production and should be irrigated separately from the reset of the series.	
Bella™ White Improved	An improvement to the existing Bella White with darker foliage that sets off the blooms better. Bella White Improved is also less sensitive to extreme weather conditions such as low temperatures and overwatering.	