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**ATOM** **RADAR**

NEW AND INTERESTING DISCOVERIES SELECTED FOR YOU

**Valentine's  
Day** 

# The 'V' Word

There's no escaping the V word, everywhere you turn there's hearts and mushy messages. What a lovely time to declare your undying love, or for the cynical of us, what a load of commercial rubbish! But the supermarkets cash in and go to war with their dine in offers and bunches of flowers to entice you through the doors!

Spending on Valentine's Day is expected to reach £853m this year, up 7.8% on 2018 figures, according to new research. We're taking a loving gaze at the latest promotions and trends of Valentine's Day 2019...



# The Dine In Deals

Dining in is the new going out - stores are making it easier than ever, simply pop it in the microwave and take all the glory!

Here are the deals from 2019 to make you ping!

**Marks and Spencer's - Dine In For Two: £20.00**

**Tesco - Menu For Two: £20.00**

**Sainsbury's - No meal deal on offer but the same items as rivals can be bought separately for £15.00**

**Morrisons - Meal Deal For Two: £15.00**

**Asda - Meal For Two: £15.00**



# Personalisation ♡

Nothing says love like remembering their name...



**Candy Mechanics**  
temporary pop-up at  
Selfridges - have your head  
3D scanned, and carved  
into a miniature chocolate  
lollipop



**52% of shoppers**  
will purchase  
their gift online  
this year



**55% of people plan ahead for**  
which items to purchase,  
whilst **47% will be shopping for**  
gifts at the last minute

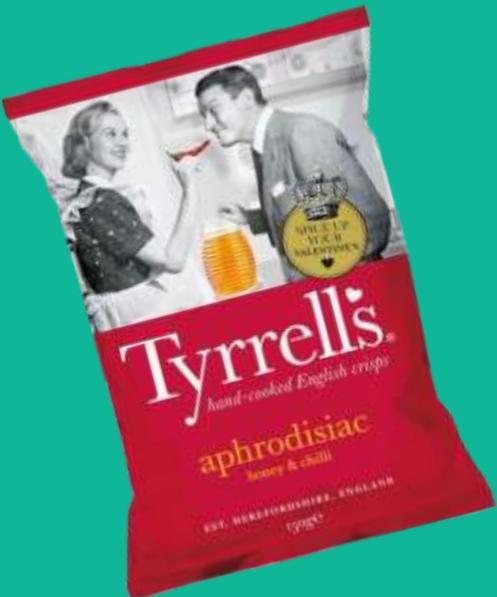


# Everyday Loving ♡

Bring the sparkle to everyday items as a constant reminder of your love...



**25-34 year olds will celebrate the event the most with 52% getting involved**



**38% of UK shoppers are likely to celebrate Valentines day this year**

# Stores Showing The Love



**Sainsbury's x Lindt**  
Personalise your Lindt with a free bow and gift bag



**Tesco x Marmite**  
Marmite with a valentine logo



**Shell x Ferrero Rocher**  
Adding to an existing FSDU these chocolates definitely grab your attention!



**Superdrug x Colgate**  
Limited edition Share Your Heart toothpaste

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