Monarch® Cherry Royale Butterfly Bush - New For 2026!

Buddleia 'Cherry Royale'



Monarch Cherry Royale Butterfly Bush flowers
Photo courtesy of NetPS Plant Finder

Height: 4 feet

Spread: 5 feet

Sunlight: ○

Hardiness Zone: 4

Other Names: Summer Lilac

Group/Class: Monarch Collection

Description:

An exceptionally floriferous selection featuring very showy, bright pink flowers in summer when little else blooms; attracts butterflies; may treat as a perennial and cut it back to the ground each spring as it regrows vigorously and blooms on new wood

Ornamental Features

Monarch Cherry Royale Butterfly Bush features showy panicles of fragrant pink flowers at the ends of the branches from late summer to early fall, which emerge from distinctive hot pink flower buds. The flowers are excellent for cutting. It has grayish green deciduous foliage. The narrow leaves do not develop any appreciable fall color.

Landscape Attributes

Monarch Cherry Royale Butterfly Bush is an open multi-stemmed deciduous shrub with an upright spreading habit of growth. 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 is a relatively low maintenance shrub, and is best pruned in late winter once the threat of extreme cold has passed. It is a good choice for attracting bees, butterflies and hummingbirds to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Monarch Cherry Royale Butterfly Bush is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting

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Planting & Growing

Monarch Cherry Royale Butterfly Bush will grow to be about 4 feet tall at maturity, with a spread of 5 feet. It tends to be a little leggy, with a typical clearance of 1 foot from the ground. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 20 years.

This shrub should only be grown in full sunlight. It is very adaptable to both dry and moist locations, and should do just fine under average home landscape conditions. This plant should not require much in the way of fertilizing once established, although it may appreciate a shot of general-purpose fertilizer from time to time early in the growing season. It is not particular as to soil type or pH, and is able to handle environmental salt. It is highly tolerant of urban pollution and will even thrive in inner city environments. This particular variety is an interspecific hybrid.

Monarch Cherry Royale Butterfly Bush makes a fine choice for the outdoor landscape, but it is also well-suited for use in outdoor pots and containers. With its upright habit of growth, it is best suited for use as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. It is even sizeable enough that it can be grown alone in a suitable container. Note that when grown in a container, it may not perform exactly as indicated on the tag - this is to be expected. Also note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.