
MERRY EVERYTHING
ROSE FARM
Norwalk, Iowa



HOLIDAY 2024

ROSE FARM

I.
Welcome to Rose Farm | page 5

II.
Meet Karri Rose | page 7

III.
holiday styling | page 8

IV.
celebrations | page 9

V.
seasonal beverages | page 10

VI.
private holiday workshoppes | page 15

VII.
private farm to table dinners | page 17

VIII.
meet our chef | page 18

IX.
Victoria's house experience | page 20

X.
about Victoria's house | page 22









WELCOME TO

ROSE FARM

Travel just 20 minutes outside the city center of Des Moines and be greeted by the beauty of Rose Farm, family-owned and lovingly-managed by Flower Farmers Karri and Patrick Rose. With 25 acres of sprawling ground, you will find yourself immediately transplanted to a place of tranquility. The white farmhouse set against the backdrop of deep rolling hills, and the charming, idyllic barn housing The Shoppe at Rose Farm, are neatly nestled on the property. With soaring ceilings, natural light flooding the space, and a Southern sophistication, The Shoppe at Rose Farm, along with the beautiful gardens, provide a unique boutique experience for special events + celebrations.

Karri and Patrick developed the dream of Rose Farm, a three-acre flower farm, with a deep belief resting in sustainability, stewardship of the land and conservation. They raise honeybees, harvest hay fields, and create habitats for birds, pollinators and other wildlife. Multiple breeds of non-GMO fed, free range hens happily wander and produce a striking array of colored eggs. Fresh herbs are grown from seed, guaranteeing quality from soil to table. Breathtaking fields of flowers delight the senses, filling the air with a sweet aroma and dotting the property with a spectrum of colors. White hydrangeas bloom displaying their lavish, rounded shape, as do several varieties of David Austin English roses, ranunculus, dahlias, tulips, cosmos and asters. Find an assortment of seasonal florals to welcome the changing of the seasons. Watch the ornamental grasses, Bells of Ireland and eucalyptus dance in the wind. Blueberries, raspberries, aronia berries, apple and pear trees provide flavorful fruit, along with many other varieties thriving on the farm.

As Flower Farmers, Karri and Patrick wholeheartedly believe in sustainable business practices. They are passionate about supporting local farms and the dreams of others. By supporting Rose Farm, you are rallying around a movement that builds community-supported agriculture.



MEET KARRI ROSE

CHIEF INSPIRATION OFFICER



Karri invites you to experience the beauty and peace at Rose Farm. As a dream-seeker, she gave up her role as Executive Director for the #1 beauty brand, AVEDA, to pursue her passion. She spent 21 years working next to small business owners and service providers, helping them grow personally and professionally.

A lifelong champion of others, her greatest joy is developing people through teaching, coaching and mentoring. Karri finds pleasure in being a servant leader, bringing people together and fostering genuine relationships. Her authentic being is one that finds true fulfillment and joy through helping others reach their greatest potential. In this regard, she is a graceful giver – of her time, energy, expertise, wisdom and kindness.

Her southern heritage is a gift she uses to bring people together through hospitality, entertaining at the farm, and inspiring others to give through philanthropy. Karri is a believer in beautiful celebrations. With an exquisite attention to detail, she makes even the simplest get-togethers special and thoughtful.

A lover of life, animals, and all living things, Karri's farm is a reflection of the commitment she has made to leave this world a better place. She's an old soul who finds purpose in caring for the world around her. The minute you pull up to the white farmhouse and see the chickens happily grazing, and spot the vivid colors of the sweet fruits and crunchy vegetables growing abundantly, and smell the aroma of the acre of vibrant florals, you will quickly understand that it is passion which has built this dream.

HOLIDAY STYLING

Bells will be ringing, and Rose Farm is ready to bring holiday magic to you this season. Home for the holidays has a whole new meaning when you can have your home or business professionally styled for the most festive season of all. Whether you're hosting a small holiday dinner party, or inviting friends from near + far to rock around the Christmas tree, our elves are ready to sprinkle your space with Christmas cheer. Our talented team has styled our very own Rose Farm greenhouse, landing it on the cover of both Better Homes & Gardens Farmhouse Christmas (2021), along with the cover of The Iowan Magazine (2023).

Dinner Party Styling

CUSTOM MENU DESIGN

PLACE SETTING STYLING

TABLESCAPE DESIGN

CENTERPIECES

CHAIR SWAGS

MANTEL + STAIRCASE STYLING

Home Holiday Styling

WREATHS

SWAGS

GARLANDS

MANTELS + STAIRCASES



CELEBRATIONS

We love to celebrate! Whether it's an intimate gathering, or you've invited those you love from both near + far, we have specially curated options to fit every person, celebration + budget. Celebrations at Rose Farm are equal parts memorable + magical. Let's start planning.

Private Celebrations

EXCLUSIVE FARM ACCESS

THREE HOUR MINIMUM, STARTING AT $400/HOUR

GUEST COUNT OF APPROXIMATELY 50

Semi-Private Celebrations

STARTING AT $200/HOUR

GUEST COUNT OF APPROXIMATELY 50



SEASONAL BEVERAGES

Sangria Bar

$126 | serves 21
$252 | services 42

red sangria with fresh fruit
wine glasses included

Winter Champagne

$150 | serves 21
$300 | serves 42

bubbles with a holiday garnish

Coffee Bar

$65 | serves 21
$130 | serves 42

2 coffee selections from friedrichs coffee
served in beautiful china cups
cream + sugar

Enhancements
Personalized 11 x 14 menu | $55
Additional Creamers | $18/creamer
Baileys, Kahlua or Whiskey | upon request

Seasonal Cider

$65 | serves 21
$130 | serves 42

mulled with citrus + spices
served in beautiful China cups






Victoria






Mayne

















PRIVATE HOLIDAY WORKSHOPPES

November + Deember

Take a sabbatical at Rose Farm with a specially curated workshoppe. Held inside The Shoppe, choose from a selection of culinary, art and floral offerings. These boutique-sized workshoppes are designed for a minimum of eight guests. As always, the farm is happy to design a workshoppe to fit your groups needs if you have a special request. Private workshoppes start at $75/guest. A $300 non-refundable deposit is required at the time of booking. Booking is based upon educator availability.

Details

OUTSIDE FOOD /CATERING WELCOME

CURATED BEVERAGE MENU

DESIGNED FOR 8 OR MORE GUESTS

Floral

FRESH WINTER WREATH

GARLAND STYLING

HOLIDAY GRAPEVINE WREATH

PETITE DOOR SWAG

LARGE DOOR SWAG

THANKFUL TABLESCAPE: CORNUCOPIA DESIGN

Art

CARDINAL WATERCOLOR PAINTING

HOLIDAY WREATH WATERCOLOR PAINTING

ROSE FARM GREENHOUSE WATERCOLOR PAINTING

THE ART OF HOLIDAY CANDLE MAKING

Culinary

CHRISTMAS PASTRIES AROUND THE WORLD

THANKSGIVING DECORATED COOKIES

WHIMSICAL WONDERLAND DECORATED COOKIES

HANDMADE FOR THE HOLIDAYS

HOLIDAY DELIGHTS: ASSORTED HOLIDAY TREATS

CREATING A HOLIDAY PARTY BOARD

THE ART OF BREAD MAKING

MRS. CLAUS'S GINGERBREAD BAKERY


Merry
Christmas





PRIVATE FARM TO TABLE DINNERS

Holiday

Dine inside the festive Shoppe for a five-course, farm to table dinner featuring locally-sourced + sustainably grown cuisine prepared by award-winning Chef Aaron Holt, owner of Doolittle Farm LLC. Start your evening with a tour of the beautiful farmstead, weather permitting. Cozy up in The Shoppe while enjoying flavorful dishes, great company + the idyllic countryside. Minimum guest count of 20. Starting at $170/guest.

Inclusions

WELCOME COCKTAIL

20+ GUESTS

FRESH, LOCALLY SOURCED INGREDIENTS

PRIX-FIXE 5-COURSE DINNER

CURATED BEVERAGE MENU

Enhancements

EXPERTLY CURATED WINE + BEER PAIRINGS

ADDITIONAL COURSES AVAILABLE UPON REQUEST

TABLESCAPE DECOR + CURATED DESIGN ELEMENTS

Sample Seasonal Menu





OUR FARM CHEF

Aaron Holt

Aaron Holt is the owner of Doolittle Farm LLC. As a master chef, Aaron was awarded Iowa Restaurant Associations Chef of the Year in 2018. In 2017, Aaron started his own business where he grows vegetables, fruits, edible flowers + micro-greens on his family's century farm in Story City, Iowa. He uses those ingredients while creating themed chef dinners at venues all over Iowa. His commitment to locally-sourced + sustainably-grown ingredients mirrors Rose Farm's commitment to sustainability.

A native of Ellsworth, Iowa Aaron began learning from a young age about seasonal + local cuisine. Gardening and cooking have always been a part of his life. As a self-taught chef working in several Iowa restaurants for over 20 years, Aaron has gained knowledge that has awarded him with a successful career.


Merry
Merry





VICTORIA'S HOUSE EXPERIENCE

January-December

Stayover Experience

SPEND THE NIGHT IN THE IDYLLIC COUNTRYSIDE
OVERNIGHT ACCOMODATIONS FOR 8 IN VICTORIA'S HOUSE
$229 + TAXES & FEES

Inclusions

FRESH EGGS FROM THE COOP
ROSE FARM GROUND COFFEE



Private Chef Experience

Seasonal Menu Offerings

PRIVATE CHEF SERVICES BY DOOLITE FARM
FARM-FRESH CUISINE
LOCALLY SOURCED INGREDIENTS
EXPERTLY CURATED WINE + BEER PAIRINGS, UPON REQUEST
BOOKED THROUGH ROSE FARM

Experience the Magic

COME SHOP WITH US, ENROLL IN A WORKSHOPPE OR ATTEND A FARM TO TABLE DINNER



ABOUT VICTORIA'S HOUSE

Welcome to Victoria's House, lovingly named for my beautiful late mother-in-law, Victoria VanEngelenburg, a devoted wife, mother + friend who taught our family the importance of living a big, bright + colorful life. She knew the importance of celebrating every moment - no matter how big or small - giving her an unmatched zest for life. She was bursting with energy, light + love. She was an incredible hostess + entertainer, and she knew how to make every moment a special one. She lived large + had a remarkable way of bringing people together and making them feel loved. She passed on the values of love + togetherness, and it is now my hope that this home becomes a place where you choose to gather with those who mean the most to you. May this home become a place where you make memories that you tuck deep inside your soul, and that fill you with joy. With this guest house, Victoria's legacy lives on, and I hope you'll feel inspired to make each moment you spend at Victoria's House special + soul-filling.

Inside Victoria's House, you'll find beautiful accommodations for eight people. The home has been thoughtfully designed to exude the warmth + charm that Victoria herself radiated. You'll find a basket to collect eggs from the coop each day, vases to fill with flowers you harvest from the gardens (seasonally), and fresh ground coffee ready to be brewed each morning. While you're with us, plan to enjoy the Rose Farm experience of a workshoppe, a garden party, a farm to table dinner, a stroll through the gardens or afternoon sweet tea in an Adirondack chair.

With this special guest house, comes the opportunity to find magic. There is magic in watching a sunrise + a sunset over the farm. There is magic in being barefoot in the grass, filling a jar with lightning bugs in the humid summer air. There is magic in watching the stars twinkle overhead late at night. There is magic in the quiet peacefulness as you kick your legs up and read a book. There is magic in laughter. There is magic in a summer playlist as you hum along to the tune. There is magic in brightly blooming flowers dancing in the fields. There is magic in eating a picnic on a blanket under a shade tree. There is magic in a cold glass of sweet tea and lemonade. There is magic in sitting around the campfire and roasting marshmallows until they are golden brown. There is magic in the first sip of morning coffee. There is magic in yoga on the lawn. There is magic in gathering fresh eggs from the coop. There is magic everywhere you look, and we hope you'll be our guest.




ROSE
FARM
Norwalk, Iowa



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Photos by Laura Wills Photography.