

# Miss Alstroemeria

MAGAZINE

2024/2025 ENG







**I must have been about 12 years old when my father decided to thin out the girth around our farm. A good number of trees had to go. I was furious! All those beautiful trees, just cut down. In protest, I filled the bulletin board in my room with notes with texts like: Tree killer! Keep the trees! Etc.**

**A few days later I found a bill attached to it in creepy handwriting: What do you think these pieces of paper are made of?**

That took me by surprise for a moment. I hadn't thought about the fact that the things I use also have an impact. In short: everyone has their own responsibility to take.

This example shows that I was concerned about the environment from a young age. I look at the big picture and examine where improvements can be made, privately and professionally.

That's why one of Tesselaar's core values is "genuinely sustainable". We are constantly looking for ways to grow our beautiful flowers with a lower environmental footprint. I am very happy that we grow a cut flower that already has a low footprint by nature:

fewer light hours are needed, the average temperature is 18 degrees year round, and the waste from the flowers stays in the greenhouses as fertilizer.

Our dot on the horizon is to produce groundbreaking alstroemerias that make people happy, without negative impact on the environment. That's why we joined the association Biological Floriculture Netherlands. We learn from growers who are already organic and catch up with growers who are in transition. We want to make many people happy with flowers, that is not possible if only flowers come from nature/from outside. Cut flowers from the greenhouse are available year-round, of consistent quality and give comparatively more stems per square meter. We believe that is smart use of land area. Meanwhile, we try to do this as sustainably as possible, this is and will remain a constant focus.

In this magazine we like to let our customers talk about their experience with our company and our flowers. Above all, I hope to make you, the reader, fall in love with our flower, which, in my opinion really deserves more appreciation! A sustainable flower that should not be missed in any assortment.

Enjoy the read and of course I wish you much success in the flower business!

Greetings

Korolien Tesselaar

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# Alstro Special

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







*Varieties in this arrangement:*

*Wondersweet*







ASTRO SPECIAL

*Varieties in this arrangement:*

*Rome, Carline, Elegance*









ASTRO SPECIAL

Varieties in this arrangement:

*Bubblicious*











*Varieties in this arrangement:*

*Estee, Virginia*



*Varieties in this arrangement:*

*Wondersweet*





SHOPPING

# Eclectic events

For events, wedding bouquets and funeral arrangements, Tesselaar Alstroemeria offers the Alstro Special line. These flowers are specially harvested to order and retain their beauty longer as they bloom openly on the crop and absorb nutrients optimally. The result? Long-lasting flowers with more intense colours. View the range on Floriday and order your Alstro Special one week in advance for the best quality!

Champagne glass  
Ichendorf Milano  
€31,-



Pillow  
Røros tweed  
€114,-



Pillow  
HK Living  
€37,95



Dinnerplate  
Anna + Nina  
€24,95



Pastry plate  
Serax  
€11,50



Loveseat  
Wood  
€325,-



Wine glass  
Villeroy & Boch  
€17,90



Napkin  
Casa  
€3,95



Dinner candles  
Mica Decorations  
€5,50 per 2



Candlestick  
Pols Potten  
€153,-



Candlestick  
Pols Potten  
€80,-



Tablecloth  
De Witte Litear  
€54,95



30-piece cutlery  
Villeroy & Boch  
€949



Dinner table  
Zuiver  
€1295,-





LAURA DRAGHICI DESIGNS WITH

# Our four brands

This is my take on the flowers from Tesselaar Alstroemeria in four categories: Alstro Special, Alstro Lux, Alstro Elegance and Alstro Nature. Presenting the Alstroemeria in four ways for four different purposes and occasions.

Laura: I started working with the wonderful flowers from Tesselaar Alstroemeria to show the four exclusive concepts they offer in different designs.

What I like about these four categories is that the grower delivers the alstros tailor-made for the occasion I need it for, from daily use to pure exclusivity, yet always in perfect condition and opening stage. So, without further ado, these are my designs with all four concepts.









Astro Special

# Exclusivity embodied



# T

his is pure exclusivity embodied in the form of an Alstroemeria. Picture an open, blooming beauty that's tailor-made to enrich those special moments. For event work and wedding bouquets, among other occasions, it is important to use open flowers.

This Alstroemeria, particularly special as its name suggests — Alstro Special — captures your attention with its intense orange color and its particularly large and powerful inflorescence. This special flower deserves to be highlighted in a special bouquet for someone equally special.

My design included — besides these wonderful flowers — reused wires and reused balls from a package of scented balls that

had lost their aroma. We think about sustainability and put it into practice, just like the growers of these special flowers, Tesselaar Alstroemeria.

This bouquet made with Alstro Special lasted in the vase for two weeks, the flowers keeping their color and the petals their shape and beauty without even one petal falling off. So, as an inside information — to make the experiment even more interesting — I didn't change the water in the vase on any day. What do you think of this quality of flowers? I find it amazing!







Alstro Lux

# Timeless luxury



# F

or a symbol of timeless luxury, opt for Alstro Lux. These alstroemerias exude a strong and high-quality presence that spells 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. You cannot imagine the beauty of this kind of Alstroemeria.

From the moment I opened the box, Alstro Lux caught my eye with its intense purple color, spiked with a splash of white. I immediately thought about whom such a luxurious flower would suit and I decided that I would create a fan bouquet with these wonderful flowers for a fashion designer that I admire and who exudes the same delicacy as these flowers.

I also created a bouquet to give to a lady on her birthday; a bouquet with several types of flowers — among which these from the Alstro Lux concept — fit wonderfully and brought out the beauty of the other flowers and the colors used all the more.

Whether it is used in a daily arrangement, or whether it is used in a bouquet for a more special outfit, Alstro Lux exudes finesse and luxury.







Alstro Elegance

# Accessible & elegant



# N

eed an Alstroemeria that fits every occasion? Look no further. Alstro Elegance is always accessible and elegant, offering optimal refinement every time. Alstroemerias for a touch of authenticity in every bouquet. Perfect for daily use.

Pink and light pink, the flowers from the Alstro Elegance concept smiled at me from the box when it arrived at my workshop. It attracted me like a magnet and it was asking to be put in a design for a nice young woman who was waiting for flowers from her boyfriend. Or for a suave young lady dressed in assorted colors.

I created from this new and wonderful concept of Alstroemeria a bouquet to offer on a romantic date. I also created a bouquet combined with a decorative

part made of recycled wire, over which I poured melted wax from an old candle. Sustainability is important to us and also to the Alstroemeria growers at Tesselaar Alstroemeria. We like to support the planet through our efforts and we encourage you to join us in this effort.

And because I love to create jewelry from natural flowers, I created a fascinator in which I put flowers from Alstro Elegance. Not only for the sake of art but also to test them. The result was spectacular. The Alstro Elegance flowers were well hydrated beforehand for a week and resisted in the full phase of their flowering without additional water. A result that says a lot for a natural flower, a sign of its extraordinary quality!







Alstro Nature

# Natural & spirited



If you are looking for Alstroemerias that are perfect for daily use, with a natural and spirited appearance, Alstro Nature is your go-to choice. Standard, high-quality Alstroemerias for every occasion. Quality that fits every event, with a natural and spirited appearance.

Alstro Nature is a concept by Tesselaar Alstroemeria that fits perfectly into nature, in shades of red and cherry. But it is equally suitable for the interior. I created a bouquet of several kinds of flowers, the main flower being from the Alstro Nature concept. In order to integrate perfectly into nature, I added a few sprigs of curly willow to the bouquet.

The bouquet created this way is very versatile, suitable to be offered by a young

man in love to his girlfriend, in the middle of nature. It is also suitable for a more elegant outfit, with which it matches chromatically, as well as for putting it inside and enjoying the beauty and naturalness of fresh flowers.

The bouquet was created while the flowers from the Alstro Nature box were still unbloomed, two days before they were actually needed. On the day of the shooting — as if knowing that it would be in the spotlight — these Alstroemerias bloomed so beautifully that we fell in love with this flower.

Look at this new category of Alstroemeria — Alstro Nature — and enjoy the robustness of a flower that looks so delicate, but is also so strong.





# Alstro LUX

A SYMBOL OF TIMELESS  
LUXURY, WITH A STRONG  
AND HIGH-QUALITY  
APPEARANCE.





ASTRO LUX

*Varieties in this arrangement:*

*Panorama, Maracana*









ASTRO LUX

*Varieties in this arrangement:*

*Estee, Noize*

















ASTRO LUX

*Varieties in this arrangement:*

*Virginia*









ASTRO LUX

*Varieties in this arrangement:*

*Panorama, Rome*





Varieties in this arrangement:

*Panorama, Maracana*





SHOPPING

# GOLD RUSH

Alstro Lux is Tesselaar's top segment, with sturdy, straight stems and at least four buds, perfect for the high-end florist. Planting new varieties creates a higher proportion of heavy stems, ideal for luxury bouquets. Tesselaar always selects the best alstroemerias, known for their robust stems and quality.



Vase  
Light & Living  
€24,99



Golden cutlery  
Casa  
€49,95

Bowl  
Casa  
€6,95

Dinner plate  
Casa  
€7,95



Candlestick  
Pip Studio  
€9,95



Dinner candles  
Ester & Erik  
€5,- per piece



Vase  
Puyi  
€229



Pillow  
Nous Living  
€13,99



Pillow  
Light & Living  
€23,99



Side table  
Casa  
€45,-



Armchair  
Casa  
€239,-



INTERVIEW WITH FLORIST JOËLLE SERIER

# A big surprise

'Quite frankly, I don't find it special enough in my type of bouquets. I did pick the Florinca often but the alstroemeria less so.'





**I**n March 2024, the ladies of **Bijzonder Bloemen** provided the arrangements for Tesselaar Alstroemeria's photo shoot. Karolien knows Joëlle Serier from Young Management; the ladies have been seeing each other for years. Recently, Joëlle sold her flower shop in Vathorst and transferred her name to permanent employee Charitha van Valkengoed. This is how **Bijzonder Bloemen** continues to exist.

**In this interview, we are curious to know the story behind Bijzonder Bloemen and, of course, the common ground with alstroemeria.**

#### **Start Bijzonder Bloemen**

Joëlle grew up in a real entrepreneurial family. The family started with an ice cream shop in 1989 in Amsterdam. Joëlle was present at the shop with her brother at a young age when her parents had to work. Eventually, the family ended up in Almere where they took over a flower shop, Aktief Bloemsierkunst (Active Floristry), a flower shop run by line driver BabStar from Rijnsburg. Joëlle: 'I have known Bab since childhood because we took over his shop, it makes the contact special. That's also what I like about this sector: the personal' contact.

The shop was further expanded by Joëlle's parents and from the age of 14 she started helping out. Flower & Interior training was taken at Welland College and at 21 she became a partner with her parents. Less pleasant times dawned. First of all, her father fell ill and, in addition, the crisis set in. The company focused largely on corporate flowers for the Municipality of Almere and Rabobank, among others, which was largely shut down by customers. These were tough years with quite a few sleepless nights.

After the death of her father, Joëlle wanted to give the shop a new boost. The name Aktief Bloemsierkunst was chosen at the time so that it was at the top of the phone book and easy to find.

'Personally, I associated the company name with sales/cheap, which was a segment I didn't want to serve. I wanted to do high-end and creative floral work. Customers often complimented us on having special flowers, hence the choice of the name. I often made Amsterdam bouquets, the type of bouquet that a few years later Bloomon conquered the market with.'

In 2012, the name and branding were changed, Joëlle was now living in Amersfoort and drove past a beautiful building in Vathorst every day. By now 26 years old and ready for a new challenge, the helm was changed: the shop in Almere was sold and a fresh start was made in Vathorst with the aim of serving the high-end segment. Joëlle also had another goal with the shop: 'My mother was working full-time, I also allowed her more free time. The move to working closer to my own home also helped with that.'

#### **Bijzonder Bloemen in Vathorst since 2014**

'I took a different approach here, I wanted to inspire customers and sell more individual flowers. I focused on the private market for people who want to spend money on flowers and plants. The pots are available exclusively from us, that's what customers really came to expect.'

So busy building a new business but in the meantime Joëlle is not sitting still, she is taking another interior design course in Enschede and helps people decorate their homes with beautiful flowers and plants. Shortly afterwards, her son is born in 2020 and working on Saturdays starts to interfere with motherhood. 'At one point I thought: my goal was to serve the high segment with exclusive flowers and pottery, I had achieved that. So what challenge lies ahead now?'

**'At one point I thought: my goal was to serve the high end with exclusive flowers and pottery, I had achieved that. So what challenge lies ahead now?'**

Meanwhile, the lease had to be renewed for another five years and it became clear to me: it's time for a new direction again. And this way, my mother could also really enjoy retirement.'



### **Selling shop and selling name Bijzonder Bloemen**

'My right-hand man in the shop, Charitha van Valkengoed, had indicated early on that she wanted to eventually become an entrepreneur. She is a hugely passionate, creative lady. Very eager to learn. I have enjoyed training her in the business over the years. When I toyed with the thought of quitting the shop, we started talking.'

In the end, Charitha wanted to do things differently. Not a physical shop but working from a studio. The inventory was sold and the lease on the premises terminated, meanwhile a new florist has moved in.

### **Atelier Bijzonder Bloemen - events work**

Charitha started in her own studio, which allows her to make floral arrangements for subscribers from home and provides event floral work.

Meanwhile, Joëlle is hired when she needs extra hands. Joëlle explains: 'If you work from a shop, you always need staffing, which makes it more difficult to provide event flower arrangements. I understand that's why Charitha opted for a studio.'

### **Tesselaar's photo shoot**

'I had actually just got over all the worries around quitting the shop and was thrilled to pick up a job again. Together with Charitha, we made a plan for a branding shoot.'

### **For us, it was completely new to create a large standard/backdrop entirely made up of the alstroemeria.**

You're going to take completely different photos from flower photos in a flower shop anyway during a shoot like this.'

Charitha explains: 'The alstroemeria is not a flower you think of when you talk about bridal work, you still choose roses and gypsophila. But if you look at costs, a rose is many times more expensive, so working with the alstroemeria is also more profitable.'

### **Learning points**

In her shop, Joëlle worked less frequently with the alstroemeria: 'Quite frankly, I don't find it special enough in my type of bouquets. I often picked the Florinca but the alstroemeria less so.' A tricky point with alstroemerias remains selling in bud, which means you don't really know how big and beautiful the flower

actually becomes. Joelle says, laughing: 'We really completely miscalculated the number of flowers needed for the shoot. The alstroemerias were delivered open and are therefore so much bigger and deeper in colour. We kept a lot of stems.'

It also did teach me that this makes the flower a hugely profitable choice for the florist. Really a good filler for event work.'

What Charitha noticed was that the flower has far fewer breakages than other flowers, the loss is much lower. The shelf life of the floral work was also surprisingly good. 'I really changed my mind about the alstroemeria and now use it more often in "normal" floral work. This is because it gives a lot of volume and then I also need to use fewer flowers to make a large bouquet for my customers.'

### **Alstro Special**

Tesselaar Alstroemeria markets the open alstroemeria separately as Alstro Special. Flowers are selected weekly on the crop to be sold open. A number of florists already take a weekly cask. Karolien wonders how this can become better known to florists.

Joelle indicates that handing out flowers works best. 'I remember well when I was loading my flowers at the wholesale centre and a grower arrived with rose hips. I was given a bunch with a label with his company name on it. Then you immediately start working with the product anyway and get excited. I would definitely recommend doing the same with Alstro Special at a number of centres.'

### **Passion**

Why are flowers so much fun? 'You can use your creativity in them and you can make people happy in happy situations but also in sad situations. You bring people something beautiful. Making the world a bit more beautiful with flowers at home, at the office or at events. And just that little bit different from the standard flower arrangements. Now that I tell you about it, I really feel that flowers are in my DNA. I am currently taking a coaching course, but I don't know yet what my professional field will look like.'

***Tesselaar Alstroemeria is very satisfied with the floral arrangements of the photo shoot and wishes the ladies every success in the future with all their business activities!***







FROM THE MINDS OF OUR

# Ambassadors

Our alstroemeria travels all over Europe and is used in the most beautiful creations. The following florists share their experiences:



## Nicu Bocancea

‘Alstroemeria represents devotion and friendship and is particularly suitable for classic arrangements. Alstroemerias are often used as ‘filler flowers’ together with roses and gerberas, but this flower can absolutely take the lead role in an arrangement.’





# Ioachim Erema

'I am increasingly inspired by a sustainable lifestyle, both as a person and as a florist. I always incorporate this into my designs. So when I received these beautiful, sustainably grown(!) alstroemerias from the Dutch forward grower Tesselaar Alstroemerias, I felt like designing something that leaves a lasting impression.'





# Gaétan Jacquet

‘Alstroemerias are perfect for wedding arrangements because the flowers are beautiful when they are open, they are strong and stay perfect for a long time. Alstroemerias come in many colours, so there is always a shade that matches the dress or style of your bridal arrangements.’







# Alina Neacsu

“An alstroemeria always makes an impression. Its elegance, vibrant colors and durable nature make it a beloved addition to any floral arrangement.”





# Ivan Bergh

During my extensive journey as a floral designer, I have developed a deep admiration for the subtle allure and tenacity of alstroemerias. These remarkable flowers have an extraordinary ability to adapt effortlessly to different styles and environments. Whether for the grandeur of wedding ceremonies or the intimacy of table centrepieces, alstroemerias always provide a wonderful sense of sophistication and enchantment.'







## Pascal Zijlmans

Alstroemeria; How beautiful you are today!  
And so were you yesterday for that matter.





Alstro  
**Elegance**

Fits any occasion, always accessible and elegant!



Mirror  
Casa  
€69,-



SHOPPING

# Elegant Scandi

The Alstro Elegance offers a touch of authenticity and sophistication for everyday use. With at least four buds and weighing 45-60 grams, this sturdy and elegant flower is ideal for monobos arrangements. The perfect balance between price and quality makes it a popular choice for florists.

Vase  
Casa  
€7,95



16-piece cutlery  
Casa  
€16,95



Vase  
Urban Culture Nature  
€27,95



Table  
Nous Living  
€799



Chair  
Kave Home  
€169

Pillow  
Claudi  
€59,-



Vase  
Casa  
€29,95



Vase  
Casa  
€24,95

Coffee table  
Zuiver  
€109,-



Arm chair  
Kave Home  
€775,-





# Alstro Nature

Perfect for everyday use, with a natural and stubborn look!



SHOPPING

# Urban Nature

Alstro Nature is a versatile flower whose green leaves and many buds give perfect volume to bouquets. With at least three buds, it always provides a lively look. The thinner stems, weighing between 20 and 45 grams, make it ideal for use in bouquets or small vases!

Vase  
Bloomingville  
€29,-



16-piece cutlery  
Casa  
€25,95



Vase  
Light & Living  
€26,99

Dining table  
WOOD  
€329,-



Dining chair  
Wehkamp Home  
€298 per 2

Tableware  
Casa  
€152,40



Coffee mug  
HK Living  
€6,75

Locker  
WOOD  
€349,-



Vase  
Urban Nature Culture  
€25,95



Vase  
Mica  
€27,95



Rug  
Nous Living  
€219,-









## INTERVIEW WITH SALES MANAGER ILSE VINK

# Leveling up

**Introducing: Ilse Vink started in February as Back Office Coordinator, in short, in close consultation with Rick she is responsible for the sales of our multicolored flowers.**

**Ilse previously worked in Phalaenopsis, so she is no stranger to the industry. Especially for Tesselaar she gets into her car 2 days a week from the province of Groningen to drive to Luttelgeest, the other 2 days she works from home.**

**Ilse tell me, you've come a long way to work for Tesselaar:**

When I was told at the end of August last year that the horticultural company, where I was working was going to quit, I was afraid for a while that I would no longer be working in the horticultural sector. Living in the north there is less possibility to work in that sector. During a trip in Poland I met Rick and got a good impression of his vision and his company. A few additional conversations with colleagues made it clear to me pretty quickly that Tesselaar Alstroemeria is where I would like to work.

Even before I started we went on team training with the "office people," this really gave me the idea that Tesselaar is a company that constantly wants to improve. Since I've been there, I can see that we are making real strides in that area, and for me that is the most important thing of all: ensuring the quality of the final product. What I like most is Tesselaar's motto/vision: 'making people happy! Who wouldn't want that?'

Making them happy is something we do all along the chain: from the employees working with the Alstroemerias to the moment the flower is processed somewhere and shows itself at its most beautiful by displaying its spectacular flowers. This is of course very nice to say but it really is true. We are constantly looking at where things can be done better/smarter, more sustainable or more

efficiently and if this succeeds I think you can only be 'happy' about it. That I can also be part of this and learn and develop further makes me very happy.

**What is the big difference between working with flowering plants and cut flowers?**

I think the big difference is in the dynamics. The fast switching. A cut flower is ready and then has to go out the door to the customer. With a plant this is different, you can and must plan further ahead. I also like the applicability of our flowers. From monobos, to processing in a picking bouquet to a beautiful bridal arrangement.

**What do you want to achieve with the sales of alstroemeria?**

My personal goal is to meet or perhaps exceed the customer's desire and thus make the customer happy. And also to find the right customer with the right stem. At Tesselaar we offer various sortings, I did notice that this is not yet known to all our customers. From high segment to the bouquet filler with thinner stem and fewer buds, we have it all. So I really like the fact that we now sell our flowers under four brands. This makes it clearer which qualities we can supply among others. Alstroemerias for retail but also for wholesalers in the higher segment.

**What do you think is the Unique Selling Point of Tesselaar Alstroemeria?**

Do you have a moment, haha: its beauty, multiple flowers on 1 stem, it is a strong flower with a long flowering period and with the guarantee that it will open all its buds, the Alstroemeria is colorful and available in many colors (shades), the Alstroemeria really surprises when presented in the vase.



# NEW!

# Matthiola

From December 2024, Tesselaar Alstroemeria is expanding its range with the beautiful Matthiolas. These stylish flowers, known for their fragrance and elegant appearance, are now available to order alongside our alstroemerias. Perfect for florists looking for versatility and quality in their bouquets. Order them easily via Floriday!



**Tesselaar**  
FLOWERS

Available from  
December 2024!

Aida White, Aida Purple,  
Mathilda Lavender,  
Mathilda Pink,  
Opera Francesca &  
StoX Champagne





**Making people happy with the groundbreaking alstroemeria, that is what we are committed to every day.**

You can find our brands at Floriday.  
We will be happy to help you buy a beautiful assortment of alstroemerias.

**To do so, contact:**

Ilse Vink  
+31 (0)6 33 14 15 61  
[verkoop@tesselaar-alstroemeria.nl](mailto:verkoop@tesselaar-alstroemeria.nl)

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

Feel free to take a look!

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







**Tesselaar**  
ALSTROEMERIA

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

