For the joy of gardening!
Estabrook's

BEAUTYBERRY CARE

LIGHT

Beautyberry (Callicarpa) performs best in full sun for flowering, fruiting and foliage color. Too much shade encourages leggy growth. Check cultivar hardiness and mature dimensions; upright Pearl Glam and more arching selections need different amounts of space.

WATER

Water thoroughly at planting and check the root ball regularly while roots establish. Maintain moderate moisture during prolonged dry weather, allowing excess water to drain. Established plants tolerate some dryness. Containers and young plants need closer attention than a well-rooted shrub in the ground.

SOIL & PLANTING

Plant at nursery depth in well-drained garden soil. Mulch over the root zone without burying the crown or stems. Allow room for branching and airflow. Avoid sites where water stands around roots, particularly through winter.

FEEDING

If feeding is needed, apply a modest spring shrub fertilizer according to a soil test and label directions. Heavy feeding is unnecessary for a plant growing well. Check light, winter injury and moisture before assuming poor berry production is a nutrient deficiency.

SEASONAL CARE

Flowers and berries develop on current-season growth. Prune in spring if needed, waiting for new growth to reveal winter-killed wood before removing uncertain stems. Pearl Glam may emerge late. Avoid summer shearing, which removes flowers and developing fruit.

HELPFUL TIPS

Leave berries for their ornamental and wildlife value rather than treating this as a food crop. Winter dieback may occur near the colder end of a cultivar's range. Confirm the selection's hardiness and pollination guidance; this guide is separate from Kolkwitzia beautybush.