

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): September 15, 2021

**GROWGENERATION CORP**  
(Exact Name of Registrant as Specified in its Charter)

**Colorado**  
(State or other Jurisdiction  
of Incorporation)

**333-207889**  
(Commission File Number)

**46-5008129**  
(I.R.S. Employer  
Identification No.)

5619 DTC Parkway  
Greenwood Village, CO 80111  
(Address of Principal Executive Offices)

Registrant's telephone number, including area code: **(800) 935-8420**

N/A  
(Former Address of Principal Executive Offices)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation under any of the following provisions *see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading symbol	Name of each exchange on which registered
Common Stock, par value \$0.001 per share	GRWG	The NASDAQ Stock Market LLC

**Section 7 – Regulation FD**

Item 7.01. Regulation FD Disclosure

On September 15, 2021, GrowGeneration Corp. (the “Company”) published a press release regarding its opening of two new hydroponic garden centers in Los Angeles County, California. These locations, to be opened for business on September 24, 2021, will become the Company’s 11th and 12th locations in Southern California.

A copy of the press release is attached hereto as Exhibit 99.1. The information contained in this Current Report on Form 8-K (including the exhibit) is being furnished and shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as otherwise expressly stated in such filing.

**Section 9 – Financial Statements and Exhibits**

Item 9.01. Financial Statements and Exhibits

(c) Exhibits

Exhibit No.	Description
99.1	<a href="#">Press Release dated September 15, 2021</a>
104	Cover Pager Interactive Data File, formatted in Inline XBRL document.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Date: September 15, 2021

**GrowGeneration Corp.**

By: /s/ Darren Lampert

Name: Darren Lampert

Title: Chief Executive Officer

**GrowGeneration Announces Opening of The Largest Hydroponic Garden Centers in Los Angeles County*****GrowGen's Super Garden Centers Add 122,000 square feet of Retail and Distribution Space***

**DENVER, September 15, 2021 /PRNewswire/** – [GrowGeneration Corp.](#) (NASDAQ: [GRWG](#)), (“GrowGen” or the “Company”) the nation’s largest chain of specialty hydroponic and organic garden centers, today announced the opening of two new hydroponic garden centers to serve the largest hydroponic market in the country, Los Angeles County, California. These locations become the 11<sup>th</sup> and 12<sup>th</sup> locations in Southern California. Both locations will be opened for business on September 24, 2021.

“These two stores, the largest hydroponic garden centers in Southern California, positions GrowGen to sell to the highest concentration of commercial indoor cannabis growers in California. Our downtown LA location is 52,000-square foot, with a full soil yard and over 50 parking spots where growers can conveniently shop and access the largest selection of hydroponic equipment and supplies. Additionally, our 70,000 square foot location, near the ports of Long Beach, will help us expand our private label business operating as a distribution center for our West region locations. GrowGen is defining the next generation of garden centers, with the largest selection, best service and grow professionals, to deliver solutions for all types of growers.

On September 24, 2021, GrowGen will celebrate the opening of its location near the Long Beach Ports at 19516 South Susana Road, Rancho Dominguez, CA. The grand opening event will take place from 12:00 pm to 6:00 pm and will include exclusive deals on top industry brands, as well as food trucks and live entertainment.

On September 25, 2021, GrowGen will celebrate the opening of its downtown Los Angeles location at 1651 Naomi Street, Los Angeles, CA. The downtown LA grand opening event will take place from 12:00 pm to 6:00 pm and will also include exclusive deals on top industry brands, as well as food trucks and live entertainment.

**About GrowGeneration Corp.:**

GrowGen owns and operates specialty retail hydroponic and organic gardening stores. Currently, GrowGen has 62 stores, which include 24 locations in California, 8 locations in Colorado, 7 locations in Michigan, 5 locations in Maine, 5 locations in Oklahoma, 4 locations in Oregon, 3 locations in Washington, 2 locations in Nevada, 1 location in Arizona, 1 location in Rhode Island, 1 location in Florida, and 1 location in Massachusetts.

GrowGen also operates an online superstore for cultivators at [growgeneration.com](#) and B2B e-commerce platform, [agron.io](#). GrowGen carries and sells thousands of products, including organic nutrients and soils, advanced lighting technology and state of the art hydroponic equipment to be used indoors and outdoors by commercial and home growers.

**Company Inquiries:**

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**Investor Contact:**

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