



American Beautyberry (*Callicarpa americana*)

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Summary

Foliage: Deciduous broadleaf

Height: 10 feet

Spread: 6 feet

Shape: upright informal habit.

The primary and sole attribute of beautyberry, a large loosely branched shrub, is the showy display of magenta fruits in the fall.

Plant Needs

Zone: 7 (perhaps 6b) to 9

Light: Partial shade to full sun

Moisture: Wet to moist

Soil Type: Sandy, loam, or clay

pH Range: 3.7 to 6.4

Functions

Suggested uses for this plant include border, naturalizing, and massing.

Planting Notes

Transplants readily. Plant in well-drained soil.

Care

Since flowers occur on new growth, prune to within 4 to 6 inches of the ground each spring. Heavy, early spring pruning increases fruit production.

Problems

No serious problems.

Alternatives

Consult local sources, including historic or public gardens and arboreta, regarding cultivars and related species that grow well in your area.

Varieties of *Callicarpa americana*

var. *lactea* has white berries.

Related Species

Purple beautyberry (*Callicarpa dichotoma*) is the most refined of the beautyberry species and is more cold hardy (zone 5) than American beautyberry.

Japanese beautyberry (*Callicarpa japonica*) has metallic purple fruit and yellow fall color.

Comments

American beautyberry is a native plant grown for its colorful berries in autumn. Well suited to planting in groups, and to create natural settings.

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