

WHERE THEY SHOP FOR VALENTINE'S DAY NECESSITIES



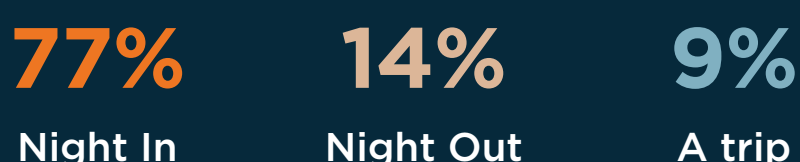
LOVE IS IN THE AIR

We surveyed 985 shoppers to find out how they celebrate Valentine's Day, from how much they're spending to their favorite gifts to give and receive.

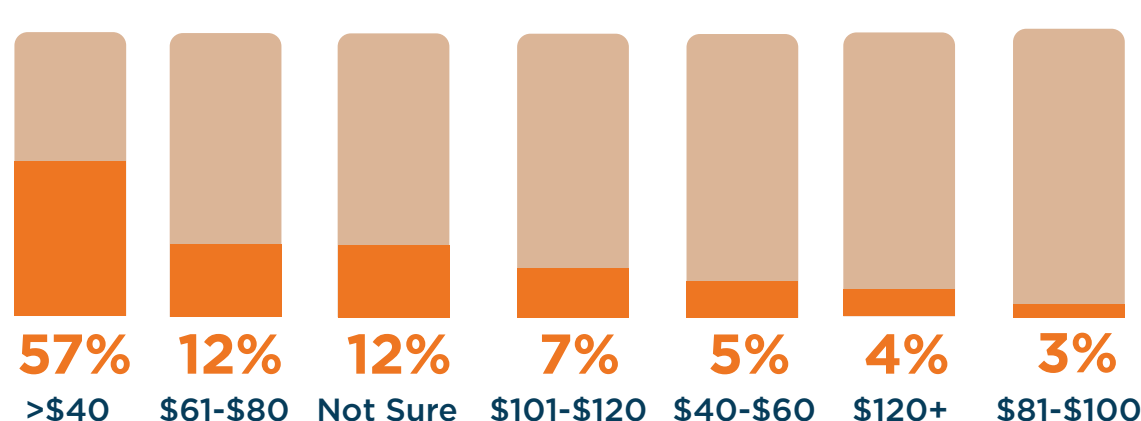
HOW THEY'RE SHOPPING



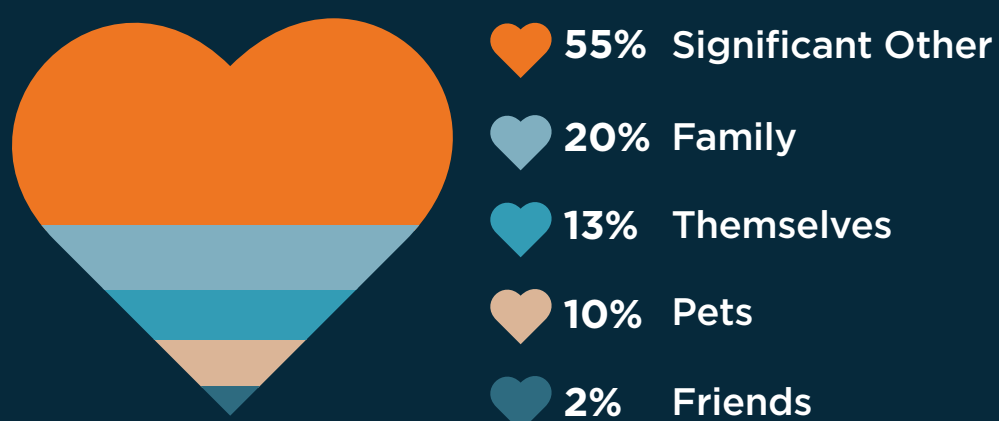
HOW THEY'RE CELEBRATING



HOW MUCH THEY PLAN TO SPEND



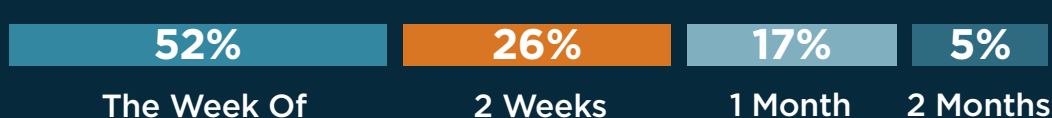
WHO THEY'RE CELEBRATING WITH



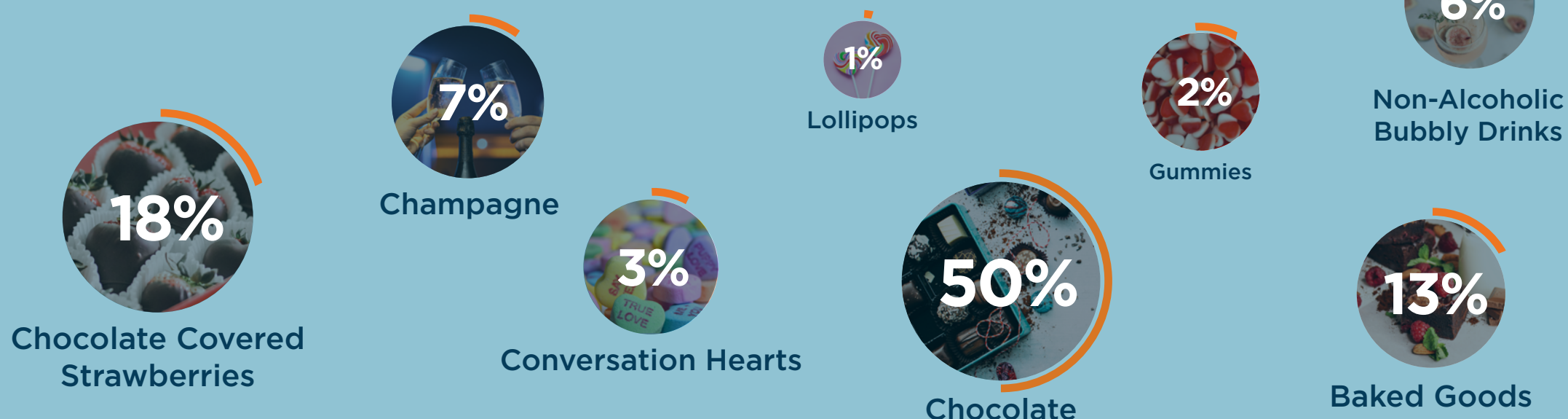
WHAT FACTOR IS MOST IMPORTANT WHILE SHOPPING



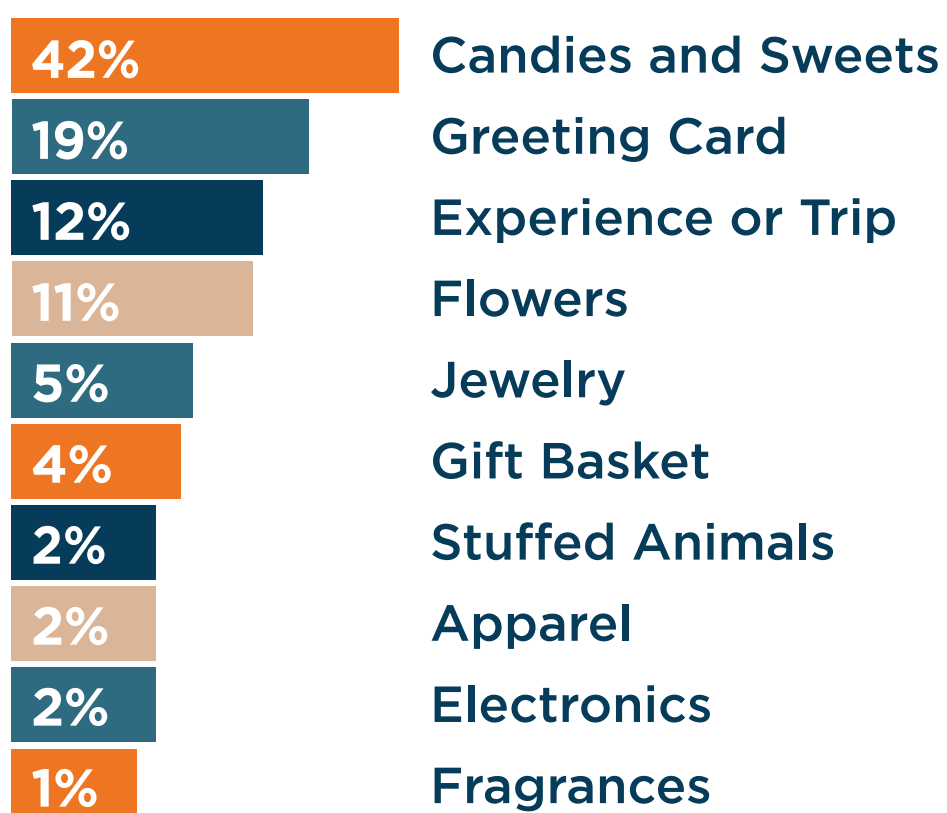
HOW LONG THEY'VE BEEN PLANNING THE PERFECT DAY



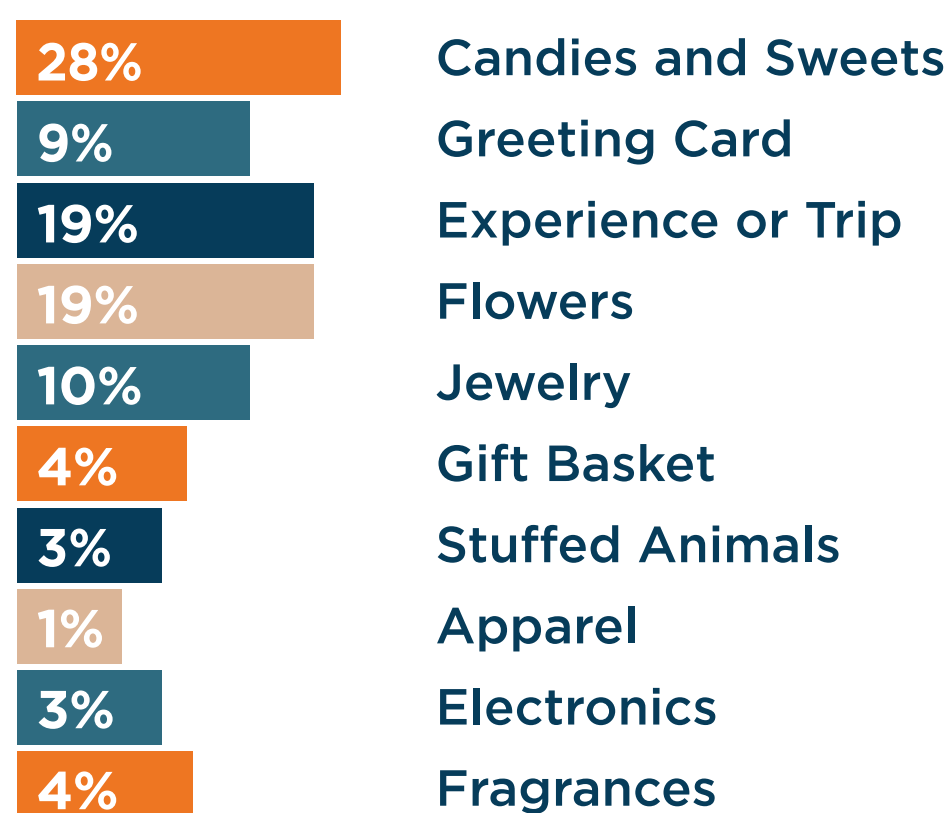
THEY'RE FAVORITE VALENTINE'S DAY TREAT



WHAT THEY LOVE TO GIVE BECAUSE THEY DESERVE IT



WHAT THEY LOVE TO RECEIVE BECAUSE YOU DESERVE IT



THE SEASON OF LOVE & BREAKTIME

Make sure your brand is top of mind with shoppers as they're planning their Valentine's Day celebrations with a fun, personalized, interactive campaign on our new food-and-drink focused recipe publishing property bestdailyrecipes.com.

- Inspire purchases with creative **recipes** showcasing delicious ways to use your brand's products
- For the 60% of shoppers who make purchases in-store, include a **store locator** to help shoppers easily find the closest retailer to them that carries your product
- Encourage shoppers to share how they're celebrating their loved one's using their brand with a **social giveaway**
- Use a **list** to educate shoppers on the quality and flavor profiles of your brand's products