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‘New Moon’ Spray Rose Wins Best in Show at SAF’s Outstanding Varieties Competition



ALEXANDRIA, VA – AUGUST 20, 2026 – ‘New Moon,’ a cream-colored spray rose presented by Rosaprima, earned Best in Show honors in the Society of American Florists’ 2026 Outstanding Varieties Competition. The competition was held during SAF Amelia Island 2026, the association’s 141st annual convention, Aug. 18–20 in Amelia Island, Florida.

‘New Moon’ stood out among 165 entries from 27 companies with its plump, uniform flower heads, buttery yellow centers and subtle fragrance. The win marks Rosaprima’s second consecutive Best in Show title.

“I see dollar bills when I look at this variety,” said judge Sarah Ekberg, AAF, AIFD, PFCI, of Lazy Acres Décor and Floral in Wakefield, Nebraska. “It has big blooms that open consistently, which are ideal for wrist corsages, boutonnieres and hair designs. It’s also a color that’s trending in weddings right now.”

Judge Xavier Alvarez Naranjo of Protean Farms in Quito, Ecuador, praised the blooms’ wide, reflexed shape and uniform size.

“That’s a trait my customers love,” he said, noting that spray roses typically have two large blooms and two smaller ones. “It’s distinctive to have a spray rose with equally sized blooms.”

Judge Yerandy Palenzuela of Continental Floral Greens in Shelton, Washington, said the blooms were so large that he did not immediately recognize the entry as a spray rose. Its abundant, high-quality blooms, versatile color and subtle fragrance made the choice for Best in Show clear, he said.

“This entry has it all,” Palenzuela said.

A panel of three retailers, three growers and three wholesalers evaluated the entries based on color and commercial appeal, stem and foliage, bloom form and size, and overall presentation. The highest-scoring variety in each category received Best in Class honors. Judges then selected the Best in Show winner from that group.

The Outstanding Varieties Competition was sponsored by Chrysal, Syndicate Sales and FloristWare.

2026 Best in Class Winners

- **Alstroemeria:** 'Green Crown,' presented by Esmeralda Farms
- **Cut Bulb Flower:** 'Cloni Success Madame,' presented by Ecoroses
- **Cut Chrysanthemum:** 'Pip,' presented by Deliflor Americas
- **Cut Dianthus:** 'Wien,' presented by Geoflora
- **Cut Garden Rose:** 'Country Berry,' presented by Flower Village
- **Other Cut Flower:** 'Natura Moderna Limoncella,' presented by Rosaprima
- **Cut Rose:** 'Yoga,' presented by Flower Village
- **Breeder's:** 'Elvina,' presented by Icon Selections

2026 Judges

Retail

- Lacey Bilke, AAF, CFD, OCF, OACF, PFCI, Madeline's Flowers
- Lorraine Cooper, AAF, AIFD, PFCI, Brady's Floral
- Sarah Ekberg, AAF, AIFD, PFCI, Lazy Acres Décor and Floral

Wholesale

- Tom Alders, Alders Wholesale
- Red Kennicott, AAF, Kennicott Brothers
- Gary Staton, Bill Doran Company

Grower

- Paige Kennicott Jacques, Kennicott Kuts LLC
- Xavier Alvarez Naranjo, Protean Farms
- Yerandy Palenzuela, Continental Floral Greens

David Mitchell, AAF, of Mitchell's Flowers & Events coordinated the competition with volunteers Armando Gutierrez of Mitchell's Flowers & Events, and Tracy Park and Richard Brancifort of RJ Carbone Company

[Event photos are available here.](#)

About The Society of American Florists

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit safnow.org.