

**Press Release**  
**Immediate Release**

**Greenhouse Sensation**

**May 2011**

**Grow your own Quintessentially British Summer**  
**Strawberries in the City – don't just pick your own – grow your own**

Wimbledon, Pimms and a summer glass of Prosecco wouldn't be the same without strawberries. These pretty berries (that aren't berries at all) are a quintessential part of every British summer, and home-grown strawberries taste even sweeter and are much cheaper than shop bought.

A space as small as a windowbox is all you need and is sufficient for 4 or 5 strawberry plants which will reward your tender love and care with approximately 1.5kgs of strawberries. These 4 or 5 plants would typically cost no more than £5 compared with £15 for the same weight at the supermarket\*

For home-grown strawberries in time for the Wimbledon finals on 3<sup>rd</sup> and 4<sup>th</sup> July pop down to your garden centre before the end of May, the plants in garden centres in May will usually be ready to harvest within 4 to 6 weeks.

Here are some tips to get you growing your own strawberries...

**Where to grow - pot or ground, patio or windowledge?**

Slugs and snails adore strawberries, so they are better planted in pots than in the ground, and window ledges, balconies and hanging baskets are ideal spots out of reach of these slimy pests. Strawberries in full sun will produce the most fruit and they should be planted out of the wind.

If you want to buy new plants each year you can plant 3 or 4 in a hanging basket or 5 or 6 in a [windowbox-sized planter](#), so that you get maximum fruit from your available space.

If you are growing in a raised bed or directly in the garden give each plant 35cms of space so that you can keep the same plants for 3 years; when the last strawberry has been enjoyed, simply cut the leaves back to around 10cm.

**Varieties**

The 2 most popular types of strawberry plant are:

- 1: Summer Fruiting – these produce one 'flush' of fruit. Plant an early, a mid and a late summer fruiting variety so that you have fruit all summer. Popular varieties are El Santa and Cambridge Favourite.
- 2: Perpetual Fruiting (also known as everbearing) – these plants produce three lots of fruit spread throughout the entire summer. Popular choices are Flamenco, Albion, Finesse, Aromel and Calypso.

**Caring for your strawberries**

Strawberry plants do not like standing in water and if the soil becomes waterlogged the plants will rot. To keep the soil moist you will need to water a little every day unless you have a self-watering

planter like the [Windowgrow](#) from [Greenhouse Sensation](#).

Feed your strawberry plants with a tomato feed every 10 days.

Although strawberries like a lot of light, they don't like to be too warm, so if you are planting on an indoor windowsill, open a window regularly to let in some cooler air.

Greed is good when it comes to strawberries, pick them as soon as they are ripe otherwise they will rot on the plant. Check the plants every other day during the ripening period.

### Quick Facts

- Hold the cream? - Strawberries have no fat and only 27 calories per 100g, but all those good intentions are often undone by the cream. Try balsamic vinegar and black pepper instead, or of course a strawberry or two in a glass of Champagne, Prosecco or English sparkling wine.
- A rose by any other name? - The strawberry belongs to the rose family, explaining the delicious fragrance.
- Berry or not? A strawberry has, on average, 200 seeds on the outside. It is argued that for this reason, it cannot be considered a real berry, since berries carry seeds on the inside
- Eat them whole - Capping, cutting, injuring or squeezing the fruit reduces the vitamin content.
- Wimbledon - According to the organisers approximately 27,000 kilos of strawberries are eaten during the Wimbledon Championships, together with 7,000 litres of cream.

\*Source for supermarket prices [mysupermarket.com](#)

### About Greenhouse Sensation

[Greenhouse Sensation](#) is staffed by people passionate about growing edibles. The company's planters make it easier for anyone to grow stronger, healthier plants.

Greenhouse Sensation products are made in England from recycled material and are available direct from the [Greenhouse Sensation](#) website and from a range of stockists including Harrod Horticultural, [worm.co.uk](#), [Suttons](#) and [Two Wests & Elliot](#).

### Strawberry Planter with lid £26.90

[Greenhouse Sensation's Windowgrow](#) was been designed for busy people with limited space and time. A reservoir in the planter keeps strawberries watered for up to 2 weeks at a time, so there's no coming home from work to find them wilting from under-watering or rotten from water logging and there's no need to worry about holiday watering cover. The clear lid creates extra warmth to get



young plants off to a head start and the non drip design makes it suitable for indoor as well as outdoor use. Includes plant food for one season.

**Contact Details**

Name: Emma Lowther-Wright

Tel: 0845 602 3774    Email: [emma@greenhousesensation.co.uk](mailto:emma@greenhousesensation.co.uk)    Web: [www.greenhousesensation.co.uk](http://www.greenhousesensation.co.uk)