

# SEASONAL CHOCOLATE

## VALENTINE'S DAY

# Overview: **VALENTINES DAY**



- > **Valentines Day chocolate will be at an estimated \$285 million for 2010**
- > **- 6.4%** growth for 2010
- > **- 3.5 – 4.5%** estimated decline in sales from 2011-2015
- > **Consumers are expected to spend less according to Brand Keys Customer Loyalty Engagement Index:**
  - 5% less on Valentine's gifts in 2010.
  - Men planned to spend an average of \$133 on Valentine's Day (versus \$140 in 2009)
  - Women planned to spend \$72 (versus \$75 in 2009).



# Example: VALENTINES DAY



**Palmer Best Friends Chocolate Hearts, aimed at children. The box holds 6 chocolate pieces with a creamy fudge center.**

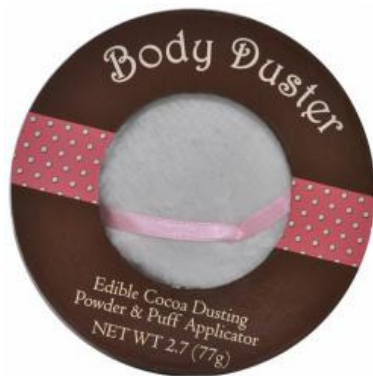


**Mars' Dove brand introduced Dark Chocolate Rose available in single-unit packs. Mars promoted the dark-chocolate roses as a natural source of cocoa flavonol.**



**Mars - 3 Musketeers Mini Cherry with Dark Chocolate. Whipped and fluffy chocolate center, but with cherry flavouring added.**

# Example: VALENTINES DAY



**Target Body Duster, edible cocoa dusting powder pack complete with powder puff for dusting**



**Russel Stover's Whitman's Reserve: A new assorted chocolate collection of milk, dark, and artisan chocolates**



**CVS came up with an assortment of creamy peanut butter filled lips**