

Stock for spring's new tradition.

For garden centres, plant nurseries, online tree retailers, and seasonal-stocking partners across the UK.

A new annual British tradition. Every Easter, families plant a small blossom tree. First national weekend: 26–28 March 2027.

Christmas has its tree, and a season's stock plan around it. Spring doesn't. Easter Trees is the household ritual we want to give the spring trade a reason to point to — small potted blossoms, sold to families bringing one home for Lent and planting it the weekend after. You already grow what's needed.

Founded April 2026 by Tara Button (CEO of Buy Me Once, Co-Founder of Beagle — a Certified B-Corp). Easter Trees Community Interest Company, registered no. **17188547**.

Demand-led

You don't guess. Landowners publish their tree palettes when they list a planting site. Families pledge a tree against a site (or against their own garden). You see the postcode-level signal — species, volume, timing — before you order. We share anonymised regional demand data with registered stockists from autumn 2026.

WHAT WE'D ASK

- **Stock potted blossom trees** for spring 2027. Natives if you can (wild cherry, hawthorn, blackthorn, crab apple, plum); ornamentals if your customers prefer them (Kanzan, Shirotae, Tai-Haku, Evereste).
- **Register on the stockist map** — free, ~2 minutes. Families nearby get pointed to you.
- **Use the asset pack** — window decal, shelf-talkers, counter card. Or your own brand-edit of the editable templates.
- **Where you can, share UK-grown provenance** — we'd love you to flag where each tree was grown.

WHAT WE'D OFFER BACK

- **A pin on the official stockist map** + the "Official Easter Trees Stockist 2027" trust mark.
- **Free three-tier POS pack** at eastertrees.com/garden-centres-pack — trust mark, editable templates, fully-designed pieces.
- **Postcode-level demand data** from autumn 2026 — species, volume, timing — matched against landowner palettes near you.
- **Co-promotion** — we point our spring 2027 audience to participating stockists.
- **Founder access** — Tara directly.

Honest about the deal. We don't supply trees, set your prices, or take a margin on what you sell. There's no fee, no per-tree contribution, no exclusivity. We promote — we don't dictate. We recommend native priority and UK-grown stock, but we know your range reflects what customers actually buy. If a variety doesn't suit your zone or your customers, don't carry it.

Year One roadmap

MAY – JUNE 2026	Species and sourcing standards published.
JULY 2026	Garden-centre asset pack v1 live (window decal, shelf-talkers, posters, QR).
SEPTEMBER 2026	Verified regional demand data shared with stockists.
OCTOBER 2026	Stock orders confirmed for spring 2027 range.
26 – 28 MARCH 2027	First national Easter Trees weekend.

What to do now

Book a 15-minute call: calendly.com/tarabutton/15min

Or email Tara directly: tara@eastertrees.com

Or just register your store at eastertrees.com/garden-centres — we'll add a pin and send you the asset pack.