



CHRONICLE BOOKS

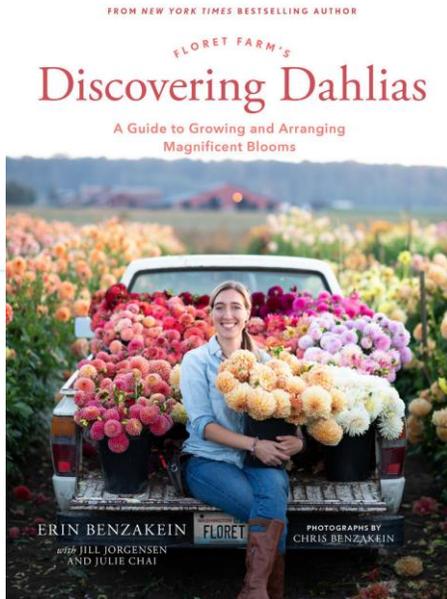
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Floret Farm's Discovering Dahlias

A Guide to Growing and Arranging
Magnificent Blooms

Written by Erin Benzakein

with Jill Jorgensen and Julie Chai

Photographs by Chris Benzakein

ON SALE MARCH 9, 2021

ISBN: 9781452181752

\$24.95

In this inspiration-packed guide, celebrated farmer-florist and *New York Times* bestselling author Erin Benzakein reveals all the secrets readers will need for cultivating their own gorgeous dahlias. These cutting-garden favorites are some of the most beloved flowers at Floret and come in a dazzling range of colors, sizes, and forms, offering enough variety for virtually every garden space and style.

Inside, readers will discover expert advice for growing, harvesting, and arranging these prolific bloomers, along with a primer on the astounding array of dahlia choices, a variety guide with lush photos and details for more than 350 of Benzakein's favorites, and a collection of showstopping bouquets to inspire reader's own creations for elevating both every day and special occasions.

Full of expert wisdom and overflowing with hundreds of breathtaking images, *Discovering Dahlias* is an essential resource and a must-have for anyone who loves flowers.

CHRONICLE BOOKS LLC

680 SECOND STREET, SAN FRANCISCO, CA 94107

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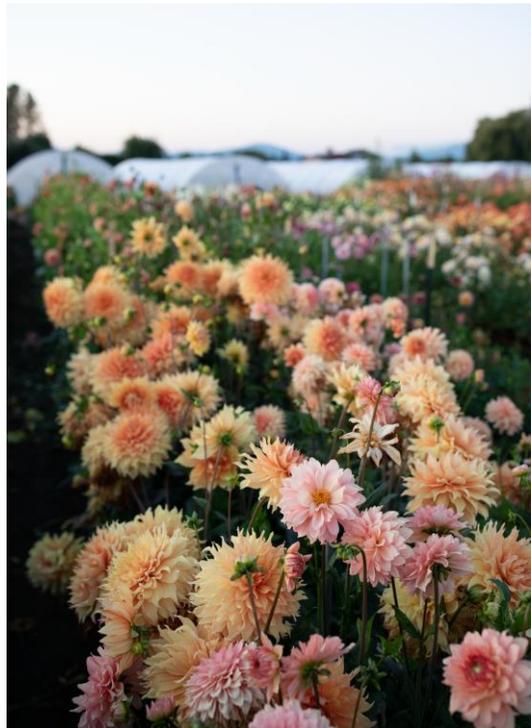
PRAISE FOR DISCOVERING DAHLIAS

“The delicate but straightforward descriptions of each and every dahlia in this amazing book by master grower and chronicler Erin Benzakein made me pause. I finally realized why I grew these flowers, why I coveted each and every type and form, and why I wanted every color in every size and shape to add to my gardens and flower arrangements. This is a beautiful book.”

—MARTHA STEWART

“Years ago, it was Erin’s stunning creativity and beautiful arrangements that drew me in and made me want to take note of anything and everything she was up to. I’m enamored by her knowledge and expertise, and I’m consistently inspired by how she dreams big and takes risks—always learning, growing, and moving forward.”

—JOANNA GAINES



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ABOUT FLORET

Celebrated flower farmer **ERIN BENZAKEIN** is known for her lush, romantic floral designs. She is the author of Floret Farm's *A Year in Flowers*, a *New York Times* bestseller, and Floret Farm's *Cut Flower Garden*, winner of the American Horticultural Society Book Award. Her work has been featured across notable publications, including *Martha Stewart Living*, *Better Homes & Gardens*, *Sunset Magazine*, *The New York Times*, *Magnolia Journal*, and *Country Living*. She lives in Mount Vernon, Washington, with her husband, Chris, and their two children.

Floret's product line includes unique cut flower seeds, specialty bulbs, and floral design supplies and tools. Through their extensive trial process, Floret's team is devoted to discovering new and exciting cut flower varieties, coveted for their scent, stem length, and ephemeral qualities.



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