The Flower Bin
Garden Center & Nursery & Gift House

1805 Nelson Road
Longmont, CO 80501
Phone: 303-772-3454
www.theflowerbin.net

European Cranberry

Viburnum opulus

Height: 12 feet

Spread: 10 feet

Sunlight: ○ ◐

Hardiness Zone: 3

Other Names: European Highbush Cranberry

Description:

A spectacular large upright spreading shrub, featuring exquisite white clusters of pinwheel-like flowers in spring followed by brilliant red berries in fall, good fall color; hardy and adaptable, great for a natural hedge; many fine cultivars available

Ornamental Features

European Cranberry is blanketed in stunning white lacecap flowers held atop the branches in late spring. The red fruits are held in abundance in spectacular clusters from late summer to late winter. It has dark green deciduous foliage. The large serrated lobed leaves turn an outstanding red in the fall. The smooth gray bark and gold branches add an interesting dimension to the landscape.

Landscape Attributes

European Cranberry is a 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.



European Cranberry flowers
Photo courtesy of NetPS Plant Finder



European Cranberry in bloom
Photo courtesy of NetPS Plant Finder

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This shrub will require occasional maintenance and upkeep, and should only be pruned after flowering to avoid removing any of the current season's flowers. It is a good choice for attracting birds to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. Gardeners should be aware of the following characteristic(s) that may warrant special consideration;

- Insects

European Cranberry is recommended for the following landscape applications;

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



European Cranberry fruit
Photo courtesy of NetPS Plant Finder

Planting & Growing

European Cranberry will grow to be about 12 feet tall at maturity, with a spread of 10 feet. It tends to be a little leggy, with a typical clearance of 1 foot from the ground, and is suitable for planting under power lines. It grows at a medium rate, and under ideal conditions can be expected to live for 40 years or more.

This shrub does best in full sun to partial shade. It prefers to grow in average to moist conditions, and shouldn't be allowed to dry out. 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 species is not originally from North America.