

## Cyclamen 'Masako' wins Top Product Showcase at MyPlant & Garden

Cyclamen Masako, distributed by Schoneveld Breeding and grown by the Italian company Floricoltura Chiara, has won the Top Product Showcase at MyPlant & Garden 2018 in Milan. Masako has been crowned the winner because of the number of flowers, a very long shelf life and the unique shape of flowers compared to other Cyclamen. Masako is a double-flowered Cyclamen with a unique flower shape born from tissue culture.



### **About Masako**

After many years of hard work Kanazawa, a Japanese breeder, has created this double-flowered Cyclamen. Schoneveld Breeding from the Netherlands has the exclusive distribution rights of this product in Europe. Schoneveld Breeding has entered into a partnership with Floricoltura Chiara, where they are engaged in the cultivation of Masako. Masako was launched commercially in 2017.



Schoneveld Breeding has chosen the name Masako, a Japanese girl's name. And it is a well-known name, as it also adorns the Japanese crown princess.