Purple Pearls® Beautyberry

Callicarpa 'NCCX1'



Purple Pearls Beautyberry fruit
Photo courtesy of NetPS Plant Finder

Height: 5 feet

Spread: 5 feet

Sunlight: ○ ◐

Hardiness Zone: 5a

Description:

Showy dark purple-black foliage starting in spring contrasts pink flowers in late summer, followed by volumes of spectacular violet-purple berries in fall; can be pruned back to the ground in spring as it blooms on new wood

Ornamental Features

Purple Pearls Beautyberry is primarily grown for its highly ornamental fruit. It features an abundance of magnificent purple berries from early to late fall. It has pink trumpet-shaped flowers along the branches from mid to late summer, which are interesting on close inspection. It has black-variegated deep purple foliage with hints of dark green. The fuzzy pointy leaves do not develop any appreciable fall color.



Purple Pearls Beautyberry flowers
Photo courtesy of NetPS Plant Finder

Landscape Attributes

Purple Pearls Beautyberry is a multi-stemmed deciduous shrub with a shapely form and gracefully arching branches. Its average texture blends into the landscape, but can be balanced by one or two finer or coarser trees or shrubs for an effective composition.

This shrub will require occasional maintenance and upkeep, and is best pruned in late winter once the threat of extreme cold has passed. It has no significant negative characteristics.

Purple Pearls Beautyberry is recommended for the following landscape applications;

- Accent
- Mass Planting
- Hedges/Screening
- General Garden Use

Retail Locations

Hopkinton
93 East Main Street
Hopkinton, MA 01748
(508) 435-3414

Chelmsford
160 Pine Hill Road
Chelmsford, MA 01824
(978) 349-0055

Hingham
1099 Main Street
Hingham, MA 02043
(781) 749-3773

Wholesale Locations

Hopkinton
40 Frankland Road
Hopkinton, MA 01748
Phone: (508) 293-8028

Middleborough
3 River Street
Middleborough, MA 02346
Phone: (508) 946-1505

Chelmsford
160 Pine Hill Road
Chelmsford, MA 01824
Phone: (978) 349-0055

Hingham
1099 Main Street
Hingham, MA 02043
(781) 749-3773

Planting & Growing

Purple Pearls Beautyberry will grow to be about 5 feet tall at maturity, with a spread of 5 feet. It tends to fill out right to the ground and therefore doesn't necessarily require facer plants in front, and is suitable for planting under power lines. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 20 years.

This shrub does best in full sun to partial shade. It is very adaptable to both dry and moist locations, and should do just fine under average home landscape conditions. 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. This particular variety is an interspecific hybrid.