

*Selecta one targets children with "Christmas Mouse"*  
**Appealing to a new target group with a slightly different poinsettia**

What story-telling can do. The breeders of this variety were not sure they should launch it, but the marketing department saw the opportunity to tap into a new target group. The variety in question is the Euphorbia pulcherrima Christmas Mouse of Selecta one. The "mouse ears" make the difference, targeting children, as many know the poem "Christmas Mouse". The reactions to the first trial varieties on the market were positive, and it has even been awarded at the IPM Essen 2019 as best novelty in the flowering house plants category.



*Claudio Cazzola and Paolo Pirisi of Selecta one at the [Myplant & Garden](#) in Italy where they promoted the Christmas Mouse for the first time.*