



**Tesselaar**  
ALSTROEMERIA

CATALOGUE 2023/2024

ENG

# GET TO KNOW THE BRANDS OF TESSELAAR ALSTROEMERIA!

**We proudly share the launch of our new brands in this catalogue. This makes the sorting of our colorful alstroemerias clearer for customers. It makes the purchasing process easier and guarantees stable sales.**

## **Professionalization**

A lot has happened at Tesselaar Alstroemeria in recent years. With the expansion to 3 locations it was time to reorganize the organization. In April 2022, Joost Möhlmann started as operational director. This was the starting signal for the change that Tesselaar Alstroemeria is now in: the introduction of 4 brands.

**Rick:** 'We often received surprised reactions when customers experience that we also serve high-end florists. Not everyone knows that the alstroemeria is a perennial plant that produces both heavy and light stems. As a result, each alstroemeria grower supplies multiple markets. We have now reached a point where we are going to show these quality grades as a brand. This makes it more recognizable to our various customers what we deliver.'

**Joost:** 'The processes at the three locations have been organized differently, allowing us to sort

better according to the quality requirements. Together we have drawn up criteria for each brand and we also set our sorting machine accordingly. In cultivation we chose for heavier crops. Varieties that produce less well are replaced sooner. A lot has changed in the organization in the last year, in order to make the team leaders better equipped to help their team to focus on quality.'

**Karolien:** 'It is quite difficult to explain to the reader what has changed now. How does our customer notice that Tesselaar's alstroemerias are 'different'? Joost's arrival has made us look at our organization with fresh eyes. Is everyone in the right place, do we have the right focus, how do we communicate with each other? We have made enormous strides and still have plenty to do. But there is a solid foundation with a strong and committed team. This means that we can present our brands with great pride. We hereby make a clear customer promise. Everything is aimed at making people happy with the groundbreaking alstroemeria!'



*On our website [www.tesselaar-alstroemeria.nl](http://www.tesselaar-alstroemeria.nl) you can read the specifications of our brands.*



ALSTRO LUX



ALSTRO ELEGANCE



ALSTRO NATURE



ALSTRO SPECIAL





# ALSTRO LUX

A SYMBOL OF TIMELESS LUXURY, WITH A STRONG AND HIGH-QUALITY PRESENCE. ABSOLUTE PERFECTION.

**“Pure refined Alstroemerias, perfect for the most prestigious moments. A symbol of timeless luxury, with a strong and high-quality presence. Absolute perfection.”**

Our Alstro Lux is characterized by its heavy stems and many flower buds (at least 4). Our new varieties are all part of the Lux line. Her weight is always at least 60 grams. A real quality flower for the high-end florist.

*Species in this segment:*

*Estee, Elegance, Bubblicious, Cinnamon, Forza, Maracana, Stephanie, Tara, Noize, Panorama, Rome, Carline, Wonder Sweet*

















# ALSTRO ELEGANCE

ONE THAT FITS EVERY  
OCCASION, ALWAYS  
ACCESSIBLE AND  
ELEGANT, FOR OPTIMAL  
REFINEMENT.

**“Alstroemerias for a touch of authenticity  
in every bouquet. Perfect for daily use,  
always accessible and elegant, for optimal  
refinement.”**

Alstro Elegance is the perfect flower for use as a mono bunch with a great price-quality ratio. These alstroemerias also contain at least 4 flower buds and are guaranteed to weigh between 45 and 60 grams. This makes it a nice, sturdy flower to work with.

*Species in this segment:*

*Estee, Mistral, Elegance, Bubblicious, Cinnamon, Tara,  
Noize, Panorama, Rome, Virginia, Nirvana, Wonder Sweet*















# ALSTRO NATURE

PERFECT FOR DAILY  
USE, WITH A NATURAL  
AND SPIRITED  
APPEARANCE.

**“Our standard, high-quality Alstroemerias for every occasion. Quality that fits every event, with a natural and spirited appearance.”**

The alstroemeria is often known as a commonly used flower in bouquets. Partly due to its green leaves and many flower buds, it adds volume to a bouquet. The Alstro Nature is perfect for these types of bouquets or in small low vases. With at least 3 flower buds there is always experience in the vase, the alstroemeria is therefore extremely suitable as a sustainable, usable flower.

*Species in this segment:*

*Estee, Mistral, Elegance, Cinnamon, Forza, Tara,  
Noize, Rome, Carline, Virginia, Nirvana, Wonder Sweet*

















# ALSTRO SPECIAL

PURE EXCLUSIVITY,  
WITH AN OPEN AND  
BLOOMING BEAUTY  
THAT ENRICHES  
SPECIAL MOMENTS.

**“Exclusive Alstroemerias for  
extraordinary moments. A choice for pure  
exclusivity, with an open and blooming  
beauty that enriches the moment.”**

For event work, wedding bouquets and funeral arrangements it is important to use open flowers. Tesselaar Alstroemeria is therefore launching the Alstro Special line. We allow the flowers to open on the crop, so that they can absorb their valuable nutrients for a longer period of time. These flowers are specially harvested on order. They have a shelf life of at least 10 days and have more intense colors. On request they can also be defoliated, so that the flowers can be processed immediately. The Alstro Special offer is visible on Floriday.

*Species, selected by us, in this segment:*

*Estee, Elegance, Bubblicious, Maracana, Rome, Virginia*





















MAKING PEOPLE  
HAPPY WITH THE  
GROUNDBREAKING  
ALSTROEMERIA IS  
WHAT WE STRIVE FOR  
EVERY DAY.

**Our brands can be found on Floriday.  
We are happy to help you purchase a nice  
range of alstroemerias.**

**Please contact:**

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On our website you will find more information about  
our sustainable solutions, our range and an explanation  
about our company.

Feel free to take a look!

[www.tesselaar-alstroemeria.nl](http://www.tesselaar-alstroemeria.nl)





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