

Press Release  
16/02/17

## **Scotts Miracle-Gro® launches two new Gro-ables® seed pods**

Scotts Miracle-Gro has announced the launch of two new Gro-ables seed pods – Yellow Cherry Tomato and Butternut Squash.

A unique and exclusive all-in-one pod containing vegetable seeds, coir compost and Miracle-Gro Plant food, Gro-ables make growing vegetables 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.

The Yellow Cherry Tomato and Butternut Squash will replace the previous Hot Pepper and Courgette Seed Pods. The full range now comprises:

- Salad Tomato
- Cherry Tomato
- Sweet Pepper
- Hot Pepper
- Yellow Cherry Tomato
- Butternut Squash

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 full range, including the two new varieties, 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