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## News Release

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**FOR IMMEDIATE RELEASE**

### **AUSSIE ROMANTICS SET TO SPLURGE ON CHOCCIES AND BUBBLY FOR THEIR VALENTINE: NIELSEN**

**SYDNEY, 12 February 2009:** Aussie lovebirds can look forward to consuming a staggering 1.8 million kilos of boxed chocolates this Valentine's Day washed down with over 800,000 bottles of sparkling wine, according to data compiled by research company Nielsen.

Even before the romantics among us shell out on a bunch of flowers or a candlelit dinner for two, Nielsen analysis shows that Valentine's week spending on boxed chocolates and sparkling wine is worth a hefty \$16 million. Valentines Day week trails only Christmas, New Year and Melbourne Cup weeks for sparkling wine sales, with Valentine's Day sparkling wine sales usually about 20 percent higher than an average week, although the spend per bottle doesn't differ significantly compared to an average week.

"Retailers usually expect to see a bump in sales activities in these categories as Valentine's Day approaches," says Michael Walton, Executive Director, Liquor Practice, The Nielsen Company. "However, with the nation's mood subdued, consumer confidence at its lowest level in three years, and Australians digging deep for the Victorian bushfire crisis, we may well see a challenge to the traditional spike in sales this Valentine's Day."

#### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).