



12th June 2025

British Garden Centres launches exclusive ‘Bountiful Pink’ with YPHA

British Garden Centres is excited to announce the exclusive launch of ‘Bountiful Pink’ at this year’s BBC Gardeners’ World Live. This exciting plant debut marks a significant milestone for both British Garden Centres and the Young People in Horticulture Association (YPHA) and will be available at both the show and selected BGC centres across the UK.

Developed through YPHA’s Launch Success Challenge, ‘Bountiful Pink’ is the result of an innovative programme that brought together ten talented delegates, forming two teams, to compete in developing and launching a brand-new begonia variety. After months of training, mentorship, and hands-on experience, which included trips to Floramedia and Beekenkamp Plants in the Netherlands, the teams’ hard work has finally come to fruition with the plant’s launch at the show.

Both teams gained firsthand insight into marketing, plant breeding, and production during the process. They visited Westland’s growing media production facilities to deepen their understanding of the supply chain and participated in a series of seminars and workshops led by renowned industry experts. These sessions covered essential skills such as product development, market research, branding, photography, and effective communication, culminating in the opportunity to pitch the new plant to key industry professionals.

The winning concept for ‘Bountiful Pink’ was made by the Blue team, made up of Laura McArthur, Leif Mann, Beth Anderson, Jacob Hatch and Molly Parkin.

‘Bountiful Pink’ is a standout begonia bred by Beekenkamp Plants, offering prolific, pure pink blooms and a compact, upright form. Easy to grow and adaptable for both indoor and outdoor settings, it is ideal for gardeners of all experience levels. ‘Bountiful Pink’ will thrive in borders, pots, window boxes, or indoors as a houseplant, requiring minimal maintenance and no staking.

‘Bountiful Pink’ will be launched exclusively and available at selected British Garden Centres stores. This commercial roll-out marks a significant achievement for the YPHA delegates, providing real-world market experience and showcasing the talent and creativity of young professionals in horticulture.

Amy Stubbs, Product & Development Manager at British Garden Centres, said: “We’re incredibly proud to support the launch of ‘Bountiful Pink’ at Gardeners’ World Live and across our British Garden Centres stores. This fantastic YPHA programme is bringing together practical skills, mentorship with industry leaders, and shining a spotlight on



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the next generation of horticultural talent. It's exciting to be part of bringing such a vibrant new product to market and to help foster the future of our industry."

To find out more about 'Bountiful Pink' and the Launch Success Challenge, please visit our dedicated web page :

<https://www.britishgardencentres.com/ypha-begonia/>

Bountiful Pink will be stocked in approximately 50 British Garden Centres stores. Please check your local store for stock availability.

ENDS:

WORD COUNT: 442

Notes to Editors:

About the business:

British Garden Centres (BGC) is the UK's largest family-owned garden centre group, with 73 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, funded 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 73 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 2,700 colleagues working across the garden centres, restaurants, three growing nurseries, 4 distribution centres and Woodthorpe Leisure Park and Woody's Restaurant & Bar.

Social Media

Facebook: British Garden Centres

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