



30 May 2023

## **Now available in store: British Garden Centres' signature Hydrangea Red Butterfly to brighten gardens this summer!**

**British Garden Centres' signature Hydrangea Red Butterfly which launched last year at the 2022 RHS Chelsea Flower Show is now available for keen gardeners to take and plant in their own garden.**

Hydrangea Red Butterfly has a wonderful colour and is named to celebrate the family-run garden centre group's recognisable logo. The beautiful plant launched as an RHS Chelsea Flower Show exclusive last year and will be available in all of the family-run group's garden centre stores this summer priced at just £29.99.

Hydrangeas are always a popular plant in UK gardens as they burst into life with showy blooms that last from summer to autumn. Red Butterfly is a Hydrangea macrophylla which can be planted all year round in borders or containers whilst the soil is warm. Its large clusters of large vivid red flowers contrast perfectly with its green foliage, making it a focal plant for any outdoor space.

Red Butterfly was Secured for British Garden Centres by Plant Buyer, Tom Cook, who has created many magnificent Hydrangea displays in Chelsea's Floral Marquee and even won a Gold Medal Winner for them with his father.

**Tom said,** "Hydrangeas are a beautiful plant and have a lot of meaning behind them and to me personally. When looking for the perfect plant to launch as the group's signature bloom at the RHS Chelsea Flower Show last year, a red hydrangea was the only option. It links to the group's symbolism for passion through the colour and name, which is the Red Butterfly."

All centres now have this exclusive Hydrangea Red Butterfly for all shoppers to take a piece of British Garden Centres home, hurry while stocks last!

**ENDS: 276**

**WORD COUNT:**

**Notes to Editors:**



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**About the business:**

British Garden Centres (BGC) is the UK's largest family-owned garden centre group with 62 centres around the country. The group is owned and led by The Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire. BGC was launched in 1987 with the opening of Woodthorpe Garden Centre by brothers Charles and Robert Stubbs. Since 2018 it has expanded rapidly with the acquisition of 50 garden centres allowing it to grow from its heartland to the business it is now with 62 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 3,000 colleagues working across the garden centres, restaurants, 2 growing nurseries, 4 distribution centres and Woodthorpe Leisure Park and Woody's Restaurant & Bar.

**Social Media**

Facebook: British Garden Centres

Twitter: @BGCentres

Instagram: @BritishGardenCentres

Website: [www.britishgardencentres.com](http://www.britishgardencentres.com)

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