This native of tropical Florida and South America is often called firecracker bush or fire bush. Rich red flower buds are produced at the branch tips each spring, remaining in bud until the warm weather. Hummingbirds love the tubular flowers! Flowering continues well into fall, followed by small black fruit. Sierra Red™ was selected by Mountain States Wholesale Nursery for its intense red flowers and compact habit. Other clones may range in color from orange to red. In the hottest regions it remains evergreen, and if the weather turns cool, the leaves will develop a nice burgundy color, and defoliate if temperatures dip below freezing. Plants are root hardy to 10° F and normally refoliate quickly each spring.