



**Subject: Rosaprima Announces the Acquisition of Ecuatorian Flowers**

Miami, FL – February 6, 2023 – Rosaprima, the premier grower of high-end luxury roses, has finalized the acquisition of Ecuatorian Flowers, a large well-respected flower farm located in the Cayambe growing region of Ecuador. This recent acquisition further strengthens Rosaprima’s presence in all its global markets, expanding its production capacity to meet the ever-growing demand for its flowers.

Ecuatorian Flowers is a well-known company in the floral industry and has been a pioneer in the sector for nearly three decades. Eli Grun, its outgoing CEO, expressed his satisfaction stating, “I am very happy that our company and its legacy are in the hands of Rosaprima, we could not have found a better partner”.

Ross Johnson, the Founder and CEO of Rosaprima commented, "This is an important acquisition for us, as it allows us to enhance our value proposition to our customers by deepening our selection of high-end flowers and satisfying the ever-growing demand for our products".

**About Rosaprima:**

Rosaprima roses are grown high in the Andes Mountains of Ecuador and are known worldwide as the epitome of beauty and elegance. They are distributed by a network of over 25,000 florists and touch the lives of millions of people. From the outset, Rosaprima has been driven by a singular vision: to produce unparalleled roses that play an important role in life's most important moments. Our commitment to excellence, sound business practices, and exceptional craftsmanship have positioned Rosaprima as the most well-known and highly recognized flower brand in the world.

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