



Dobbies opens second London little dobbies

Dobbies Garden Centres, the UK's leading garden retailer, has opened its second London-based little dobbies, enjoying the strongest opening to-date.

Located on Chiswick High Road, it is the fourth little dobbies to open in the last year, following the success of the first three stores in Edinburgh, Bristol and, most recently, Westbourne Grove in Notting Hill. Dobbies now has 73 stores open across the UK.

The core offering of little dobbies Chiswick is horticulturally focused with a carefully curated range of houseplants, as well as convenience and sustainable gardening products. This is complemented by a range of selected gifts and seasonal products. Educational point of sale provides an enhanced customer experience, with top tips on what houseplants will work where, and how to look after them.

Graeme Jenkins, CEO at Dobbies, said: "The little dobbies stores are going from strength to strength. The format is proving very successful, offering the Dobbies' experience in towns and cities. It has been created to meet the growing demand to shop local from an increasing number of gardening and houseplant enthusiasts.

"As we open our fourth little dobbies, the second of its kind in London, we are proud to see our ambitious plans for growth coming to fruition, and it's fantastic that this has been our strongest little dobbies opening so far."

Opening hours for little dobbies Chiswick are Monday – Wednesday, 09:00 – 19:00; Thursday – Saturday, 09:00 – 20:00, Sunday, 10:00 – 19:00. Freshly-ground coffee, other hot drinks, and baked goods are available.

For further information, visit [dobbies.com](https://www.dobbies.com)

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Notes to editors

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 73 stores, having bought 37 stores in 2019.
- The company employs around 4000 team members.
- It is privately owned by Midlothian Capital Partners Limited and Hattington Capital LLP.
- In the financial year to 1 March 2020 its revenue was £252m and EBITDA was £25m.