



**MONROVIA®**  
*Grow Beautifully*

# Lavender Week 2025

CELEBRATE LAVENDER WEEK WITH MONROVIA, MAY 12-19



## FEATURES

- Promotes all varieties of Monrovia-grown lavender
- Held the week immediately following Mother's Day
- Open to all retailers in all regions who purchase lavender to ship by Week 20-21.

## ADVANTAGES

- Promotes a top-selling perennial supported by Monrovia advertising, social media and email campaigns that week!
- Monrovia exclusive varieties make your lavender selection stand out from competitors
- Free landscape photos and signage provided with qualifying lavender order.

## BENEFITS

- Increases consumer awareness with promotional focus for the week from Monrovia
- Increases sales to gardeners inspired to purchase from display: makes an easy impulse purchase
- Increases sales of high-demand, popular perennial for Mom to treat herself

**TIMEFRAME** May 12-19

**RETAILER COMMITMENT** Purchase any mix of Monrovia lavender varieties to ship by Week 20-21 as part of your order minimum.

**MONROVIA PROVIDES** Monrovia lavender display poster.