Cherry Brandy Coneflower

Rudbeckia hirta 'Cherry Brandy'

Height: 4 feet

Spread: 24 inches

Spacing: 18 inches

Sunlight: ○

Hardiness Zone: 4b

Other Names: Gloriosa Daisy, Black Eyed Susan

Description:

A beautiful new color for this garden staple, that puts on a dazzling show with its large blooms in shades of red and burgundy; it is a prolific bloomer all summer and is the perfect fit for any garden; excellent for containers as well

Cherry Brandy Coneflower flowers
Photo courtesy of NetPS Plant Finder

Ornamental Features

Cherry Brandy Coneflower has masses of beautiful dark red daisy flowers with dark brown eyes and burgundy centers at the ends of the stems from early summer to early fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its serrated pointy leaves remain green in color throughout the season.

Landscape Attributes

Cherry Brandy Coneflower is an herbaceous perennial with an upright spreading habit of growth. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This is a relatively low maintenance plant, and should be cut back in late fall in preparation for winter. It is a good choice for attracting butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Cherry Brandy Coneflower is recommended for the following landscape applications;

Cherry Brandy Coneflower flowers
Photo courtesy of NetPS Plant Finder

- Mass Planting
- General Garden Use
- Container Planting

Planting & Growing

Cherry Brandy Coneflower will grow to be about 3 feet tall at maturity, with a spread of 24 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 18 inches apart. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 3 years. As an herbaceous perennial, this plant will usually die back to the crown each winter, and will regrow from the base each spring. Be careful not to disturb the crown in late winter when it may not be readily seen!

This plant should only be grown in full sunlight. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. It is considered to be drought-tolerant, and thus makes an ideal choice for a low-water garden or xeriscape application. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This is a selection of a native North American species. It can be propagated by division; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Cherry Brandy Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. With its upright habit of growth, it is best suited for use as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. It is even sizeable enough that it can be grown alone in a suitable container. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.