



# VALENTINES DAY

WE 17<sup>TH</sup> FEB 2019

This artwork was created using Nielsen data.

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.

## 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



## Play Valentines TV Ad





# 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

**A WHOLE LOT TO LOVE!**

**SAVE €26\***

**LIDL €35** **DUNNES €61**

Get the facts. Be DRINKAWARE. Visit drinkaware.ie

MORE FOR YOU LIDL

**Show a Lidl Love**

**VALENTINE'S DAY MEAL DEAL**

Hurry. Ends Today!

**One Main**

**One Side**

**One Dessert**

**Chocolates**

**Valentine's Day Cards**

**Black Magic/Dairy Box**

**Fantastic Flowers From €3.99**

**€10**

**€149**

**€2.10**

Get the facts. Be DRINKAWARE. Visit drinkaware.ie

MORE FOR YOU LIDL

Source: Nielsen AdIntel 2019

# TESCO – ONLY THE FINEST THIS VALENTINE'S DAY....

Dine in for Two with Tesco Finest @ €10,



Dine in for Two

**TESCO**  
*finest*



One mains

+



Two sides

+



One dessert

**€10**

Source: Nielsen AdIntel 2019

# 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...



## Play Valentines TV Ad



# M&S– M&S IS FOR LOVERS...

Dine in for Two Offer @ €25

## Play Valentines TV Ad



**dine in.**

**€25**  
SERVES 2

### Valentine's Day

*Menu highlights - Many more options available*

STARTERS	MAINS	SIDES	DESSERTS
Coquilles St Jacques	Sirloin Steaks with Garlic & Herb Butter	Triple Cooked Chips	Twin Hearts
Salmon, Prawns & Avocado Starter	Peppercorn Steak Pies	Garlic Mushrooms	2 Billionaire's Desserts
Gastropub Runny Scotch Eggs	Osikham™ Turkey Breast Paupiettes	Potato Gratin Dauphinois	Apple Frangipane Tarts
2 Leek & Cheese Soufflé Tarts	Ricotta Stacks	Extra Fine Asparagus	Strawberries

**WINES**  
Prosecco or Wine

**PLUS A BOX OF CHOCOLATES**

Choose a starter *and* main *and* side *and* dessert *and* bottle of Prosecco, red or white wine *and* chocolates.

**All for €25**  
SERVES 2

AVAILABLE IN STORE  
12 - 16 FEBRUARY

**M&S**  
— FOOD —

Offer valid from Tuesday 12 February to Saturday 16 February in selected stores in the UK. Subject to availability. Range may vary per store. See in store for details. Choose from a selection of 1 starter, 1 main, 1 dessert and 1 bottle of Prosecco or wine and 1 box of chocolates. Excludes Special menu items at selected locations. Alcohol can be sold for sale. See other terms and conditions. 12, 13, 14 and 15 February 2019.

Get the facts. Be **DRINK RESPONSIBLE**. Visit [drinkaware.co.uk](http://drinkaware.co.uk)

UNDER 25







This artwork was created using Nielsen data.

Copyright © 2019 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.