



04 December 2023

Behind the numbers: How big is Christmas for British Garden Centres?

The highly-anticipated Christmas season has arrived early this year for British Garden Centres, as it opened its doors to customers in September to an influx of pent-up shoppers. Following a temperamental and wet summer and a few years of subdued Christmases due to lockdown, people are eagerly seeking ways to kick off the festivities, and British Garden Centres is ready to deliver. With people now planning for Christmas months in advance to spread the cost, British Garden Centres' 62 stores are fully stocked and decorated. But how big is Christmas for the largest family-run garden centre group - we are proud to bring our Christmas in Numbers back by popular demand.

For many families, choosing a Christmas tree is a cherished tradition, and British Garden Centres offers a wide range of options for every home. November sees the arrival of **30,040 cut trees**, with **6,417 pot trees** which will be the star of the show for many households. Additionally, customers can choose from **15,134** pre-lit or ready-to-decorate trees at their local British Garden Centre.

The festive season is not just about decorations and trees but also about sharing precious moments with loved ones over a celebratory meal. British Garden Centres' restaurants are serving up a delicious festive menu and seasonal treats, providing customers with an easy way to enjoy the holiday. This year, an estimated **17,000 diners** will book into the Gardener's Retreat restaurants across the country, consuming **3,500 turkey butterflies** and **15,000 portions** of Christmas pudding, all served with generous helpings of custard or cream.

To make your home look and feel festive, all British Garden Centres have curated a collection of decoration themes to suit all tastes. With help, you can transform your home into a Christmas wonderland, adding a touch of magic to your celebrations. From classic and traditional styles to bright and bold glamour, minimalist winter and natural decor or the sweet candy cane and gingerbread trends, there are ideas to suit every taste and every home.

Christmas lighting is an essential part of the holiday season, and British Garden Centres have got you covered with a staggering **33 million energy-efficient LED lights** in store, making up **1,314,302 meters of lit length**, equivalent to **816 miles**, or flying from London to Porto in Portugal). They also stock **1,286,344** baubles in every imaginable



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colourway to suit your preference, **56,828 garlands** to adorn bannisters and doorways, and **40,807 wreaths** to welcome guests to your front door.

Wrapping gifts is a cherished tradition, and British Garden Centres offer a wide range of recyclable wrapping paper to choose from. With over **258,608 meters or 160 miles** of wrapping paper available, shoppers can find the perfect festive print to adorn their gifts under the tree. The wrapping paper is free of foil and glitter, making it an eco-friendly choice for those who care about the environment.

This year, British Garden Centres is the go-to destination for all your festive needs. Whether you're buying a Christmas tree, decorating your home, or enjoying a delicious meal with loved ones, British Garden Centres has got you covered.

ENDS:

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Notes to Editors:

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 61 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, 2 growing nurseries, 4 distribution centres, Woodthorpe Leisure Park, and Woody's Restaurant & Bar.

Social Media

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