



Dig In!

VOL. 5: THE COUNTDOWN TO COLOR

LESS THAN 3 WEEKS TO OUR SPRING OPENING



Your best garden season starts March 1!

We're officially in the home stretch. While winter still has its grip on Iowa, inside the greenhouses things are growing fast. Our team has been busy behind the scenes preparing for March 1 and now it's your turn to start getting ready.

Take inventory (before you shop)

Before the rush of color and inspiration hits, take a quick walk through your garage or shed. What pots need refreshing? Are your tools ready? A little prep now makes opening day smoother – and helps you shop with intention.

Start a wish list

Pay attention to what you're drawn to and save inspiration as you see it. Think about that porch, patio, or entry that could use a refresh. Having a loose plan makes it easier to grab what you love once the season begins.

Freshen up houseplants

Late winter is the perfect time to trim, rotate, and wipe down leaves. Check for pests and repot anything that's outgrown its space. Getting your indoor plants thriving now sets the tone for the months ahead.



OUR GERANIUMS ARE RIGHT ON SCHEDULE

Big blooms start small. Our geranium cuttings have rooted beautifully and have now been spaced in the greenhouse, giving them the room they need to grow strong and full. Each plant is carefully tended as it begins building the structure that will support those signature bold blooms.

Week by week, they're filling out with healthy new growth and stronger stems. While the color is still to come, the foundation is already in place. That's what makes spring displays so full and vibrant when the time arrives.



UPCOMING EVENTS & SPECIAL ANNOUNCEMENTS



Spring Grand Opening - March 1

Our team has been hard at work all winter preparing for your best garden season yet. The houseplant section is thriving and the greenhouses are filling with the plants you've been waiting for. It's almost time to share it all with you.

Join us on March 1 as we officially kick off the season and reopen retail for spring. Whether you're planning your patio, refreshing your home, or simply craving a little warmth and greenery, we can't wait to welcome you back. Spring starts here.

FULLY REFRESHED FOR THE SEASON AHEAD

All winter long, our team has been restyling, refining, and preparing Glasshouse Market for its best year yet. Displays have been refreshed, details thoughtfully layered, and every corner carefully considered. All while keeping the feeling you've always loved.

It's still the Midwest warmth and effortless style that makes the space feel inviting and personal the moment you walk in. The charm hasn't changed – it's simply been elevated, ready for a new season ahead.



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