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(12) **United States Plant Patent**  
**Hanes**

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(54) **PETUNIA PLANT NAMED ‘JAM BURG’**

(50) Latin Name: *Petunia hybrida*  
Varietal Denomination: **Jam Burg**

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(57) **ABSTRACT**

A petunia cultivar particularly distinguished by burgundy colored flowers, compact habit and good basal branching.

**1 Drawing Sheet**

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Genus and species: *Petunia hybrida*.  
Variety denomination: ‘Jam Burg’.

**BACKGROUND OF THE NEW PLANT**

The present invention comprises a new and distinct cultivar of petunia, botanically known as *Petunia hybrida*, and hereinafter referred to by the cultivar name ‘Jam Burg’. The new cultivar is asexually reproduced from vegetative cuttings and tissue culture resulting from the cross of the seed/pod parent 99-189-1, a red proprietary line that is unnamed and unpatented ×99-1-8, a purple proprietary line that is unnamed and unpatented.

‘Jam Burg’ is a product of a planned breeding program intended to create new petunia plants with burgundy colored flowers, compact habit, good basal branching and moderately vigorous growth.

The new cultivar was created in 1999 in Gilroy, Calif. and has been asexually reproduced repeatedly by vegetative cuttings and tissue culture in Gilroy, Calif., Andijk, The Netherlands, and Guatemala over a two and half year period. The plant has also been trialed at Gilroy, Calif., Litchfield, Mich. and Andijk, The Netherlands. The present invention has been found to retain its distinctive characteristics through successive asexual propagations; and this novelty is firmly fixed.

**DESCRIPTION OF PHOTOGRAPH**

This new petunia plant is illustrated by the accompanying photograph which shows blooms, buds, and foliage of the plant in full color, the colors shown being as true as can be reasonably obtained by conventional photographic procedures.

The photograph shows the mature flowers.

**DESCRIPTION OF THE NEW CULTIVAR**

The following detailed descriptions set forth the distinctive characteristics of ‘Jam Burg’. The data, which defines these characteristics, were collected from asexual reproductions carried out in Gilroy, Calif. The plant history was taken on 5 months old plants grown in one-gallon pots in fall/winter season, in a poly-covered greenhouse under 2–4 hours supplemental light and color readings were taken in the greenhouse in the winter season under natural light. Color references are primarily to The R.H.S. Colour Chart of

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The Royal Horticultural Society of London (R.H.S.). Texture description details were observed under a dissecting microscope according to The New Royal Horticultural Society Dictionary of Gardening (1992).

**THE PLANT**

Classification:

*Botanical.*—*Petunia hybrida*.

*Commercial.*—*Petunia*.

Form: Semi upright and decumbent.

Growth and branching habit: Good vigorous habit, well-branched, full plant.

Height: From soil level to top of blooms: Approximately 15–20 cm.

Width: Approximately 40–50 cm including flowers.

Time to produce a finished flowering plant: 11 weeks.

Outdoor plant performance: Full sun; free flowering through the summer; some heat tolerance; Used as a hanging plant, in mixed container plantings, and mass planting in a bed.

Time to initiate roots: Approximately 18–23 days in the greenhouse.

Root description: Fibrous, white.

**THE LEAVES**

Arrangement: Alternate, upper leaves sub-opposite.

Length: 4.8–6.5 cm.

Width: 2.6–3.7 cm.

Leaf blade shape: Ovate.

Leaf margin: Entire.

Apex aspect: Acute.

Base aspect: Acuminate.

Leaf color: Upper side; RHS 137A (green); Underside; RHS 138A (green).

Texture: Glandular hairs.

Venation: Palmate.

Venation color: RHS 144A/B (yellow-green).

Petiole length: 0.7–1.5 cm.

Petiole width: 0.2–0.3 cm.

Petiole color: RHS 144A/B (yellow-green).

Petiole texture: Glandular hairs.

**THE STEM**

Length: 25–30 cm.

Diameter: 0.2–0.3 cm.

Internode length: 0.5–2.0 cm.  
 Color: Between RHS 143D (green) and RHS 144A (yellow-green).  
 Texture: Long glandular hairs.  
 Stem anthocyanin: Yes, reddish, in small irregular blotches.  
 Peduncle color: RHS 144B (yellow-green).  
 Peduncle length: 1.9–2.7 cm.  
 Peduncle diameter: 0.15 cm.  
 Peduncle texture: Many glandular hairs of various sizes.  
 Peduncle anthocyanin: Yes, reddish, moderate amount at the ovary end on the upper side.

#### THE BUD

Shape: Oblong.  
 Diameter: 0.5 cm.  
 Length: 2.0–3.5 cm.  
 Color at tight bud: RHS N79A (purple).

#### THE FLOWER

Blooming habit: Continuous all through the growing season.  
 Good floriferousness.  
 Inflorescence type: Flowers solitary in upper leaf axis.  
 Young flower color: Closest to RHS 61A (red-purple) but with more blue-purple under tones; RHS N77A (purple) mid-veins; very faint RHS N77A (purple) secondary veining.  
 Young flower floret diameter: 5.5–6.0 cm.  
 Mature flower color: Upper side, closest to RHS 61A (red-purple), but with more blue-purple under tones; RHS N77A (purple) mid-veins; very faint RHS N77A (purple) secondary veining. Underside, between RHS 70A (red-purple) and RHS 72B (red-purple); RHS N77A (purple) mid-veins.  
 Corolla tube colors inside: Closest to RHS 61A (red-purple) base color, but with more blue-purple under tones; RHS N77A (purple) mid-veins, faint but heavy in quantity RHS N77A (purple) secondary veining.  
 Corolla tube length: 2.0–2.5 cm.  
 Corolla outside texture: Many glandular hairs of various sizes.  
 Floret form and number of petals: Funnel form, 5 lobed petals fused at base.  
 Flower (limb) diameter: 5.7–6.0 cm.  
 Petal apex shape: Apiculate.  
 Petal base shape: Fused.

Petal margin: Entire.  
 Waviness of petals: Weak to moderate.  
 Petal lobation: Moderate.  
 Petal texture: Papillose; very velvety and almost an iridescence to it, though less than what a young flower has.  
 Sepals: 5, fused at the base.  
 Sepal color: RHS 137C (green).  
 Sepal length: 1.6–1.8 cm.  
 Sepal width: 0.35–0.5 cm.  
 Sepal shape: Oblong.  
 Sepal apex: Acute.  
 Sepal texture: Many glandular hairs.  
 Lastingness of individual blooms: 4–8 days.  
 Fragrance: Slightly sweet.

#### THE REPRODUCTIVE ORGANS

Stamens: 5; 2 taller, 2 short, 1 much shorter.  
 Filament color: RHS N155B (white).  
 Pollen color: RHS 202C (black).  
 Pistil: One.  
 Stigma: RHS 144A (yellow-green).  
 Style color: Bottom half, between RHS 144C/D (yellow-green); top half, lighter than RHS N79B (purple) with a blotch of RHS N79A (purple) under the stigma.  
 Fruit seed set: Not observed.

#### DISEASE AND INSECT RESISTANCE

Not observed.

#### COMPARISON WITH KNOWN CULTIVARS

Compared to its female parent 99-189-1 in the following ways: The female parent is an upright growing, late flowering, and red flower plant with medium size flowers. The hybrid is an earlier flowering moderately vigorous plant with larger burgundy flowers.

Compared to its male parent 99-1-8 in the following ways: The male parent is a vigorous trailing, late flowering, and purple flower plant. The hybrid flowers earlier on a moderately vigorous plant with burgundy flowers.

I claim:

1. A new and distinct petunia plant as shown and described herein.

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