



## **The Real Soil Company launches all-new 100% natural and organic Vegetable & Fruit Topsoil**

**Nurturing homegrown vegetables and fruit and giving them the best possible start is set to be easier than ever with the launch of the all-new 100% organic and natural Vegetable & Fruit Topsoil – a rich blend of topsoil and soil improver - from the experts at The Real Soil Company.**

Following hot on the heels of the innovative SuperSoil topsoil which shook up the growing media category in 2021, the new Vegetable & Fruit Topsoil will enjoy the same key characteristics that enable plants and crops to thrive from day one, delivering delicious flavour and higher crop yields.

### **Organic & natural**

Packed full of organic nutrients for optimal plant health, The Real Soil Company's Vegetable & Fruit Topsoil features a 100% natural topsoil, coupled with 100% natural, organic peat-free compost that is PAS100 certified and is analysed by The Real Soil Company's soil scientists to ensure that every single batch is perfectly blended in accordance with its own stringent formula. In line with The Real Soil Company's philosophy, all-new Vegetable & Fruit Topsoil will not see the addition of any chemicals or artificial fertilisers to ensure the natural integrity of the product is not, and never will be, compromised.

Each bag of this latest innovation will feature slow-releasing major nutrients, trace elements and minerals which provide plants with a continual boost to help throughout their growth cycle. Vegetable & Fruit Topsoil is also designed to improve soil type and structure, including improved water retention and better resistance against pests and diseases.

An additional benefit for gardeners is the fact that the blend of topsoil and compost means less time spent digging, making it the perfect partner for those that have adopted the no-dig method of organic gardening.

### **Added value in the retail setting**

The new Vegetable & Fruit Topsoil will also enjoy the same unique hand-drawn branding that has become synonymous with The Real Soil Company and helps to set it apart within the retail environment. To ensure that consumers can make educated buying decisions at the point, each bag will clearly highlight the product's benefits and characteristics, whilst cutting through the noise to simplify the science, specifically addressing the inclusion of essential elements such as phosphorous, magnesium, potassium, and organic matter.

Talking about the latest introduction, **James Romaine, Business Development Manager at The Real Soil Company** said: "The response to SuperSoil has far exceeded expectation so it felt right to build on this to build out a more comprehensive product portfolio. This latest addition opens up the home-



growing category, providing consumers with more choice and greater confidence in their grow-your-own projects.

“What’s more, The Real Soil Company offering is designed to specifically appeal to the premium garden centre offering and those that are proactively seeking products that positively impact the climate change crisis, as well as challenging the use of harmful pesticides and peat-based products. This is a product for not just the now but long into the future.”

#### **Find out more**

To find out more about The Real Soil Company’s 100% organic and natural topsoils, including how to become a stockist, please visit [www.therealsoilcompany.co.uk](http://www.therealsoilcompany.co.uk) or email [info@therealsoilcompany.co.uk](mailto:info@therealsoilcompany.co.uk)

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#### **Notes to Editors**

**Boughton Ltd** – An acknowledged specialist and market-leading supplier of topsoil, growing media, specialist loam blends and landscaping products, with over 30 years of successful delivery to the industry, U.K. wide.

**The Real Soil Company** excels across most landscaping and gardening projects, providing enhanced growing, quality plants/crops and attracting affluent eco-conscious garden retail customers.