



AAA Roses
Express Yourself

Colour your Emotion



Welcome to the World of Roses...

AAA Roses entered the flower industry in 2012 and has grown to be one of the most successful exporters of Premium Quality Roses from Kenya. The company currently export roses across the globe under two brands, AAA Roses and Bellissima.

The AAA Roses brand is focused on Premium Roses, while the Bellissima brand is focused on Luxury High End Roses. AAA Growers is renowned for building long-standing customer relationships in its existing markets and tailoring its offer to client's individual needs. However, as a forward thinking and ambitious business, the company is continually looking to grow its customer base by exploring new markets. AAA Growers currently has over 75 hectares of greenhouse production in roses, and this production is from 2 separate farms. The farms are specifically chosen to ensure the conditions help produce the highest quality and long-lasting roses to service each section of the market. The company continually invests into its infrastructure, variety selection, and so far, has expanded its rose production annually.

Simba Farm in Nyahururu (2000 Mtrs Altitude)

The AAA Roses selection, grown at Simba farm near the Aberdare mountain range in Kenya, is grown on a farm of 400 Ha, and has a greenhouse rose production area of 45 Ha. On this farm production is split into different varieties that cater to different markets and tastes. The farm sells Bronze, Silver, and Silver + Selection for Roses, and has equally an extensive Range of Spray Roses. This diversity in the Ranges is key to providing clients with choice that few other farming operations in Kenya can offer.

Simba Farm is MPS- A Certified, Global Gap and Grasp Certified.

Chui Farm in Timau (2500 Mtrs Altitude)

The Bellissima collection, grown at Chui Farm, is collection of T Hybrids Rose Varieties that are unique due to their Large head size. Chui farm is spread over 60 hectares, has 30 Ha of Greenhouse production, and stands at 2,500 metres above sea level, on the foothills of Mount Kenya. The location enables the growing of large head sizes and long stems; which in turn, provide an exceptionally long-lasting rose.

Highness, a Rose from the Bellissima collection, stands out as it the Ultimate Red Rose from Africa! Highness showcases an incredible stem length of 1 metre and a stunning head size of 6.5 cm-7cm. It is without doubt the most luxurious and elegant red rose.

Chui Farm is Fair Trade and MPS-A certified

What Makes us Different?

Growing & Harvesting

The company's highly skilled and professional team have established a modern and efficient crop management system and first-class controls within both the fields and the grading hall. Each of the farms have a bespoke Packhouse on site, so the flowers are picked and packed on the same location, with minimal transit between the fields and packhouse. Roses are harvested two to three times a day to ensure the optimum quality and cut stage of each stem. Roses are immediately transported into the grading hall in buckets with post-harvest solution where they are cooled for a minimum of 4-6 hours and then processed and cooled in chilled water again before despatch.

Packing & Grading

Immediately after arrival to the grading hall all flowers are inspected by the intake quality controllers. After a minimum of 4-6 hours of pre-cooling each single stem is sized, defoliated, graded and checked in different parameters i.e. cut stage, shape, colour, size, damages if any, strength, straightness of the stem and bud size. Bunches are then packed in line with our customer specifications. We use the finest quality packaging materials to ensure the flowers arrive in the best possible condition to the final customer. The Roses are then sent on refrigerated trucks to connect to destinations all over the world!

Quality

AAA Roses' aim is to grow the highest quality roses and provide our customers with a product with a guaranteed vase life, superior quality and specialised packaging. Quality procedures are in place at every stage of the process to ensure we meet the specific requirements of all our clients.



Silver

SELECTION
4.5cm+ HEADSIZE



WHAM



CONFIDENTIAL



COOL BLUE



GOLD FINCH



Silver
SELECTION
4.5cm+ HEADSIZE



BAHAMA



DOWN TOWN



TACAZZI



NEW ORLEANS



Silver

SELECTION

4.5cm+ HEADSIZE



SALIMIA



PACAYA



SUMMERTIME



EVER RED



MARDI GRAS



NEWS FLASH



VERONICA



OBLICA



ATHENA



YELLOWEEN



Bronze
SELECTION
4cm+ HEADSIZE



PROUD



MEMORY



BISOU



CHERRY CHILL



NIGHTINGALE





Bronze
SELECTION
4cm+ HEADSIZE



PATZ



SUNBURST



MARIYO



MAYFAIR



UPPER CLASS



AQUA



Spray Roses

PREMIUM SELECTION

Spray Roses

PREMIUM SELECTION



PUSHKIN



SALINERO



ALICIA



ROYAL PORCELINA



REFLEX



SONORA



EARTH & FIRE



NIKITA



PICANTO



MARISA



ODILIA



DINARA



Spray Roses

PREMIUM SELECTION



LYRICA



TESSA



SNOW BUBBLES



FIREFLASH



SNOWFLAKE



MIRABEL



SILVER SHADOW



EYELINER



TRINITY



FIREWORKS



NATHALIE

Spray Roses

STANDARD SELECTION



Bouquets

**OUR BEAUTIFUL BOUQUETS CAN BE UNIQUELY
TAILORED TO INDIVIDUAL CUSTOMER REQUIREMENTS**



Personalized Selection





AAA Roses

Express Yourself

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