

#### Fig. S1 Expression analyses of two transcription factor genes in CrV and CrW.

RT-PCR analysis of *TfMYB1* and *TfbHLH1* and the  $\beta$ -actin gene. *TfMYB1* and *TfbHLH1* are suggested to be involved in anthocyanin biosynthesis in torenia. Gene names and PCR cycles are shown to the left and right of each panel, respectively.



#### Fig. S2 Schematic structure and mutated sequences of *ThF3'H* and *ThF3'5'H* genes.

(A) The *ThF3'H* gene consists of three exons and two introns. The deduced amino acid sequence corresponding to the 12-bp deletion in CrW is shown. Small letters indicate intron sequence, and an acceptor site (ag) is boxed. (B) The *ThF3'5'H* gene consists of two exons and one intron. The deduced amino acid sequence corresponding to the cytosine deletion in CrW is shown.

**ACTGGTTGCATGGTTTTGTTTCTGGTTGTGTGTGAGAAGAATCGTCGATGCTTATGAGAAGAAAATGCAGTGGAAGAGTAAAGAGTTATAAGTGTGTTATCACTTATAAAG** CAAACGCGTAGTAAACATATCACAAGACTTGTTAAACTTTAATCTTGAGCATCTAAGAGCAAGAATTCTCAACAAGTGGTGCGGTGAGCGTGGGATAACTCGAAGATGGCTGC PBS MAA GAGGTTCGAAGTTGAAAAGTTCACGGGTGATAATGACTTCGGGTTGTGGAAAATGAAGATGAAGGGCGTTGCTTACCCAACAAGGGCTGATAGAGGTGTTGATGGTGGAGGA R F E V E K F T G D N D F G L W K M K M R A L L T O O G L I E V L M V E D TCCACCGGCCACAGTGGTGGCTGGGACTGCTCCGACGGGCCAAGAAGATGCCGCTGCTGCAGCTGTAAATGCACAAGCTGCGGCAGAGAAAAATCTTGGATTCGAAGGC P P A T V V A G T A P T G O E D A A A A V N A O A A A E K K I L D S K A GCATTCAGTGATCATTCTGAGTTTGGGAGATCGAGTCTTGCGTCAAGTCTCTCATGAATCAACCGCTCTTGGTCTGGGAAGAAATTGGAAGAGCTTTACATGACAAAGTC H S V I I L S L G D R V L R Q V S H E S T A L G L W K K L E E L Y M T K S TCTTGCCAATCGACTTTATCTCAAGCAAGCGCTCTATTCGTTCAAGATGATTGAAGAAAAGGCCCATTGATGAGCAGATGGATCAGTTTATCAAGCTGATTTTGGATCTTGA L A N R L Y L K Q A L Y S F K M I E E K A I D E Q M D Q F I K L I L D L E N I E V K I E D E D O A L L L V C A L P R S Y N T F K D T L L Y G R E T L GACTTTGAAAGAGGTGCAAGCCGCGTTGAAGTCGAAACAGCTGAACACGAGGATTGATAACAAGGCAGTGGGATCTACATCCGAGGCTCTTTATGTTAAAGGGAAAGGTGA T L K E V O A A L K S K O L N T R I D N K A V G S T S E A L Y V K G K G E E K K T H K E R K N K S K K K V K C F Y C D E E G H M C K N C P K K E R D CAAGGGCAAGAAAGTGGAGCAAGGCGAGGCTGCAATGGCTTGTGAAAGTTATGAGTCGGCTGACGTCTTGGCCGTGACTCATGAAGATCAAGATGTGACCAAATCTGAAAA K G K K V E Q G E A A M A C E S Y E S A D V L A V T H E D Q D V T K S E K ATCTGGTAAATGGCTACTTGATTCCGCTTCTTTTCATGTCACATGTGTTAAGTCTTGGATTAAAGACTTTAAGGGTTGTGATGGTTGTCTGGTCTCTGTTGGGGGAAGA S G K W L L D S A S S F H V T C V K S W I K D F K G C D G C L V S V G E E AAAGCAATACAAAATTCTGGGCTTTGGAACGGTTAAAAATAAGGCTTAAAACCGGTGGAGTAAGAATTTTGAGAAATGTGAAGTTCATTCCGGATTTGGGTAGAAACCTTAT K O Y K I L G F G T V K I R L K T G G V R I L R N V K F I P D L G R N L I TTCTGTAGGGTTGTTGGATGTTCAAGGCTTTAAGTGTGTTGCTGGAAATGGTGTGATGAAGGTTTTCAAAGGGTCTAAGGTGATTATGAGTGGTACTTTGCAGAAAAACAG S V G L L D V O G F K C V A G N G V M K V F K G S K V I M S G T L O K N R AACTTATCATGTTACAGGATCTGAAACAGTGGTGAACTGGGCTGGTTTGGGTGGTGCTCGTAAAAATCTGCTGGTGGTGATTCTGGGGAGTGAGAGGTTTGTTCAGGGTAAAAAGTAT TYHVTGSETVVNWAGLGARKICCGDSGSERFVQGNSI CCTATGTGGTGATCATGATAAGGCCGGGTTTGAGCAGGTTACACAAGGGGAGATCACAGAGGGGCTCAAAGTGAGGGATCTGACACTTTATTGTCTGAGGTGGAGCA L C G D H D K A G F E Q V T Q G E I T D Q R A Q S E G S D T L L S E V E Q GATTTGTGTGAGAGTTGGTAGAGTTCTTTGTCCAGTTTCTGGGAAAGATTTGAATTATCTGAGGAATGGGGATATTCCTGAGGCTGATTGTGGGGGCCAACTACAAGGATC I C V R V G R V L C P V S G K D L N Y L R N G D I P E A D C G G O L O G S GAATCTGCAAGTGACAAAGGAAGTGGGACTTATCAAGTTTGAAAGGCTGAAAAATGTGATTTCTGAGTCGTGTTTGGTGGTGGATAACTGTGGTGGTTCGAGTTTTCCTGG N L O V T K E V G L I K F E R L K N V I S E S C L V V D N C G A S S F P G GGCTGCTGAAGATCAAACTCAGTTTAATCTGCAGAATGGGAGTTGGTTTACAGCTGAGGTGGAGGAAAATGAAGCAAATGGTCAGTTTTATGAATGCTCAAAATCTGATGA A A E D Q T Q F N L Q N G S W F T A E V E E N E A N G Q F Y E C S K S D D TGGCAGCAAGCTTGGAACAACAGTGGGCAAGTAGGTACCTTTGCGAGGTTGTAGCAGGCTGTGGGGTGGATTTTGAGGAGGCTGTGGGATGCTCGGGTTCACATCATAT GSKLGTTVGK\* TTGGGGGGCTAAAAACTTGGTTTTCTGGGCTGTTAACAAGTTGTTCTTGTGCTGAGAAAGGTTGTTAGCTGTGAGGTAACCAGAGTTGTGGAAGTGAAACTGAAGTTTGGACT TGATGTGATAGTATTTGAGGTTGATCGAGTGAATACAAGTTCGCTGAAAAATTCTCAAATTTGTGTTCGTTTGGCTGGTTTCTGGGGCGGGTGTTCTGGATCGTTCTTGAGGG PPT GGCTAGTTGGAGCTGAAAAACTGGTTGCATGGTTTTGTTTCTGGTTGTGTGGAAGAATCGTCGATGCTTATGAGAAGAAAATGCAGTGGAAGAAGAAAAGAGTTATAAGT **#A#CAC#TA#AAAG#TGC#G#T#AC#ATA#CACG#T#TGC#T#TGAGAGC#GC#CC#GGGAACGG#TAATGAGCAGT#AT#AAGC#GAAGC#AGA#TGTGTGTGTTGTTGTTAGT** 

ATCAAGTTTCTTTCGATCCAAACGCGTAGTAAACATATCACAAGACTTGTTAACTTTAATCTTGAGCATCTAAGAGCAAGAATTCTCAA **CA**ATACAATTAATAGGTACTCT...

**Fig. S3** Sequence of the 5'-upstream region of *F3H* in CrW. The figure shows 5 bp of the target site duplication (TSD; blue letters), 560 bp of long terminal repeats (LTRs; red letters), the primer binding site (PBS; green letters), and the polypurine tract (PPT; brown letters). The amino acid sequence deduced from the open reading frame (ORF) is indicated by black letters.

TSD



#### Fig. S4 Insertion of the solo-LTR in 5'-upstream region of F3H in CrW.

A putative solo-LTR of 560 bp was identified in *F3H* promoter of CrW. It was flanked by 5-bp target site duplications (TSD) and the position was identical to the *TORE1* insertion site.



#### Fig. S5 Southern blot analysis of F3'H and F3'5'H in CrV and CrW.

Total genomic DNAs were digested with *Hind* III (H), *Eco* RI (E), and *Xba* I (X) and transferred to nylon membranes as described in Methods. Membranes were probed with DIG-labeled sequences of F3'H (A) and F3'5'H (B). DNA marker sizes (kbp) are shown.

CrV



#### Fig. S6 Schematic diagram of the genomic structure of the F3H gene in CrV and CrW.

Sites of restriction enzymes *Xba* I, *Eco* RI, and *Hin*d III used in the Southern blot analysis are shown. Restriction sites at the 3'-proximal region were deduced from the results of Figure 4. Lengths following complete digestion are shown in blue, green, and red for *Xba* I, *Eco* RI and *Hin*d III, respectively. The *F3H* probe used is shown in orange.



#### Fig. S7 HPLC analysis of flower petal anthocyanidins in *GtF3H*-overexpressing transgenic CrW.

After acid hydrolysis of petal extracts, the hydrolysates containing anthocyanidins were subjected to HPLC analysis. Dp, Cy, and Pg correspond to delphinidin, cyanidin, and pelargonidin, respectively.



## Fig. S8 Example of pigment recovery in a CrW petal.

(A) Whole flower. (B) Magnification of boxed red area in A.