

5/27/2016

Is Plant Nite a Good Option for Retailers?

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I've written about the Plant Nite concept in my *Buzz* enewsletters several times, but if you're unfamiliar with it, here's the idea: People gather at a local restaurant/café/pub (you get the idea) and are led through the making of one or several terrariums or similar potted containers. The concept was developed by the same folks behind Paint Nite, where people gather at a local restaurant/café/pub (again, you get the idea) and are led through the painting of a well-known work of art. I've participated in Paint Nite and it's a great way to spend time with friends. And from what I've heard and read, Plant Nite is, too. Here are a few of my thoughts about Plant Nite:

- Every visual I've seen of Plant Nite shows the containers planted with trendy succulents. Why not encourage mini potted plants, such as African violets or houseplants?
- Each Plant Nite is a franchisee. Would it be feasible for a garden center to buy the local franchise and conduct the workshops at off-site locations like event-driven bars? They could take advantage of Plant Nite's momentum and brand while driving customers to their stores to explore their green thumbs.
- Dirt, moss and planting in a restaurant? Is that sanitary for the restaurant?
- As one participant pointed out, she'd set this terrarium out for display, but a painting would go into the closet. Maybe that creates a new customer for us.
- Plant Nite is definitely a concept our industry needs to keep an eye on. **GP**