



Dobbies launch new foodhall partnership with Waitrose

Dobbies, the UK's leading garden centre retailer, announces today a new partnership with Waitrose, to provide Dobbies' customers with Waitrose's wide range of high-quality food, grocery products and everyday essentials in over 50 Dobbies Garden Centres across the UK.

Dobbies launched its new-style foodhall in July 2020 and since then it has seen significant growth, offering customers a wide range of fresh, frozen, ambient and chilled food as well as a range of drinks, and other household products. Waitrose is replacing the current partnership with Sainsbury's.

The new partnership with Waitrose will launch in Edinburgh in July, with further locations added later this year. This partnership will bring Waitrose to 20 new towns and cities. Dobbies' new flagship stores at Tewkesbury and Reading will also benefit from the Waitrose partnership.

Graeme Jenkins, CEO of Dobbies, said: *"Waitrose and Dobbies share a commitment to great value, quality and sustainability. They are the natural partner for us as we look to build on the success of our foodhalls in recent years, which have become a popular part of our customer offer."*

James Bailey, Executive Director for Waitrose, said: *"With Dobbies we will be working with a partner that shares our values when it comes to quality and service, and this underlines our ambitions to bring Waitrose food and drink to even more people throughout the UK. It will take us into locations that are entirely new for us and build our presence in other areas where a Waitrose shop may not currently be conveniently accessible, despite strong demand for our products."*

Customers will be able to choose from a wide selection of products, including the essential Waitrose range, which is the biggest value tier of any UK supermarket, plus its premium range - Waitrose No. 1 - and Waitrose Duchy Organic. Ready meals, free-from and vegan ranges, prepared fruit and vegetables, snacks and cupboard staples will all be available.

Dobbies will continue its existing partnerships with brands including Hotel Chocolat and Cook. Customers can also buy a range of Dobbies' own brand bakery favourites, as well as produce from its butcher and produce concession partners.

Both Dobbies and Waitrose are focused on reducing their impact on the environment. Waitrose is committed to eliminating single-use plastics and all its own-brand packaging will be reusable, widely recyclable, or home-compostable by 2023. Dobbies is also actively working with suppliers to reduce single-use plastics and packaging, while offering a range of in-store recycling and reducing food waste in partnership with Too Good to Go.

-ENDS-

For further information, please contact:

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Dobbies - Jen Scott (07772 287 003) at the BIG Partnership.

About Dobbies

[Dobbies](#) was founded in 1865 by James Dobbie and is headquartered near Edinburgh. It is the UK's largest garden centre retailer, with 74 stores. The company employs around 4,000 team members. It is privately owned by Midlothian Capital Partners Limited and Hattington Capital.

About the John Lewis Partnership

The [John Lewis Partnership](#) owns and operates two of Britain's best-loved retail brands - John Lewis and Waitrose. Started as a radical idea nearly a century ago, the Partnership is the largest employee-owned business in the UK and amongst the largest in the world, with over 78,000 employees who are all Partners in the business. Profits made are reinvested into the business - for customers and Partners. John Lewis operates 34 shops plus one outlet across the UK as well as johnlewis.com. Waitrose has 331 shops in England, Scotland, Wales and the Channel Islands, including 59 convenience branches, and another 27 shops at Welcome Break locations. The retailer's omnichannel business includes the online grocery service, Waitrose.com, as well as specialist online shops including waitrosecellar.com for wine and waitroseflorist.com for plants and flowers