



Business Unusual Podcast · Transcript: Episode 1 · 07/07/2020 · 29 min

Patch - The unusual business of doorstep plant deliveries

With Claudia Winkleman and Freddie Blackett

CLAUDIA:

Hello, I'm Claudia Winkleman. Welcome to the first episode of Business Unusual, a brand-new podcast that gets inside some of the most exciting and innovative businesses currently working in the UK. I'll be finding out what it takes for an idea to take off and hopefully pick up a few tips for some of you entrepreneurial listeners to put into practice along the way. We'll be chatting to some very different companies across the series, but one thing they have in common is that they're all challenging the status quo in their particular industry.

Today, I'm getting my gardening gloves on (I don't even have a garden, but we'll pretend) as we dig into Patch Plants with the founder and CEO Freddie Blackett. Patch helps you choose just the very best plants for your space, delivers them to your door, and then helps you look after them even if, like me, you've never managed to keep a pot plant alive.

Freddie, thank you so much for joining us.

FREDDIE:

Thanks very much for having me.

CLAUDIA:

I ordered a plant of yours last week. I've just got to tell you that, I've got to come out and say it. I mean, call it research, call it a need for green. But I'm not just saying this to be nice to you, because you're the first human we've had on this podcast, but what's so brilliant is then the follow up. And, and, I'm thick, really thick and really old. But even I understood when to water it and how much light it needed. I mean, we'll go back to the beginning, but was that part of the plan, just to make it a very easy and enjoyable experience I suppose?

FREDDIE:

Absolutely. We've always talked about trying to give our customers know-how, not necessarily knowledge. I don't think people, or maybe our customers, are looking for in-depth gardening knowledge. But they do just want enough to be able to, to keep the basics up and to keep the things alive or looking even better, maybe, than they did when they first arrived at the front door. So yes, you know that the arrival of your plants is really the beginning of a customer's journey with us.

CLAUDIA:

But that's so clever because also then I want to order another one. And I will after we've had this chat!

FREDDIE:

But hopefully not for the wrong reasons?

CLAUDIA:

No, no, no, no.

FREDDIE:

Hopefully not because you've killed the plant.

CLAUDIA:

No, because I can turn my house into a small greenery. And how did Patch come about?

FREDDIE:

So Patch is now, what, four years old? It's four years since I started the business. I was previously, I was working in marketing, I suppose I've been brought up in the world of brands. My father and grandfather helped set up a big branding company that came up with names for very well-known brands such as Hobnobs and Ford Mondeo and things like that. And so, I was, I was always in and around brands ever since I was young. I merely stumbled upon the problem that Patch aims to solve. So, I moved in with my then girlfriend Clemmy - it's a happy ending - we now live together. We are happily married and we have two children.

CLAUDIA:

Oh, thank goodness. It would've been really bad if you'd said "It came to a terrible end, but I found out I wanted plants to get through the pain." So, well done on everything, continue...

FREDDIE:

I moved into Clemmie's flat and I don't know if you've ever faced this before, but moving into someone else's space is quite different from moving into a blank canvas together because you know you can, in the latter you can, you know, open up a couple of Pinterest boards, you can come up with ideas for how to turn this space into this, this idea that you've got, or this theme, whereas moving into someone else's space you know it already looks very nice and it's well catered for and it's got personality draped all over it... but there was one sliver of space that was available to me.

CLAUDIA:

Which you thought "I'll make this mine and she will never ask me to leave!"

FREDDIE:

Exactly. Which was the balcony - tiny little brick-built thing hanging off the kitchen. East-facing, so it's perfect for a morning coffee. And so, I thought well, this is perfect. This is a good opportunity for me. At that point I knew nothing about plants, I confess, but I suppose - thinking about it from the context of Patch - I was the customer. So, I approached this problem and thought "Okay, well I can get some plants." Surely there was something online? There wasn't really. So I thought well, I can just hop down to the nearest garden centre... but the nearest garden centre in London is quite few and far between so um, so I just found myself at a bit of a loss. In the end I did manage to get some plants, I got them home, I think in the back of an Uber much to the driver's displeasure. And I put them in place. And within a couple of days, they just started to decline. And I thought "What's on earth's going on?" You know, all this enthusiasm I have for dressing this place and turning into my own...

CLAUDIA:

Clemmie is going "I really liked him! What's he doing? He's bringing in dead plants! He seemed like the one but maybe he isn't!"

FREDDIE:

Yeah, exactly. I think I closed the curtains on the balcony, while I tried to fix the problem, but I couldn't. And you know, after trying to do some research, I ultimately found out the plants I bought were wrong for me. And I think, looking at this through a customer journey, going into it the beginning with so much enthusiasm and excitement, and then coming out of it a couple of days later feeling despondent, feeling... I remember speaking to someone when we started the business and trying to understand whether other people felt this problem and she relayed something similar. She's like, "If I can't look after a plant, how am I meant to look after a pet or a baby?"

CLAUDIA:

Yeah.

FREDDIE:

And that was a feeling that I had. But then I sat on it and thought, actually, I think there's a great problem to be solved. And so I thought that with my background in brands and branding, I thought that I might be able to turn this into a business. And that was four years ago!

CLAUDIA:

How, I mean, it's extraordinary growth and - just before we go into what the business looks like now - did you set out to challenge the status quo? Is that something you wanted to do?

FREDDIE:

Unapologetically yes, absolutely. For us, the gardening industry has never really focused on this new emerging generation, the younger millennial in its broadest terms, digitally first or digitally native generation. It's almost forgotten about them. Yeah. And that's fine, because I think they've made a deliberate choice that there is a group of older gardeners who live in the

suburbs, live in the countryside, that love plants and love gardening, and they've got big outdoor spaces, and so they'll always come back. But that doesn't mean you can forget about a younger group of people who just as much as the next person, needs nature in their lives. And yeah, we, in Patch, we've created something that is antithetical to the status quo. You know, every person has a little space that they can call their own.

CLAUDIA:

Yeah.

FREDDIE:

And where plants can fit. So yes, we, we are what I'm sure, I'm sure one day that we will be more accommodating to the status quo but, but for the time being we're trying to do things differently.

CLAUDIA:

So what does the business look like now? Talk us through it.

FREDDIE:

So, so yeah, as I mentioned, we just passed our 4th birthday. So, you know, we're 50 people in the UK, we have a team of people in Holland as well, where we source all of our plants. Holland is the epicenter of horticulture in Europe and creates beautiful plants and has lots of lovely growers out there. We deliver about 2000 plants a day now in London.

CLAUDIA:

What?! I mean, which I was about to ask, is there a nugget that you are most proud of? Because that's an extraordinary statistic - that's not just you in the back of an Uber going "A bloke called Giles wants a fern." That's, that's huge.

FREDDIE:

It was that, it was that. There were a lot of blokes called Giles looking for things. So, at the very beginning, it was me in a hire van running around East London doing 20-25 deliveries on a Saturday, and then doing the same again on Sunday. But yes, it is. I mean, you do have to pinch yourself, when you have, when you talk about numbers like that, but yeah, it's been extraordinary growth. I think that the moments that I'm proudest of are actually, it's not because of the thing that's happened, but I think it's what it represented. We asked people for customer feedback, probably you would have had an email expect saying, 'Hey, how was your, was your delivery?'

CLAUDIA:

Yeah.

FREDDIE:

And when we get people coming back to us and saying, you know, playing back the things that we've actually made an active change in recently. So, if it's the content that you just mentioned -

recently, we've just added a bit more aftercare content so people can look after the specific plants that we send them, not just more generic plant content. And when you hear people come back to you, and say things like that, that's what makes me really proud. Knowing that we've actually nailed it and that the, the customer is delighted, is probably what makes me most proud.

CLAUDIA:

'Cause also every customer that's delighted will tell 10 people who will in turn tell...you know, that's how it works.

FREDDIE:

We hope so.

CLAUDIA:

Yeah. Yeah. What's the biggest challenge you faced? And how did you overcome it? If that's not too broad? I mean, was there a moment where you just went, this is too tough...

FREDDIE:

I mean there's been more than one. And I think, I think they all come back to one thing, which is, I mentioned, we started four years ago, delivering zero plants a day, today delivering 2000 in London, another 400 outside across the UK, having just launched outside London in March. That's a massive growth journey. And I think growth is quite alluring for a business. You know, you see these things, it gets very exciting. You're high fiving each other and it's addictive. And in many ways, it's good, but in other ways it can draw your attention the wrong way. So, I don't think there are many founders - and I wonder if you find this in any other conversations you have - for whom patience is a common characteristic. People want to get there very quickly. But there's...

CLAUDIA:

Yeah.

FREDDIE:

There's really no quick fixes to company building. And I think growth can be quite alluring and that you want to get bigger and better and faster every single week. But you do some of the wrong things along the way. So you might hire the wrong person, because you just want to get that thing done.

CLAUDIA:

Just get them!

FREDDIE:

Yeah. Exactly. Yeah. You can make quite short-term decisions. I think sometimes you can, you can chase that little thing over there, because it's easy. And because you think that's the best way to get that extra couple of customers or to help that customer a little bit more. And I think

you probably...you kind of you prioritise the urgent over what's important, and sometimes the urgent things are not the important things. And I think whenever we've got that wrong, we've learned...we've learned a lesson from it.

CLAUDIA:

Would you say that you are naturally tech savvy? Is technology very important to you? Was it beforehand? And can you see it being very important in the future of your business?

FREDDIE:

100% Yeah, I mean, we are a digital brand. So Patch is purely online, at least, for now. All of our systems and processes are run online at the moment as well, over the last few months with lockdown, we wouldn't be able to do what we do without all the tech tools that we use. So yes, I personally see myself as tech savvy, certainly relative to my parents, and the business as well. You know, we use dozens of collaboration tools to help us get better at communicating and working together. But yeah, tech is vital for us. It's the foundation.

CLAUDIA:

You mentioned it earlier, but all businesses, everyone is finding new ways to work at the moment and how are you managing stay productive and connected during COVID-19?

FREDDIE:

Well, it's difficult, isn't it?

CLAUDIA:

Yeah.

FREDDIE:

It's not, it's not made any easier if you're spending 24/7 with two children under the age of three, but um, and, and you know, a lot of my colleagues are in the same place. So, we have a number of conversations that are either interrupted or with an audience... a loud audience in the background! Yeah, I think I think we've been okay. Broadly, I mentioned that we have these, you know, collaboration tools. All of our work sits on the cloud so that we can work together quite easily. I think it's been okay. I certainly find it as, as a leader, I think I found it harder to take the pulse of the company.

CLAUDIA:

Yes.

FREDDIE:

You know, when you can walk around and you know, I think my colleagues would say this about me, but like, you know, I know everyone in the business, I can chat to everyone in the business about something in their personal life. And-

CLAUDIA:

And yes you can sense it, you can take it and, like, you say, take the pulse, the temperature... or the people are a bit grumpy and you go, do you know what, everyone, we're getting pizza and beers or I don't know, but however you do it, or whatever the answer is – or if people are buoyant and suddenly there's an ideas meeting out of nowhere. I imagine it's just quite strange when, as you say you're feeding a small person and trying to link into somebody a while away.

FREDDIE:

Yeah, exactly. I think the context will mean that we will probably be in this situation for a while longer. But also, you know, as a company, we've always enabled remote working on Tuesdays and Thursdays, everyone works from home more or less. And we'll probably move to more of a remote-first culture. But we will need to find ways to come together as a company for the reasons you just mentioned. But I also I hope, there's some people out there who are working on collaboration tools that can support spontaneity a bit better, can enable creativity because I think a lot of...I worry that a lot of the solutions that people are working towards at the moment are quite functional because of just that lack of human connection that you get in an office. And so, if there's any genius technologist and entrepreneur out there, I really hope they're on something with that because...because I need it.

CLAUDIA:

Yeah. Okay. Noted. I'm sure they're on it. We can do it for Freddie.

FREDDIE:

Please!

CLAUDIA:

What have the last hundred days looked like for Patch? This is... and what will the next hundred days look like? If that's not too weird a question.

FREDDIE:

I suppose it has been 100 days isn't it roughly since lockdown? It was a bit like a rodeo I'd say, when it all kicked off. We were really holding on for dear life. At first it was precarious. As I mentioned, we import our plants from Holland every day.

CLAUDIA: Yeah.

FREDDIE: And so we're subject to four countries' regulations from Holland, UK, Belgium and France. So, at first, it was quite precarious. And while also on the other hand, we're seeing a big spike in demand. So, a lot of people wanting to bring plants into the home. They were now sat at home...

CLAUDIA:

Of course, that's why I did it. We don't have a garden. So, I thought we're gonna have to just make a garden inside.

FREDDIE:

Exactly, yeah. So, we saw this big spike in demand. And then we saw a slightly more precarious supply chain than we were used to. So, it was tough. It was really exciting there on the other hand, in a way, because it was at every single hand on deck, you know, it was jumping on calls trying to fix things every morning, there was a new update that was going to change how we operate in a couple of days, people coming to us saying, look, I've actually found a way to double our capacity over here. And, you know, people just brimming with ideas and energy and enthusiasm. And so it's been, it's been incredible. Actually, if I put it in that box, you just mentioned - that last hundred days - then it's been probably the most exciting hundred days that we've had, in a way. Professionally speaking, at least! I think, the next hundred days? Well we're starting to see things calm down a little bit. We've mentioned that we've brought in lots of capacity, we've had to quickly find ways to continue working safely. Now I think, looking ahead, we're starting to think about what normality might look like. So, thinking about when we might return to the office, when we might be able to have a summer party...

CLAUDIA:

Yes.

FREDDIE:

I mentioned that we've launched outside London right at the beginning... we launched outside London on the second of March, and then lockdown came into force. Well, two weeks later, yeah, that, that was, that was interesting. But we are now in a position where we can start to put in place proper processes and systems to support the growth of that, you know, rather than doing it quite manually. We're also hiring some great people, which is really exciting. We've been joined by a couple of people recently, and anytime you bring in someone new, you're just adding to the culture. I think a lot of people talk about 'culture fit' and does this person that you're, you're looking to hire fit with the culture that you're looking to build. We ask the question, you know, how's this person going to add to the culture that we've built so far? How they're going to take it on? And we've had some great people who've joined us recently. They're joining us in the next couple of weeks. And we're going to do that. I feel like we've just entered a new chapter. We have kind of gone from like chapter 11 to chapter 13.

CLAUDIA:

Yes.

FREDDIE:

You know, we've missed out one in the middle because of just how quickly it's accelerated the last few weeks, but yeah, it's exciting.

CLAUDIA:

Freddie, you mentioned supply chains. How did you keep them open during COVID? How did that all still manage?

FREDDIE:

We, I hesitate to say that we've benefited, but we did in a way because all of the retailers, all of the offline retailers shut, so garden centres, plant shops, florists they shut shop and really only the online retailers were able to continue, if they could do so safely. We were fortunate in a way in that we could double our warehousing space in London, we've doubled our warehousing space in Holland so we could give people the space that they needed to be able to work safely and the growers were losing their orders to garden centers, you know. Bless them, the garden centres, this is kind of the worst time possible. Spring, early spring and early summer - this is when this is when they make hay. So all of these orders in the garden centres have been cancelled. So growers were, when we were calling them up, we were saying "actually, we're still going and we could do with a couple more orders, thank you very much." But equally just to be able to pick up the phones to them...so, you know, I've had a couple of conversations with the bosses of growers and, and to be able to talk to them understand what their problems are, how we might be able to help them and you know, small things like payments terms, for example. They're asking us "Can you accommodate shorter payments? Because you know, we're at risk." And to be able to understand that. Just all these conversations start to help to build relationships and being able to support our growers when they need us, just helps us to build better relationships with them. And that's, you know, if we fall on the wrong side of the crisis at some point in the future, that we hope they'll be able to reciprocate.

CLAUDIA:

It's really interesting to hear Freddie's attitude towards the challenges he and his team have faced during this unpredictable time. And it's also wonderful that an online company like Patch has been able to support small family businesses whose sales have gone down due to the closure of physical shops. Before we hear a bit more from Freddie about the future of Patch, let me just tell you how Vodafone Business can support your small business through the changes that the COVID-19 pandemic has brought.

The UK has a community of more than 5 million small to medium sized enterprises, also known as SMEs. 5 million. There's a lot of enterprise and innovation out there! It won't come as a surprise that the COVID-19 pandemic has had a significant impact on these businesses, causing closures and cancellations and problems with staffing and supply chains.

As we all start to look to the future and adapt to new ways of working. Vodafone is extending a fantastic new offer to give business owners one less expense to worry about. Vodafone knows just how important connectivity is to the success of small businesses more so now than ever. And that's why they've developed small business broadband offer - a 24-month contract with six months free - yes free - Vodafone Business Broadband with unlimited usage and six months free, Microsoft 365 Business Standard. This offer is available to all small businesses, even if you're already in a contract with Vodafone, and there are no setup costs. With a broadband rescue package, you'll benefit from Vodafone's fast and reliable internet connectivity, as well as access to Microsoft 365 Business Standard that includes desktop mobile versions of Office apps, such as Excel, Word and PowerPoint, one terabyte cloud storage and use of Microsoft Teams for communication and schedules. By reducing costs for all the hard-working small

business owners out there. Vodafone will help you keep connecting. Search 'Vodafone Business Broadband' for more information.

Now, let's get back to our chat with Freddie from Patch Plants.

CLAUDIA:

I see beautiful pictures of Patch on social media feeds. Do you pick up lots of business like that? I'm just fascinated whether people are scrolling through Instagram going, yes, I need to... I need a cheese plant. It could happen! Is it very important for you to be on Facebook and YouTube and all of these things just to let people know that you're there?

FREDDIE:

Yeah, it is. Yeah, absolutely. When we started, we mostly marketed through channels where people are looking for you. So you go to Google and type in plants. And we'll be there to let you know, hey, we deliver this great service, and we might be able to help you with what you're looking for. But also we realised that there was a whole swathe of people who had never really thought about plants, actively thinking they might actually bring them into their home. And, and so you're just not going to find those people on Google because they're not searching for you. So instead, you've got to think about things in a broader sense. And for us, that was a big step change. So thinking about what job is the customer trying to do?

And in many cases, there's a customer might be you know, they've got a corner of their, their room, which they want to, to decorate or they've just moved into a new home and they've done the first jobs, you know, they got the sofa, they painted the walls, but actually, they're now looking for some of the more accessory purchases, or on top of that, they're thinking about how they can bring more wellbeing into their lives. And when we start to think about things like that, then the way you market to customers changes you know, if you're if you're trying to compete with textiles, a home textiles brand, then you've got to position yourself relatively so you've got to think about how you dress those plants in a space and how you, how you bring design into your imagery and marketing.

So that sets out context for it but yeah, we've been advertising on Facebook and Instagram now since, well, for at least three years. All with that job in mind. So how can we present our plants in a way which persuades people at first - why plants? Why will plants make a difference to my life? And then we talk about, you know, why Patch? And actually, yes, you'd be surprised. I say you'd be surprised, but actually Instagram and Facebook, especially Instagram, with the product we sell, our proposition I think sits very neatly on that feed.

CLAUDIA:

Yeah, I agree

FREDDIE:

You know, if you're going through beautiful images, and then you find something, you find one of a cheese plant, one of our most beautiful plants. And it's, you know, we talk about being

'thumb stopping', you know, it's something that actually makes you pause and go, "Wow, that looks beautiful!" It's rare, Claudia, that someone clicks on that image and then goes through to buy it. But, but it's the beginning.

CLAUDIA: It's, it's the beginning.

FREDDIE: Yeah, it's the shop window. It's beginning of the experience.

CLAUDIA:

Where do you get your inspiration? I mean, you've got two tiny puffins... but when you go to somebody for dinner, do you go..."Yes, we should do tall ones!", or "I like those pots!". I love your pots, so many pots are disgusting, let's be honest. You know, do you continuously look for other ideas or to be inspired?

FREDDIE:

Yes, we are always on the lookout, you know, we have, you know, we're checking out all the new businesses that are coming into the space, the broader space in design and textiles and, and home, but also in horticulture. I find a lot of inspiration in the experts, the experts that are actually trying to engage with people, I think, you know, horticulture is, can be quite exclusionary, you know, it's, you know, you can go to certain garden centers, which immediately you just feel like you don't recognise this retail experience. I don't feel anyone looking to try and help me...

CLAUDIA: I've done that. But also if you don't know anything you feel too embarrassed to go. Right. Just...

FREDDIE:

Exactly. But there are some great people out there who are just banging on the drum and they're trying to bring down barriers. There's people like James Wong, who's an ethnobotanist who's just brilliant on Twitter and on Instagram, he just he shared recently that the smell of cut grass you know, that smell that everyone loves? Is actually the signals that the grass is trying to give to the other grass that hasn't been cut yet that there's a mower coming for you! Isn't that extraordinary?

CLAUDIA:

It's a cry for help? It's coming!

FREDDIE:

It's just a cry for help... exactly it's an alarm! But so people like James, people like Alice Vincent who we worked with who's helped us with some of those care videos that we've done. Over a million people have watched our content on YouTube and Alice's is brilliant. She's written a superb book recently called Root Bound. She is an inspiration, I think, to lots of young gardeners, but also for our range and for our products yeah, great, cool businesses that are doing something, or creators that you can find. It is tough though at the moment. And it's hard

not being able to, you know, have that spontaneity to go to walk around the market to be able to, to find new things. We are crying out for a time where we can get back to just going for a stroll and finding things because searching for stuff doesn't always lead you to that but stumbling upon it sometimes does.

CLAUDIA:

Annoying question, but I'm just fascinated. What is the best piece of advice you've ever been given? And what advice would you give to somebody who wants to start out, wants to be an entrepreneur and start a business?

FREDDIE:

Um so I'd say there's like two very contrasting pieces of advice. That's the thing about advice is like, there's always something that tells you to do the opposite. But actually, when you put them together, I think they make a lot of sense. So there's this Richard Branson quote, I've always read attributed to him, which is this idea of "say yes, and then work out how later." Yes, so you know, someone asks you to do something. "Okay. I can do that. Sure, sure, sure." At the very beginning, when it was just me and a colleague. I got in touch with this guy who wanted his balcony done. He said, "would you mind actually, before I ask you to help with plants, would you mind sanding the balcony and then putting down a gloss on it?" And then, I said "of course, of course. Yes, I've done that hundreds of times!" So I spent all afternoon... and I've never had a better workout in my life!

CLAUDIA:

I bet.

FREDDIE:

And then I did, I did put the plants in, and I learned something about it. Because the point here is that when you're at the beginning, you have an idea of what you're trying to build. But actually, you've got to be very open minded that, the solution that you think you're building might change. The other side of it is, the contrast piece of advice there is, "say no, more than you say yes."

CLAUDIA: Yeah.

FREDDIE:

I think you get to a point where if you just keep on saying yes to things, then you just lose focus. And it just becomes a distraction, or you can create a distraction for your teams. And so I think you've got to be quite careful that yes, it is good to say yes, and it's good to expand your view on things, but -

CLAUDIA:

But also you have to do a lot of yes at the beginning? I imagine you do and then as you become more confident in your path that's ahead of you, you can start batting off the stuff you don't need to do.

FREDDIE:
Exactly, exactly.

CLAUDIA:
If you could only have one plant, which would it be?

FREDDIE:
So only *one* plant... it's like Desert Island Plants!

CLAUDIA:
It's suddenly become Desert Island Plants. Well, well no. Go on.

FREDDIE:
I'm sorry I'm not gonna answer the question...could I have one outdoor plant and one indoor plant?

CLAUDIA:
I love that you're feeling unfaithful to the other plants! What are you going with?

FREDDIE: I think as the best outdoor part for me, for beginners, is a Camelia. I say Camelia for a number of reasons. Camelia starts as these beautiful buds that just look like they're ready to pop all winter and then they do around January. And around that time of year you know that's when you need it most. You know when, when the when the trees are thin and, and bare, then you know when you see this beautiful white or pink or red flower pop out then you know spring is on the way. Indoors, I'd say that there's a plant that we sell called Rapunzel, which hopefully is starting to kind of connote what it might look like.

CLAUDIA: Yes

FREDDIE:
This is a peaceful, long trailing plant that's a weed in the wild, which makes it so good for I think for newbies, because you can you can put her anywhere, she trails, she grows very easily, you can forget about her for a couple of weeks and -

CLAUDIA: She'll soldier on.

FREDDIE: She'll soldier on! Yeah, yeah.

CLAUDIA:
I love that. Yes.

FREDDIE:

Rapunzel is an extremely popular plant at Patch. People love them, you know. The beauty of plants, especially for the reasons which I really love, it is that, when you see some growth, it really just gives you that little tiny little jump in adrenaline that you've helped, that you've helped that thing just to grow on. And it's just paying back a little I think, just gives you a little bounce in your mood and for lots of people that's why they turn to horticulture. You know, for me, plants are source of solace. A bit of calm. But also a little bit of boost when I need it.

CLAUDIA:

Freddie, thank you so much for talking to us.

FREDDIE: Thanks so much for having me.

CLAUDIA:

It's been absolutely brilliant. And we cannot wait to see what happens. I'm ordering 17 Rapunzels now. When I say 17, I mean one just so we're clear.

FREDDIE:

I'll go get them ready.

CLAUDIA:

Yeah, exactly. Call Holland! Freddie, thank you so much, and good luck in everything that you do.

FREDDIE:

Thanks so much.

CLAUDIA:

Thank you so much to Freddie. That was such an inspiring conversation. From a tiny balcony garden to a company that is spreading the joy of gardening across the UK. On our next episode of Business Unusual, we are going from the greenhouse to the freezer aisle when I catch up with brother and sister business duo, Howard and Vivien Wong. They are the brains behind the mochi ice cream company Little Moons and I cannot wait to meet them.

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