

UNIQUE CUTROSES

from Viking Roses®



www.vikingroses.com

True Vikings: Enduring, Vigorous, Healthy and Charming

VIKING ROSES®

True Vikings:
enduring, vigorous, healthy and charming



Viking Roses® has a new generation of unique cut roses

- Special colors
- Novelty flower forms
- Beautiful Bourbon-shaped flowers
- Stunning flower opening
- Excellent vase life
- Delicate fragrance

Viking Roses®

Viking Roses® has been developed by Rosa Eskelund, who also creates mini roses and garden roses for Roses Forever ApS. Roses Forever® and Infinity® mini roses and the Plant'n'Relax® garden roses are all well-known for their healthiness, bright colors and longevity. Since 2004 Rosa Eskelund has been breeding cut roses in order to develop beautiful perfumed and unique cut roses.

Viking Roses® is a collaboration between Rosa and Harley Eskelund and John Pouw. Rosa, Harley and John have known each other for over 25 years and share a passion for roses and marketing. John has many years of experience with selecting and introducing cut roses for different markets.

After a series of selection rounds in Denmark, the Viking Roses® undergo outdoor testing for resistance and open air production in Denmark. Those that still look promising after that are planted indoors with a top Dutch grower for specific cut rose selection. After this trial material is sent from Denmark to specific production areas and altitudes for further testing. Today, this strict quality and sustainability route has resulted in the commercial introduction of the spectacular Rosa Loves Me® series. The marketing is selective and gradual, following market response.



JOHN POUW
Marketing and licensing
john@vikingroses.com
Tel.: +31 6 41 68 68 80



ROSA ESKELUND
Rose breeder
re@roses-forever.com
Tel.: +45 51 57 19 90



HARLEY ESKELUND
Rose grower
he@roses-forever.com
Tel.: +45 51 57 19 80

Rosa Loves Me®

Inger Kristine™



VIK-01-183

Color: pink-eyed cream

Production: >1500m

Flower: XL

Diameter open flower: approx. 8cm

Production: 80 stems at 1500m

Stem length: 50-80cm at 1500m

Vaselife: 3 weeks

Spray rose



Spray rose
with
big flowers



Rosa Loves Me®

Tender™



VIK-09-142

Color: pink cream green

Production: >1400m

Flower: 4.5cm at 2400m

Diameter open flower: approx. 11cm

Production: 100 stems at 2400m

Stem length: 50-60cm at 2400m

Also suitable for Freiland cultivation

Vaselife: 3 weeks

Can be grown as standard or spray



Rosa Loves Me®

Just a Little Bit More™



VIK-G06-27

Color: romance all the way

Parfumé

Production: >1700m

Flower: 4-4.5cm at 2400m

Diameter open flower: approx. 11cm

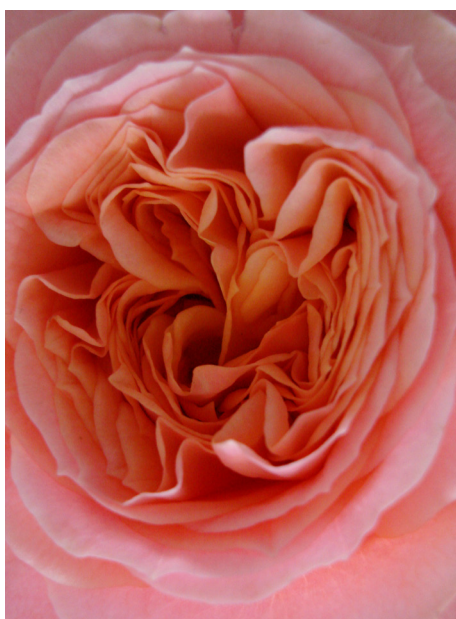
Production: 160 stems at 2400m

Stem length: 60-80cm at 2400m

Vaselife: up to 2 weeks



Parfumé



Rosa Loves Me®

Two Times™



VIK-G10-802

Color: greenish pinkish creamish

Production: any altitude

Flower: big

Diameter open flower: various flower sizes

Production: 140 stems at 0m

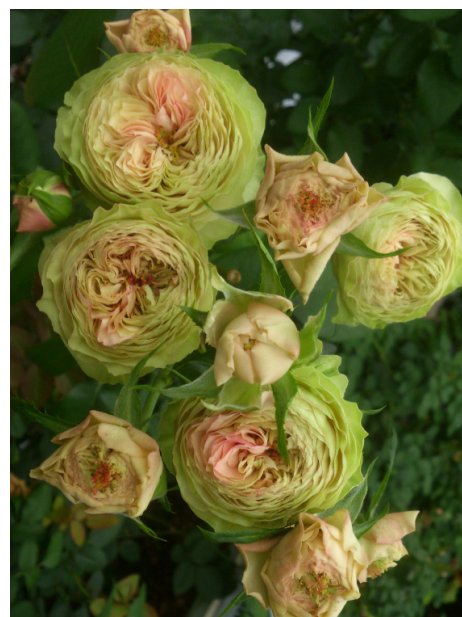
Stem length: 60cm at 0m

Also suitable for Freiland cultivation

Vaselif: 3 weeks

Spray rose

Spray rose
with
big flowers



Rosa Loves Me®

With Heart and Soul™



VIK-09-24

Color: 1000 shades of pink

Parfumé

Production: 1200-2000m

Flower: 4.5cm at 2000m

Diameter open flower: approx. 11cm

Production: 120 stems at 2000m

Stem length: 50-70cm at 2000m

Also suitable for Freiland cultivation

Vaselife: 2 weeks



Parfumé



Viking Roses®

Firecracker™



VIK-05-166

Color: hoky poky

Production: >1000m

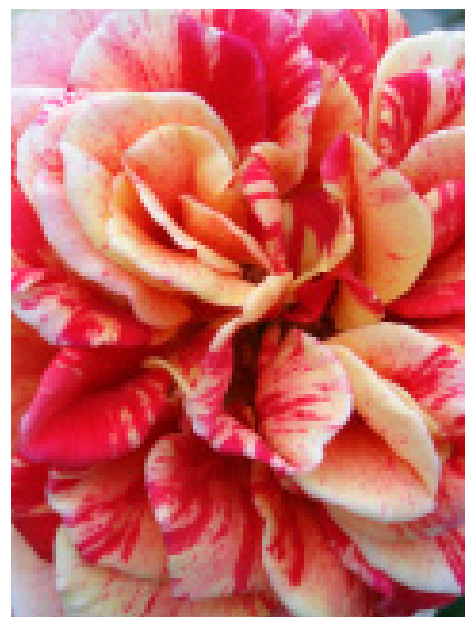
Flower: 3 cm

Diameter open flower: approx. 10cm

Production: 220 stems at 1600m

Stem length: 50cm at 1600m

Vaselife: up to 2 weeks



Rosa Loves Me®

In Sicilia™



VIK-S10-01

Introduced in Japan

Color: hot yellow

Production: >1500m

Flower: 3.5cm at 1500m

Dia. open flower: 5.5 - 7cm

Production: 180 stems at 1500m

Stem length: 50-80cm

Vaselife: 2 weeks



Rosa Loves Me®

Eye to Eye™

VIK-S10-18

Introduced in Korea

Color: redyellowgreen

Production: all altitudes

Flower: 4 cm

Dia. open flower: approx. 9cm

Production: 180 stems at 0m

Stem length: 60-100cm at 0m

Vaselife: 3 weeks



Rosa Loves Me®

Brigitte™ (syn. Sweet™)

VIK-G06-15

Introduced in Japan

Color: nail art bico

Production: >1700m

Flower: 4.5cm at 2400m

Dia. open flower: approx. 12cm

Production: 100 stems at 2400m

Stem length: 70-80cm at 2400m

Suitable for Freiland cultivation

Vaselife: 2 weeks



Rosa Loves Me®

I am Grateful™

VIK-G08-079

Color: Instant flashy pink

Production: 0-1500m

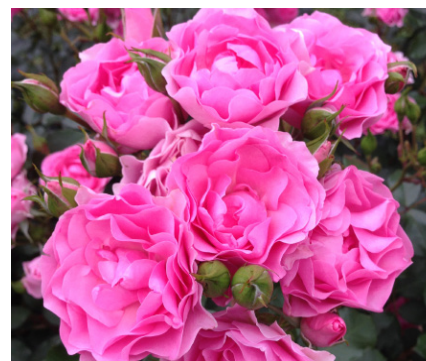
Flower: L

Dia. open flower: approx. 8cm

Stem length: 50-60cm at 0 m

Suitable for Freiland cultivation

Vaselife: > 12 days



On Their Way



VIK-16-043



VIK-16-096



VIK-17-003



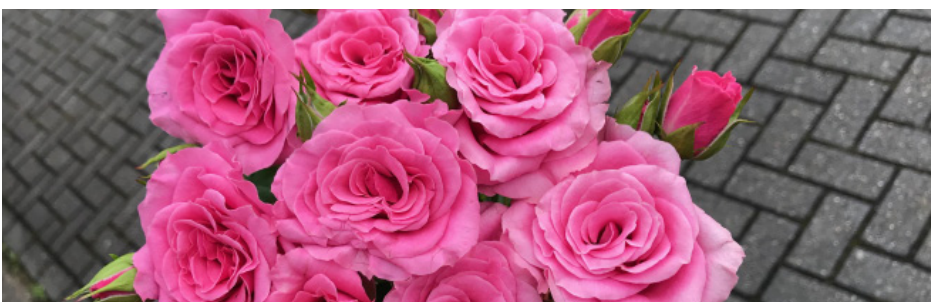
VIK-17-067



VIK-17-103



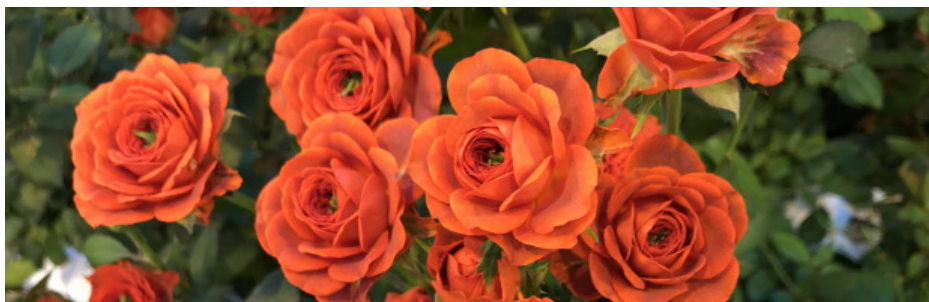
VIK-18-026



On Their Way



VIK-18-129



VIK-18-139



VIK-18-146



VIK-18-177



VIK-18-178





VIKING ROSES®

True Vikings:
enduring, vigorous, healthy and charming



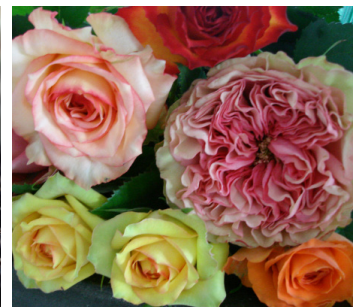
Pollination



Rose hip with seeds
ready for harvesting



New varieties germinating



Rosa Loves Me®

MARKETING AND LICENSING

Viking Roses/DVR Marketing B.V. · Zijde 55 · NL-2771 EK Boskoop · The Netherlands
John Pouw · john@vikingroses.com · Tel.: +31 6 41 68 68 80
www.vikingroses.com

ROSE BREEDER

Viking Roses ApS · Fiskervaenget 9, Dyreborg · DK-5600 Faaborg · Denmark
Rosa Eskelund · re@roses-forever.com · Tel.: +45 51 57 19 90
www.vikingroses.com · www.roses-forever.com

