



## **Dobbies springs forward with opening of 71<sup>st</sup> store**

Dobbies, the UK's leading garden centre retailer, today (Friday 30 April) opens its 71<sup>st</sup> store, located in Boston Lincolnshire.

Previously Johnsons Garden Centre, the store has undergone a refurbishment and now offers a 'not your average' garden centre experience for customers, with plants and gardening products; pet department; home and cookshop; books, toys and gifts; as well as seasonal items. Customers are welcomed by the houseplant department as they enter the store.

A new look Sainsbury's foodhall has been unveiled, with the wholesale partnership bringing a range of high-quality food and grocery products to store. Shoppers at Boston have the opportunity to enjoy a range which includes a variety of ambient, chilled and frozen produce as well as other grocery and household products.

The restaurant, which will reopen in line with Government guidelines, has been given a refresh, with the Dobbies' menu featuring seasonal dishes, customer favourites, dedicated kids' menu and afternoon tea as well as table service for diners. For opening, a coffee shop menu will be available in an outdoor seating area.

Graeme Jenkins, CEO of Dobbies, said: "We had an excellent base to build from with Johnsons Garden Centre – thank you to David Isaac and his team for such a smooth transition.

"Our team has worked incredibly hard to enable us open at what is an important season for gardeners – well done to everyone who has contributed to this project. We look forward to welcoming customers to the refreshed Dobbies' store."

The store is opening during the Royal Horticultural Society's (RHS) National Gardening Week (26 April – 2 May). This year, the focus is to enrich lives through plants and make the UK a greener place. The RHS is encouraging everyone to get their 'dose of Vitamin G' by taking a few minutes each day to connect with nature. Dobbies is showing their support by encouraging the use of sustainable products and practices with #sustainabledobbies.

Marcus Eyles, Horticultural Director for Dobbies, said: "There has been really great engagement with our #sustainabledobbies campaign so far and we look forward to sharing news of new sustainable products, practices and services that will be available in our Boston store. Our team is committed to helping people across Boston have success with their gardens."

For more information visit [www.dobbies.com/sustainability-policy](http://www.dobbies.com/sustainability-policy)

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## About Dobbies

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 71 stores.
- A turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling the company's footprint.
- Dobbies operates 69 mainline garden centres and two small format, little dobbies, stores.
- Dobbies aspires to be 'not your average garden centre'; we exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies is proud to be a supporter of #TerraCarta, launched by HRH The Prince of Wales' Sustainable Markets Initiative.