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Proven Winners hosts roundtable for plant influencers

November 23, 2022

With consumer interest in gardening continuing to gain momentum across North America, [Proven Winners](#) has expanded its commitment to support home gardener success. It hosted an inaugural group of content creators to a Proven Winners Creators Roundtable held in the newly established Proven Winners headquarters in DeKalb, IL.

Nearly two dozen plant influencers attended the two-day event to learn more about the brand's plans for new products and gardener solutions that will launch in 2023.

The event gave the creators a behind the scenes look at the Proven Winners brand and highlighted 2023 introductions in leafjoy houseplants, Heart to Heart caladiums and Proven Winners annuals, perennials and shrubs. In addition, the plant influencers were introduced to other soon-to-be released solutions for gardeners, including updates in the AquaPots self-watering container system, Twist 'n Plant augers and fully compostable Eco+ Grande containers.



Experts from Proven Winners, Walters Gardens, Spring Meadow Nursery, Classic Caladiums and The Plant Co. joined the event. Each discussed the intensive trialing and evaluation process that goes into introducing Proven Winners plants.

“We can see by the high engagement numbers in our Facebook Gorgeous Gardens community that gardening continues to grow as a passionate hobby across North America,” said Amy Buhrow, Proven Winners director of marketing. She added that the Proven Winners Facebook community alone contains more than 800,000 active members.

“The response by this inaugural group of content creators has been outstanding and it truly reflects the high interest in gardening that continues to grow across the country. The insights, excitement and great level of engagement throughout the event makes us even more excited for Spring 2023,” Buhrow said.

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