

**Alitex marks 62<sup>nd</sup> year at RHS Chelsea Flower Show with enchanting walled kitchen garden**



[Alitex](#), the producer of the most beautiful, bespoke glasshouses in the world, is set to return to the [RHS Chelsea Flower Show 2024](#) with an enchanting walled kitchen garden, designed to inspire guests to grow from plot to plate.

Marking the British brand's 62<sup>nd</sup> consecutive year at the prestigious global event, Alitex will transform its space on Main Avenue into a mesmerising plot brimming with crops, featuring two of its signature glasshouses standing centre stage.

Known for its inspirational stand designs, having been awarded the coveted 'Best Trade Stand Award' in 2023, this year's creation will evoke the charm of traditional kitchen gardens. Visitors will be invited to reconnect with the simple joys of homegrown produce while envisioning the possibilities for their own outdoor spaces.

Created by Alitex's talented in-house design team, the stand will feature a stunning bespoke glasshouse boasting an impressive double lobby entrance and cold frames, finished in a timeless Woodsage colour. Inside, the glasshouse will include a built-in raised bed with mature tomatoes, a temperature control partition, benching and cedar shades.

The space will also include Alitex's Mottisfont glasshouse from its National Trust collection, in a contemporary bronze colour, demonstrating that growers can still nurture an abundance of fruit and vegetables even in smaller spaces.

The planting and styling will be provided by Alitex's long-term partners [The PIG Hotel Group](#), with plants all grown and nurtured from the kitchen garden at The PIG hotels before being transported to the showground.

Located at stand MA336, the finished space will be the result of 9 months of meticulous planning and hard work by Alitex and its partners. Both glasshouses will be manufactured and powder-coated at the company's home on Torberry Farm.

Providing the finishing touches to the space, each glasshouse will be host to a mix of vintage accessories with tiles, stone and panelling provided by Alitex's partners [Stark and Greensmith](#), [Bert and May](#), and [Westminster Stone](#).

"We're really looking forward to heading back to the RHS Chelsea Flower Show for our 62nd year," said Nelly Hall, Brand Director of Alitex. "This year's stand design is all about providing practical inspiration for guests, demonstrating how they can make growing from plot to plate a reality at home, as well as providing plenty of inspiration for beautiful greenhouse gardens.

"It's a pleasure to work with our friends at The PIG Hotel Group and our wider partners to create a stand that we hope visitors will enjoy, while discovering the craftsmanship, quality, and pure joy of an Alitex greenhouse firsthand."



To find out more about Alitex, visit [www.alitex.co.uk](http://www.alitex.co.uk)

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### **Notes to editor**

#### Media enquiries

For media enquiries, further information or imagery please contact Beth French at [beth@honestcommunications.co.uk](mailto:beth@honestcommunications.co.uk) or 07930515431.

### **About Alitex**

Alitex designs and produces the most beautiful, bespoke Victorian greenhouses in the world.

Established in 1952, it has since become the leading luxury greenhouse manufacturer on the market, boasting over 70 years of horticultural heritage and paving the way with a pioneering approach to the planet, its people and purpose.

Since laying down its roots in the 50s, Alitex has developed its flagship Thomas Messenger glasshouse, launched the National Trust Collection in 2004, established a flourishing overseas market and earned a prestigious endorsement from the Royal Botanic Gardens, Kew.

Alitex's home on Torberry Farm in the South Downs includes an impressive show site and factory where all of its greenhouses are created, providing customers with the unique



opportunity to gather inspiration for their own dream greenhouse, walk through the production process and chat with its passionate experts in person.

It prides itself on offering every customer a fully personal service throughout their Alitex journey, from the initial design and planning stages through to installation and aftercare.

Key to the company is its most important ingredient – its people. With a team of 100 dedicated individuals that make up the heart and soul of Alitex, they are central to driving forward its purpose and passion for all that grows.

[www.alitex.co.uk](http://www.alitex.co.uk)