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Mellano & Co. is back with 'Full Bloom' on HBO Max

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Mellano & Co., a Southern California farm and wholesale company, is filling the set of HBO's Full Bloom, an award-winning floral competition series, with beautiful florals and greens.



Launched on Thursday, June 10 and running through July 1 on HBO Max, the floral design competition show features 10 talented florists from across the nation for its second season. Each challenge will feature floral and greens sourced either from the Mellano farms or through its wholesale department, bringing in products worldwide.

Viewers of the show will see sweeping views of beautiful flowers and greens splashed across their screens — and the magic hands and brilliant minds of the florist competitors will turn these products into works of art. "Florists are a creative, wonderful group of people, and it is a beautiful thing to have Full Bloom put a bright spotlight on their craft," said Bob Mellano, vice president of wholesale operations. "We hope the show will see the industry continue to elevate and bloom with a show like this!"

The show will also feature the talented host and judges from season one, including Simon Lycett, Elizabeth Cronin and Maurice Harris, who will determine who will be the Full Bloom champion.

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