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## An Epic Acquisition

*Ellen C. Wells*

We got word a few weeks ago that Kevin Espiritu, the founder and CEO of Epic Gardening, has acquired seed company Botanical Interests. Long a staple rack in the garden center with its beautifully illustrated seed packets and impressive variety of seeds, Botanical Interests owners Curtis Jones and Judy Seaborn had been searching for a successor to steward the company into the quickly changing future. Kevin and Epic and their mission to teach the world to grow found themselves with a storied brand to lead forward.

Who is this Kevin? He's a self-taught gardener who turned pro right before our eyes through various social media channels. His popularity on the socials have resulted in 6 million social media followers, 18 million podcast downloads and 50 million blog visits. He's also authored two books on gardening topics.

Botanical Interests will now offer Epic Gardening products in their online store. We'll see what future opportunities arise with this acquisition, but expect to find more Epic Gardening products sold via the Botanical Interests site. **GP**