

# GROWERTALKS

## GT in Brief

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### Suntory Buys Partner MNP, Launches European Division

*Chris Beytes*

Last fall, Suntory Flowers Limited acquired its European partner Moerheim New Plants (MNP) of the Netherlands as part of its strategic initiative to expand business in Europe. This new venture will enhance Suntory's business in bedding plants, as well as fresh cut flowers, said the press release. MNP is now officially Suntory Flowers Europe B.V.

The Suntory/MNP partnership goes back a long time, all the way to the late 1980s with the launch of Surfinia—the first petunia series grown from cuttings, not seeds like the competitors. These big, vigorous petunias ignited a gardening boom in Europe and sent breeders around the world on the hunt for their own vegetative petunias, of which there are scores of series today.

They also launched Million Bells, the first calibrachoa on the market, which had the same impact on the industry.

*Pictured: MNP's Jeroen Egtberts (left) with Suntory Flowers President Yasunori Yomo (center) and Munenori Inagaki (right).*

Since then, MNP and Suntory have continued to develop and brand more unique varieties like Sun Parasol, Senetti and Sundaville.

Suntory Flowers President Yasunori Yomo said of the new venture, "With the launch of Suntory Flowers Europe, we are aiming to accelerate our foreign business operations, focusing on Europe, our most important region."

MNP's Jeroen Egtberts will serve as president of Suntory Flowers Europe. The leadership team also includes Munenori Inagaki, who manages Suntory Flowers' European business.

"We remain fully dedicated to delivering the quality and innovation that have defined MNP for decades, with a firm commitment to future growth and prosperity for all involved," said Jeroen. **GT**

