

Press Release  
16/02/17

## **Scotts Miracle-Gro® launches new Gro-ables® Herb range**

Scotts Miracle-Gro has announced the launch of an exciting new range of Gro-ables Herbs, comprising Basil, Coriander and Parsley.

A unique and exclusive all-in-one pod containing herb seeds, coir compost and Miracle-Gro Plant Food, Gro-ables make growing herbs easy, fun and accessible for everyone. The pods are easy to use and guaranteed to grow indoors, outdoors, or in pots and containers, hanging baskets, gro-bags or in the ground.

With over half of gardeners already growing their own herbs, the new Gro-ables Herb range is expected to appeal to those who always wanted to try but didn't have the confidence.

Miracle-Gro Gro-ables seed pods are 100% biodegradable and will quickly break down allowing the roots to grow freely and deeply.

The specially selected seeds are already placed in each pod at the perfect depth for optimum germination. The coir compost helps retain moisture and protects the seeds while the six-month feed gradually delivers nutrients to promote root development.

The new range will be available in-store from February 2017 with a recommended retail price of £1.99 per Gro-ables pod.

**- Ends -**

### **Notes to editors:**

The Scotts Miracle-Gro Company is the world's largest marketer of branded consumer lawn and garden products. The company has grown to be an industry leader with offices and research facilities across the UK and US with business spanning Canada, Europe and Asia Pacific.

1. For more information, including images, mock-ups or samples when they are available, please email [ScottsUK@kindredagency.com](mailto:ScottsUK@kindredagency.com) with your request.
2. For more immediate information, please call 0207 010 0829