Snow Storm Japanese Beautyberry

Callicarpa japonica 'Snow Storm'



Snow Storm Japanese Beautyberry foliage
Photo courtesy of NetPS Plant Finder

Height: 4 feet

Spread: 4 feet

Sunlight: ○ ◐

Hardiness Zone: 5

Description:

This variety produces almost white new leaves that are increasingly flecked with green; pretty pink flowers and highly attractive violet-purple fruit ; bushy and arching habit of growth, can be pruned back to the ground in spring as it blooms on new wood

Ornamental Features

Snow Storm Japanese Beautyberry is primarily grown for its highly ornamental fruit. It features an abundance of magnificent violet berries from mid to late fall. It has clusters of pink trumpet-shaped flowers along the branches in mid summer, which are interesting on close inspection. It has green-variegated white foliage with hints of grayish green. The pointy leaves do not develop any appreciable fall color.



Snow Storm Japanese Beautyberry
Photo courtesy of NetPS Plant Finder

Landscape Attributes

Snow Storm Japanese Beautyberry is a multi-stemmed deciduous shrub with a more or less rounded form. 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.

Snow Storm Japanese Beautyberry is recommended for the following landscape applications;

- Mass Planting
- General Garden Use

Planting & Growing

Snow Storm Japanese Beautyberry will grow to be about 4 feet tall at maturity, with a spread of 4 feet. It tends to fill out right to the ground and therefore doesn't necessarily require facer plants in front. 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 may require supplemental watering during periods of drought or extended heat. 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 is a selected variety of a species not originally from North America.