

Dobbies relaunches third store as part of national refurbishment programme

Dobbies Hungerford store celebrates relaunch

Dobbies Garden Centre in Hungerford has celebrated a relaunch, as part of the garden centre's nationwide store refurbishment programme. This is the third in Dobbies' extensive programme of investment across its store estate.

Dobbies Hungerford now features a new collection of plants and gardening products, following close collaboration with both new and existing suppliers to enhance the store's ranges. This includes new ranges of compost and a bespoke aggregates shop, and the store has also added a small gift shop area stocking home, gift and spa products. In addition, a new fashion offering has been introduced featuring Klass Clothing and Regatta.

The store's refurbishment includes an expanded coffee shop, now with 88 covers and serving new hot options including toasties and baked potatoes, plus a refreshed front of store area and entrance.

General Manager, Mike Scott, said: "We're really proud of our refurbished store and can't wait for customers to see the work that's been done. Gardening is really popular in Hungerford, so we've made the changes with our local garden fans in mind. The refurbishment has been a brilliant team effort from colleagues and partners."

The Hungerford refurbishment follows Brighton which relaunched at the end of April and Cadnam in May.

With a strong commitment to offering the best possible customer experience, the focus of the refurbishment plans is around improving the overall fabric of the stores, freeing up space for larger and new ranges and generally improving the ease of shopping.

David Robinson, CEO of Dobbies, said: "Our refurbishment programme is well underway and it's great to see our third store now complete. The Hungerford store has really moved on and we're looking forward to seeing the response from new and loyal customers."

"Initial feedback from our Brighton and Cadnam stores has been really positive with customers enjoying the localised approach we are taking for each store. Our fourth refurbishment is now underway, and we look forward to sharing more news on this soon."

-Ends-

Notes to editors

About Dobbies

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh. This year Dobbies celebrates 160 years of helping British gardeners to grow.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Fifty-two of the 53 store estate feature a

restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.

Browse Dobbies' SS25 lookbook: <https://redmcgregor.hflip.co/dobbies-spring-summer-2025.html>