



## **Dobbies and Sainsbury's launch grocery partnership**

Dobbies Garden Centres, the UK's leading garden centre retailer, today announces an exclusive wholesale partnership with Sainsbury's to bring a range of high quality food and grocery products to Dobbies' garden centres.

The partnership will launch at Dobbies' Edinburgh garden centre in late July. The range will include over 3,000 products, giving customers a choice of food to take home, including ambient, chilled, fresh and frozen produce as well as other grocery, household and toiletry products.

Graeme Jenkins, CEO of Dobbies, said: "The wholesale supply partnership between Dobbies and Sainsbury's is an excellent fit, with a shared goal of offering the best to our customers.

"By complementing our existing garden centre ranges with a comprehensive food and grocery offer, we will offer our customers a convenient solution for their grocery needs. We look forward to launching our first new look food hall at Edinburgh in late July."

Andrew Bracey, Chairman of Dobbies said: "This is an exciting step forward for Dobbies as we continue to grow the business and lead the future of garden centre retailing. Garden centres are increasingly popular, as people embrace the enjoyment of gardening. Our partnership with Sainsbury's perfectly complements our strategy of offering the best possible ranges and convenience to customers."

Mike Luck, Director of Business Development at Sainsbury's, said: "We're always looking for new ways to bring our distinctive, high quality products to more customers. This opportunity with Dobbies will bring a fantastic choice of food and grocery products to convenient locations for lots of shoppers, helping them shop for what they need quickly and conveniently."

Find out more at [www.dobbies.com](http://www.dobbies.com)

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### **About Dobbies**

- It all started in 1865 with James Dobbie who created a business selling seeds. He named it Dobbie & Co. The company went on to build up a customer base and started opening garden centres that fast became a go-to destination.
- A new turning point in the business came in 2019 with the acquisition of 37 centres – more than doubling its national footprint and strengthening its position as the UK's leading garden centre retailer. There are now 68 centres nationwide.
- Dobbies' garden centres are much more than a shopping destination; they exist to enrich people's lives and nurture connections between people, the community and the environment.

- Dobbies offer carefully considered ranges in-store and online, high quality services, great restaurants and cafes as well as engaging experiences.
- For more details visit [www.dobbies.com](http://www.dobbies.com) or contact [pressoffice@dobbies.com](mailto:pressoffice@dobbies.com)
- For gardening tips and advice, tune in to the Dobbies' gardening podcast series: <https://www.dobbies.com/content/podcast.html>

## **About Sainsbury's**

Helping our customers get the most out of life has been at the heart of what we do since 1869 and we achieve this by offering our customers easy, affordable access to the things they need, like healthy food, quality clothes, stylish homewares, the latest technology and more ways to manage their money. We do all of this sustainably, so we can help our customers live well for less today and tomorrow.

We are a leading multi brand, multi-channel retailer, with a growing online and digital business, fast, convenient delivery capability and a structurally advantaged store estate of over 1,400 Sainsbury's supermarkets and convenience stores and almost 900 Argos stores in stand-alone and supermarket locations. The Habitat brand is available in 16 locations and online.

We employ 172,000 colleagues who are integral to our success, now and in the future.