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Contact: Elizabeth Daly

703-838-5235

edaly@safnow.org

Ranunculus ‘Moderna Dolce’ Wins Best in Show



ALEXANDRIA, VA – AUGUST 20, 2025 – ‘Moderna Dolce’, a medium pink butterfly ranunculus presented by Rosaprima, stunned judges with its high bloom count, sturdy stems and graceful aesthetic to win the Society of American Florists’ Outstanding Varieties Competition, held in conjunction with the organization’s 140th annual convention in Scottsdale Aug. 11-14.

Rosaprima only began selling the variety earlier this year, which made the Best in Show win especially surprising, says Nicholas Chang, vice president of sales and marketing for Rosaprima. The company brought the flower to market after identifying the same traits that charmed judges.

“We’re testing 30 varieties of ranunculus, of which we’ll keep about 15,” Chang says. “We knew this one we wanted because it has an exceptional vase life of 15-plus days, versatility, and a color that is always needed.”

Earning top honors in the nation’s most prestigious flower competition has produced an “overwhelming response” for ‘Moderna Dolce’, with several wholesale customers requesting standing orders, says Chang. “The timing is great too, as we have a much larger supply now and we’re heading into the fall wedding season,” he says.

“I still can’t get over this variety,” says judge Sheldon Jensen, AAF, of Flowers by Michelle in Las Vegas, who worked with the variety while designing a display for the Supplier Expo. “The laterals are amazing; you can take it apart and do so much with just one stem. It pairs well with all kinds of flowers. And the buds open throughout the week, so it just becomes more beautiful by the day.”

‘Moderna Dolce’ was among the 180 entries from 30 companies in the 2025 Outstanding Varieties Competition, sponsored by Chrysal and Syndicate Sales.

Judges scored each entry based on color and commercial appeal, stem and foliage, bloom form and size, and overall presentation. The judging panel, which included three retailers, three growers and three wholesalers, evaluated specific categories of flowers, and the highest scored variety in each category entry won “Best in Class.” From this elite group, judges chose their Best in Show winner.

Here is a roundup of the Best in Class winners:

- Cut Alstroemeria: 'Canyon' by Continental Flowers
- Cut Bulb Flower: 'Moderna Dolce' by Rosaprima
- Cut Chrysanthemum: 'Everest Blanco' by Icon Selections,
- Decorative (Cut) Foliage & Berries: 'Smiley Romance' hypericum by Floral Chain Direct
- Cut Gerbera: 'Berra' by Green Valley Floral
- Cut Garden Rose: 'Moon Dream+' by Dümmer Orange
- Other Cut Flower: 'Tweedia Pure Blue' by Green Valley Floral
- Cut Rose: 'Mamma Mia' by Royal Flowers
- Cut Spray Rose: 'Lady Ella' by Eufloria Flowers
- The Best in Class for the breeder's category was 'Zavir' by Icon Selections.

The following SAF members served as judges.

Retail:

- Martha Aaron, AIFD, TMF, Sedona Mountain High Flowers
- Sheldon Jensen, AAF, Flowers by Michelle
- Leanne Kesler, AAF, AIFD, FDI, PFCI, Floral Design Institute

Wholesale:

- Tom Alders, Alders Wholesale
- Red Kennicott, AAF, Kennicott Brothers
- Sahid Nahim, Above All Flowers and New Blooms Solutions

Grower:

- Frank Arnosky, Texas Specialty Cut Flowers
- Susannah Ball, Ball Horticultural Company
- FJ Trzuskowski, Continental Floral Greens

Outstanding Varieties photos are available here: [SAF Photo albums](#) | [Flickr](#)

About The Society of American Florists

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