

#### WINNERS THIS YEAR...

- Valentines day fell mid week on a Thursday Night this year, so many couples may have chosen to 'dine in' as most retailers had meal deal offers to celebrate the event, sales of Chilled Ready Meals & Chilled Pizza were up +10% on last year and there was growth across all the channels
- Sales of Sparkling wines up 16% on same week LY. Gin continues to perform strongly and sales were up 24%
- Chocolate Boxes: We spent over €2.5m on boxes of chocolates in Valentines Week, sales were up +20% on last year
- Plants & Flowers: We spent over €3.7m on total Sales of Plants & Flowers with sales up over +7%
- Greeting Cards: We spend over €2.3m on Cards with sales up 15%.
- Alternative gifts such as candles were up 17% and packaged small cakes up 16%
- Love was indeed in the air with hair removal products up 4% and sales of condoms increased by 8%.

Source: Nielsen Multiples(incl.Dunnes)/Symbols/Fcts Value Sales week ending 17 Feb 2019

#### **ALDI – WHISPER SWEET NOTHINGS FOR NEXT TO NOTHING....**

Bouquets of Red Roses ranging from €3.99 to €39.99, Bottle of Prosecco for €5.99





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## SHOW A LIDL LOVE....

Comparing prices to Dunnes, €3.99 Flowers, Valentines Meal Deals @€10 (Add a bottle of Prosecco for €6), 2 for €10 Box of Chocs

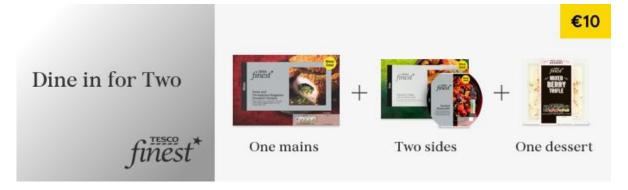




### TESCO – ONLY THE FINEST THIS VALENTINES DAY....

Dine in for Two with Tesco Finest @ €10,





#### SUPERVALU... SPOIL THE ONE YOU LOVE....

Dine in for Two for €15 with Supervalu Signature Taste, Box of Chocs Half Price, Red Rose Bouquets ranging from €6...





# M&S- M&S IS FOR LOVERS...

Dine in for Two Offer @ €25



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