

DO *it* BIG

Thriller, Spiller, Filler

Begonia Brews

Baking with BIG®

THE BIG EASY

WHY GARDENING WITH
BIG® BEGONIA IS GREEN
THUMB-OPTIONAL

BIG® BEAUTY FROM AU TO D.C.
pg 7

I'm Kind of
a BIG Deal

“

TO PLANT
A GARDEN

is to believe in tomorrow.

”

- AUDREY HEPBURN





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From AU to D.C.



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a **BIG**[®] *introduction*

The versatile begonia that can do it all

BIG[®] Begonia is a new generation of begonia with remarkable traits, including substantial height and flower size, and the ability to thrive in sun or shade in a wide range of climates. Drought-tolerant and self-cleaning, BIG is a big deal for gardeners looking for a low-maintenance, attention-getting plant.

After making big strides in well-known landscape design (ahem, the White House), BIG is making its way into the homes of gardeners and DIYers alike.

It stands out in large plantings or as the perfect sidekick to small-scale companions. Hardy, adaptable and simple to maintain, BIG is the perfect flower to acclimate new gardeners or complement experienced ones.

BIG is beautiful in pots, mixed containers, baskets and mass landscaping—as well as a bunch of unexpected ways for you to discover on the following pages. When it comes to begonias, dream BIG!



*Is it possible to have a flower that's as beautiful as it is hardy?
As versatile as it is easy? The answer is simple, BIG[®].*

- BIG FACTS -

Lifespan: Annual | Exposure: Full sun to shade | Garden height: 18-24 inches
Hues: Pick from 8 extraordinary color combinations | Flowers: Bloom 2-3 inches

- BIG TIPS -

Plant BIG Begonias 12 inches apart.

BIG is easy to care for. Use a time-release fertilizer when planting
and water when dry to the touch. That's it!

BIG is self-cleaning (no pinching needed!) and heat-tolerant.

- BIG GERMINATION -

Using a covered germinating tray with potting mix,
place 2 seeds per small pot.

Water seeds well and keep moist until seeds are germinated.

Keep the germination tray cover on for the first 10-12 days
at a temperature of 70°F.

After germination, take the lid off and fertilize lightly to speed growth.

Transplant into a larger pot 6-7 weeks after sowing. Once established,
you can plant your BIG Begonias outside in full sun to part shade.

BIG[®] Beauty, From AU to D.C.

Begonias are filling landscapes far and wide with outstanding color. Boasting blossoms that thrive even under challenging conditions, these brilliant perennials are ideal for nearly any climate.



CHICAGO

Window boxes and planters filled with begonias line the streets of Michigan Avenue.



Watsonville, California



WASHINGTON D.C.

An abundant ring of begonias adorns the fountain in North Lawn of the White House.



Münden, Germany



BERLIN

The Victory Column and Reichstag Building surrounded by a spectacle of begonias.



PARIS

Gorgeous begonias create a frame around the Eiffel Tower—and steal the focus.



MOSCOW

A lush sea of begonias shrouds the grounds of Alexander Garden.



SYDNEY

Begonias in the Royal Botanic Gardens set a beautiful base for a view of the Sydney Opera House.

A stylized illustration of a bright yellow sun partially obscured by two soft, white, rounded clouds. The background is a textured, light pinkish-red.

— THE —

BIG

EASY

Set yourself up for BIG® success this growing season. Choose the flower with continuous blooms and bold color to fill your landscapes, flower boxes, hanging pots and more!

Why Gardening
with BIG® Begonia Is
**GREEN THUMB
-OPTIONAL**

Why Gardening
with BIG® Begonia
**MAKES NEIGHBORS
GREEN WITH ENVY**

1

EASY GROWING IN ANY SIZE

- Quart
- Gallon
- Hanging basket
- Big pots

1

INCREDIBLE BLOOMS

- Grand in size
- Continue all summer long

2

**THRIVES IN ALL SORTS
OF ENVIRONMENTS**

- Sun
- Shade
- Container
- Landscape

2

COLOR THAT WOWS

- Bold hue options
- Pops against green

3

**TOUGH & VIGOROUS
AGAINST THE ELEMENTS**

- Rain
- Wind
- Heat
- Drought

3

**SPECTACULAR
COMBINATIONS**

- Mixes well with others
- Great spiller & filler

THRILLER, FILLER, SPILLER

Fill your planters with **bold pops of color**, add some thrill with tall companion plants and catch eyes with additional greenery that spills over and out.



FIG. A
*Lavendula
Angustifolia*

THRILLER

Tall plants and ornamental grasses that add height and contrast—and are sure to impress.

Best location: The middle or rear of your arrangement.

FIG. B
BIG® Begonia



FILLER

Big, colorful flowers and foliage that add volume and literally fill your space. (We, of course, recommend begonias.)

Best location: Around and throughout your arrangement.

FIG. C
Ipomoea batatas



SPILLER

Cascading plants that will tumble and trail down toward the ground from containers, making it all come together.

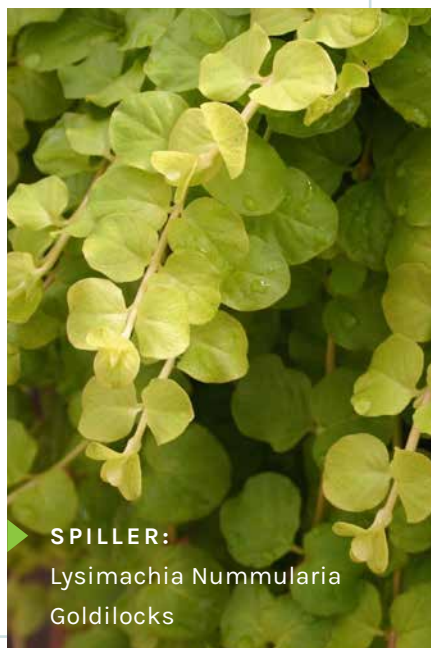
Best location: The edges of your arrangement.



THRILLER:
Stipa Pony Tails



FILLER:
BIG® Begonia



SPILLER:
Lysimachia Nummularia
Goldilocks



Thrill + Fill + Spill

A winning combination that brings texture and intrigue to every pot.



Tips for Planting in **REPURPOSED CONTAINERS**

1. CONTAINER PREP

If your container does not have a hole to allow draining, use a drill to create one. Next, line the base of the container with newspaper or plastic bubble wrap (make sure you have punctured holes in the plastic to allow for draining).

2. NUTRIENTS

Potting soil rarely has enough nutrients for your plants, so it's best to add a time-release fertilizer and mix well before planting your flowers.

3. BEEF UP THE SOIL

More potting soil means more water retention! It may be heavier, but it's best for your fledgling plants. Add some of your soil mixture to the container—don't fill to the top.

4. READY THE ROOTS

When you remove your plants from their store containers make sure to tease out the roots if they're circling the plant. This will encourage them to spread out in your new container.

5. ARRANGE AWAY

Arrange your plants as you please, keeping in mind the different heights they may reach. Once you like your arrangement, add the rest of the soil to the rim of the container and water it.

6. ENJOY!

Marvel at the cleverness of your new planter. Water the soil as needed. Avoid overhead watering to keep your plants healthy and happy.





*Imagine the
Plantabilities...*



TOOLBOX



PIANO



COLANDER



FOUNTAIN OR BIRD FEEDER

Summer in

Hot Ideas for a Sensational Season

BIG® Begonias are more than bright, beautiful blossoms. These hearty plants are easy to grow and thrive almost anywhere. They'll soak up the sun eagerly and bask in the shade just as easily.

Here's how you can celebrate the season all summer long.



Bloom



Go Bold

Embrace nature and try out a flower crown at your next get-together.

Cool Off

Add a taste of floral and extra color to homemade ice pops.

Share Big

Add blossoms to giftwrap for a fresh take on giving.

Wind Down

Get romantic by mixing blooms and petals with floating candles in your centerpieces.



SAY IT ALL WITH BEGONIAS

The graphic features a vibrant green background with a white border. The main text 'SAY IT ALL WITH BEGONIAS' is written in a large, white, serif font. The word 'SAY' is in a smaller, all-caps font, while 'IT ALL WITH BEGONIAS' is in a larger, all-caps font. The text is surrounded by decorative elements: a large, stylized white swirl at the top, a cluster of small, colorful flowers (red, orange, and yellow) at the bottom, and four green tags with white text: 'Thanks' (top left), 'Love You!' (top right), 'Good Luck' (bottom left), and 'Congrats' (bottom right). The tags are decorated with small, colorful flowers.

*F*or centuries, flowers have been used to celebrate and send heartfelt messages. The begonia has been used to symbolize uniqueness, harmony and gratitude. Pair it with a significant color to make your containers and landscapes next-level in beauty and meaning.





Red

BIG® Red

SYMBOLIZES:

Undying love, passion,
devotion & desire

PERFECT FOR:

A romantic partner,
anniversaries



Peach

Illumination® Apricot Shades

SYMBOLIZES:

Thanks &
gratitude, success,
congratulations

PERFECT FOR:

Graduations,
celebrating life stages



White

BIG® White

SYMBOLIZES:

Virtue, innocence,
appreciation

PERFECT FOR:

Weddings, baby
showers



Yellow

Nonstop® Joy Yellow

SYMBOLIZES:

Happiness, hope,
kindness, friendship

PERFECT FOR:

A dear friend,
housewarming



Pink

BIG® Pink

SYMBOLIZES:

Love, affection,
budding romance

PERFECT FOR:

First and second
dates, Valentine's Day



Orange

Nonstop® Fire

SYMBOLIZES:

Adventure, joy,
fascination, excitement

PERFECT FOR:

Birthdays, just because

*Find the perfect colors for your message.
We grow several begonia varieties in multiple
colors. Check out World-Class Begonias on pg 19
for a planting guide and full list of colors!*

WORLD-CLASS BEGONIAS



ADD BEGONIAS TO YOUR

ENTERTAINING REPERTOIRE

From centerpieces to landscapes, get award-worthy arrangements by mixing & matching several begonia varieties.

PLANTING GUIDE

Available in different colors and growing styles, begonias are the perfect flower to create a dynamic design. Surround yourself with the beauty of begonias and see the real-life magic you can create.



SUN OR SHADE



WHERE TO PLANT



HIGHLIGHT



COLORS



BIG®

Sun or Shade

*Bedding,
Landscape,
Pot Plant*

*Continuous
Blooms*

*Deep Rose Bronze Leaf,
Pink Bronze Leaf, Pink
Green Leaf, Red Bronze
Leaf, Red Green Leaf,
Rose Bronze Leaf,
Rose Green Leaf,
White Green Leaf*



NONSTOP®

*Shade or
Partial Shade*

*Hanging Baskets,
Patio Pots*

*Big, Double
Blooms*

*Appleblossom, Deep
Rose, Deep Salmon,
Fire, Orange, Pink,
Red, Rose Picotee,
Salmon, Sunset,
White, Yellow, Yellow
with Red Back, Mix*



GROOVY

Sun or Shade

*Hanging Baskets,
Landscape*

*Clear, Vivid and
Uniform Color*

*Mellow Yellow,
Orange, Red, Rose,
White, Mix*



COCKTAIL®

Sun or Shade

Flower Beds

*Beautiful
Chocolate Foliage*

*Brandy®, Gin®, Rum,
Tequila, Vodka,
Whisky®, Mix*



Begonia Brews

Grab a chilled glass and some salty treats—BIG® beer is here!
Be the host with the most this summer with a homemade begonia IPA.

Difficulty 

We recommend doing extra research if you're a beginner. Or check out our Quick Tip for a simpler version with none of the waiting.

Process

1. Sanitize all equipment.
2. Mix 1.5 lbs Pilsen malt extract syrup into 1.25 gallons of water. Bring to a boil.
3. Add 1/2 pound of begonia flowers for the first 30 minutes.
4. Add 1 oz Citra hops and boil for last 30 minutes.
5. Keep covered until it's cool enough to touch, add to your fermentation vessel and sprinkle in the yeast.
6. Wait 2 weeks until all bubbling has stopped.
7. If any liquid bubbles through the air lock, be sure to clean it.
8. Make the priming solution. Boil 1/2 pound of soaked begonia flowers in 1 cup of water for 20 minutes.
9. Add 1 tablespoon of sugar and continue to boil another 10 minutes.
10. Keep covered until cool enough to hold.
11. Add the priming solution to the fermented liquid and stir with sanitized spoon slowly to leave sediment at the bottom of the vessel.
12. Pour carefully into bottles, seal and wait 3 weeks for the bottles to carbonate. Chill in the fridge before serving.

QUICK TIP

*Thirsty right now?
Make a begonia tea by
adding the blooms to
boiling water, steeping for
3-10 minutes. Chill and add
2oz to your favorite beer.
(We recommend a pilsner.)
Garnish, sip and enjoy!*



Ingredients

- 1.5 lbs Pilsen malt extract syrup
- 1 oz citra hops
- 1/2 pound of fresh or frozen BIG® Begonia flower blooms
- Safale-04 yeast
- Sugar

Supplies

- 2-3-gallon boiling pot with lid
- 1-2-quart boiling pot with lid
- 1 step sanitizing agent
- Soup or grill thermometer
- 1-3-gallon fermentation vessel
- Funnel (optional but recommended)
- Measuring cups and spoon
- Straining mesh bag
- Airlock and rubber stopper
- 8 (16oz) swing top bottles



BEGONIA *Art*

Stylishly arrange your BIG[®] Begonias—all year long

Add a touch of nature and a pop of color to your home with framed, pressed flowers. Whether you're looking for a stunningly simple addition or a complete showstopper, there's no wrong way to put BIG[®] on display.

SUPPLIES

A big, sturdy book / Parchment paper / A weight /
A frame / BIG[®] Begonias

PROCESS

1. Select your begonias and separate the petals so you can lay them flat.
2. Arrange on a sheet of parchment paper with some space between and cover with more parchment paper.
3. Place in the middle of your book and carefully close it, ensuring the petals are in the shape you desire.
4. Add the weight on top and let the flowers dry out for 2-4 weeks.
5. Arrange the dried begonias in your frame. Go wild!
6. Display, step back and enjoy your handy work.

Difficulty





CONSIDER YOUR HOME'S DESIGN.

The type of frame you pick can dramatically change the style of your finished piece.





Begonia Parmesan Focaccia Bouquet

Turn heads at all your garden parties and get-togethers this season with a sprinkle of springtime. Not only is the beauty of this focaccia sure to perk up any snack table, but the unique floral flavors will have your friends saying, “wait, those are edible?” just before they ask for another slice.

Verify with your grower that no hazardous chemicals have been sprayed on the plants.

INGREDIENTS

- Your favorite pizza dough
- 4 tablespoons Extra Virgin olive oil (EVOO) divided in half
- 1 tablespoon cornmeal
- 2 garlic cloves
- BIG® Begonia petals + edible florals, herbs, fruits & veggies
- 1 teaspoon sea salt
- 1/4 cup freshly grated Parmesan cheese
- 3/4 teaspoon Freshly ground black pepper

PROCESS

1. Preheat your oven to 425° Fahrenheit **2.** Cover the bottom of a cake pan with 2 tablespoons of EVOO and sprinkle 1 tablespoon of cornmeal across the pan. **3.** Place dough into the pan, then cover with plastic wrap and let rest for 30 mins. **4.** Add the remaining olive oil and garlic to a sauce pan and heat until garlic becomes fragrant. Remove cloves from oil. **5.** Create slight dimples across the top of the dough with your fingers and pour the garlic oil over the pan. **6.** Place your edible flowers and herbs into a springtime design of your choice. **7.** Top with sea salt, black pepper and Parmesan cheese. **8.** Bake for 18-20 mins or until your desired golden color is achieved. **9.** Slice, serve and enjoy.

GREAT BEGONIA FLAVOR PAIRS



**BEGONIA &
KALAMATA OLIVES**



**BEGONIA &
STRAWBERRIES & BASIL**



**BEGONIA &
PECORINO CHEESE**

Other Floral Combos We Love: Daisy & Blueberry & Plum & Mint // Rose & Saffron // Viola & Dill & Capers

GO BIG *with* BIG[®]

*Make a statement with
begonias at all your events.*

Available in a variety of bloom colors and sizes, begonias are the perfect flower for gatherings—from weddings to business events to family time. Make memories that last with creative new spins on classic event traditions.

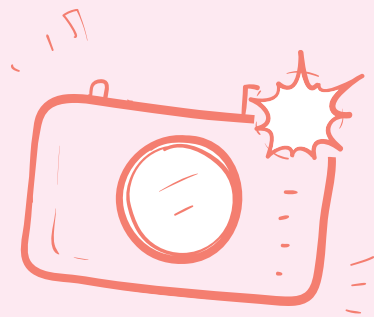


A Green Twist on the Red Carpet

Give your guests a new way to sashay in and make an entrance. Line the path with begonia blossoms for a regal, earthy vibe. Go classic with red or mix things up with pinks, peaches and yellows. The choice is yours.

A Fresh Selfie Wall

Handcraft a wallhanging for your next get-together with supplies you can find around the house and yard. You'll need a pole or branch for the base and any rope or string to create the macramé. Then, attach flowers and greenery to the base for the perfect backdrop for all your group pics!



Spell it With Flowers

Banners are so last season. Take advantage of the big blooms begonias have to offer and make your own signs—and avoid all that extra plastic while you're at it!



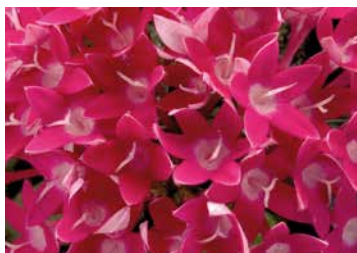
Take it to the next level with centerpieces (or table numbers) that match.

BIG® GOES BEST WITH THESE COMPANION PLANTS

Mix and match for easy-to-grow, beautiful combinations.



ERYNGIUM
'Glitter Blue'



PENTAS
'Kaleidoscope Deep Rose'



RUDBECKIA
'Prairie Sun'



LANTANA
'Evita Rose'



EUCALYPTUS
'Silverdrop'



SALVIA FARINA
'ArcticBlue'

Visit us online at benary.com/big-begonia to learn more about our BIG® Begonia varieties. Talk to your local grower or wholesale garden center to get more information and to place your spring and summer orders.

For more BIG® planting ideas, visit our Instagram @BIG_BEGONIA

Share your BIG® beauties on social using #BIGBEGONIA

DO it BIG
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