

17 Feb 2021

From Bollinger to Babycham, a very British Valentine's

PayPoint records highest sale volumes for both sparkling wine & champagne and wine categories on Valentine's Day, up 54% and 16% respectively on the average Sunday in 2021 to date.

17th February 2021, Welwyn Garden City: New data collected across PayPoint's UK network of 27,700 local convenience retail partners reveals how Brits coped with a Valentine's Day lockdown. The data shows that people rushed out to their local convenience stores to buy a last-minute bottle of bubbly and a box of chocolates among other items.

Total sparkling wine & champagne sales were up 54% compared to the average over the previous six Sundays of 2021, while total wine sales rose 16% against the same period. Heart shaped Ferrero Rocher and Lindor boxes were also much sought after, seeing a 1133% and 333% increase in sales respectively on the 14th February, compared to their daily average to date in 2021.

Additional brands to see their highest sales of the year on Valentine's Day across the PayPoint network included*:

- Cadbury Roses Carton **+936%**
- Moet Brut Imperial NV **+414%**
- Oxford Landing Cabernet Sauvignon **+338%**
- Cadbury Milk Tray **+300%**
- Nestle Quality Street Carton **+300%**
- Martini Prosecco Brut Doc **+268%**
- Sharwood's Lamb Biryani **+250%**
- Bollinger N.V.Brut Champagne **+150%**
- Babycham **+140%**
- Nestle After 8 Mints **+127%**

Ben Ford, Retail Services Director, PayPoint said: "Despite the UK's first lockdown Valentine's

Day, it's heart-warming to see that people all over the country still chose to make those special purchases to celebrate with their significant others whilst supporting their local store. Our network of independent retail partners have been more important to their local communities than ever before throughout Covid-19 as increasing numbers of people choose to shop local, and we will continue to work tirelessly to help them meet their customers' needs and deliver essential services."

*Increase percentage based on average sales on all Sundays, between January 1st and February 13th 2021