

HAPPY  
**Easter**

**Retail Opportunities**



KOLORCRAFT.COM

# eggciting times ahead...

Forgive us,  
but we couldn't resist it :D

**...and cracking Easter is what were all about!**

As Easter approaches, the stage is set for a retail spectacle where opportunities abound.

The competition to capture consumer spend is fierce, and we understand the importance of not just participating but leading the charge.

With four decades of expertise in crafting captivating in-store marketing displays, we excel at elevating your brand's impact.

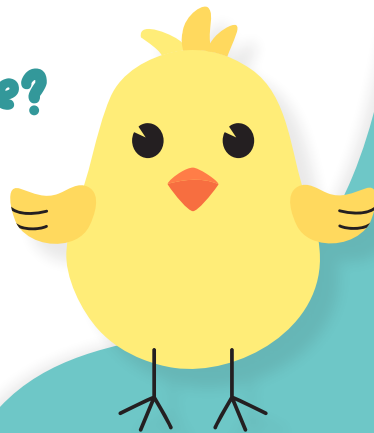
Our creative team understands the power of effective POS and 3D displays in maximizing consumer spend.

Let's make this Easter unforgettable for your customers with displays that go beyond aesthetics - they drive engagement, elevate your brand story, and ultimately maximize your ROI.

**Ready to witness the difference?**

**Hop over to:**

**[enquiries@kolorcraft.com](mailto:enquiries@kolorcraft.com)**





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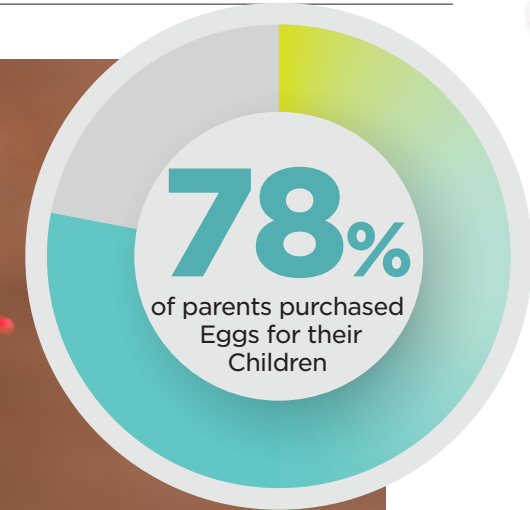
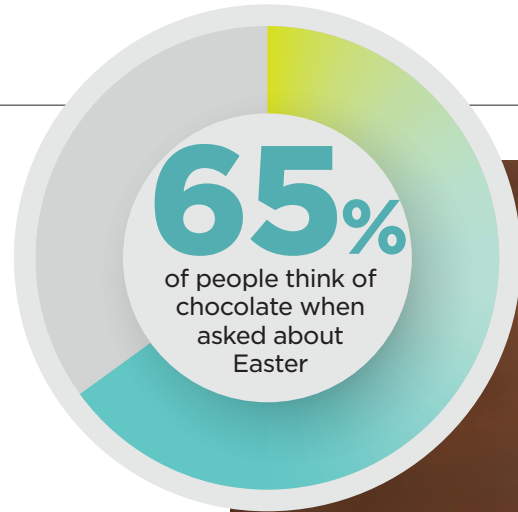
rollover and click to jump to page

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# Insights 2023



\*Amongst UK consumers. In 2023, amid the cost of living crisis, spending was estimated to have fallen 19% year on year [Source store.mintel.com](https://www.source.store.mintel.com) | \*\*[Source finder.com/uk/easter-spending-statistics](https://sourcefinder.com/uk/easter-spending-statistics) | \*\*\*[Source insights.weareortus.com](https://sourceinsights.weareortus.com)

# Point of sale displays



Play a crucial role in increasing sales during the Easter trading period in retail spaces. Here are several ways in which the use of POS displays can positively impact sales

## Visibility and Attention

Well-designed Easter-themed POS displays attract the attention of shoppers, increasing the visibility of seasonal products. This heightened visibility can lead to impulse purchases and drive sales.

## Highlighting Seasonal Products

Easter POS displays are strategically placed to showcase seasonal products, such as chocolates, candies, decorations, and gifts. This helps shoppers quickly identify and connect with items that are relevant to the Easter theme.

## Creating a Festive Atmosphere

Easter POS displays contribute to creating a festive atmosphere within the store. The visual appeal and thematic elements of the displays can enhance the overall shopping experience, making customers more likely to engage and make additional purchases.

## Cross-Selling Opportunities

POS displays provide an opportunity for retailers to implement cross-selling strategies. For example, a display featuring Easter chocolates could also include complementary

items like Easter-themed mugs, baskets, or decorations, encouraging customers to purchase more than initially planned.

## Limited-Time Promotions

POS displays are effective for promoting limited-time offers and discounts during the Easter trading period. Placing promotional signage or stickers on the display can create a sense of urgency, prompting customers to take advantage of special deals.



# Point of sale displays

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## Encouraging Impulse Purchases

Eye-catching and well-positioned POS displays have the power to trigger impulse purchases. Shoppers may be more inclined to buy Easter-themed products that they hadn't planned on purchasing when they encounter appealing displays near the checkout area.

## Storytelling and Branding

POS displays provide an opportunity for retailers to tell a story or convey a specific theme related to Easter. Effective storytelling and branding can create an emotional connection with customers, influencing their purchasing decisions.

## Interactive Elements

Interactive elements in POS displays, such as product samples, demonstrations, or touchscreens, can engage customers and encourage them to spend more time interacting with Easter products. This engagement can translate into increased sales.

## Educational Information

POS displays can include educational information about the featured Easter products, highlighting their benefits, uses, or uniqueness. This information can influence purchasing decisions by providing customers with valuable insights.

## Adapting to Consumer Trends

POS displays allow retailers to quickly adapt to emerging consumer trends during the Easter period. By updating displays to align with popular themes or preferences, retailers can stay relevant and meet the changing demands of their target audience.

**In summary, the strategic use of POS displays during the Easter trading period enhances the overall shopping experience, drives impulse purchases, and maximizes sales opportunities by effectively showcasing seasonal products in a visually appealing way.**





# HAPPY Easter

High Street Overview 2023



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# High Street Overview 2023



## Harrods



Smiggle®



# High Street Overview 2023



Clintons



# High Street Overview 2023



**MOLTON  
BROWN**  
LONDON



# High Street Overview 2023



HOTEL  
*Chocolat.*





# High Street Overview 2023



# HAPPY Easter



FMCG Overview 2023



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## Sainsbury's



# FMCG Overview 2023



# Sainsbury's



# FMCG Overview 2023



## Sainsbury's





# FMCG Overview 2023





# FMCG Overview 2023



## ASDA



# FMCG Overview 2023



# ASDA



# FMCG Overview 2023



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# FMCG Overview 2023



# FMCG Overview 2023



## Food hall



## M&S



# FMCG Overview 2023



# M&S



M&S “Easter Together” campaign focuses on celebrations with loved ones.



# FMCG Overview 2023



## M&S



# FMCG Overview 2023



## WAITROSE & PARTNERS



# FMCG Overview 2023



## WAITROSE & PARTNERS



# FMCG Overview 2023



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# FMCG Overview 2023





# HAPPY Easter

Socials Overview 2023



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# Socials Overview 2023



## Sainsbury's



**S** sainsburys 🌟 Incoming! New tasty eggs for Easter 🌸  
Which one are you adding to your basket?  
Tag a friend to drop a hint! 🗨️

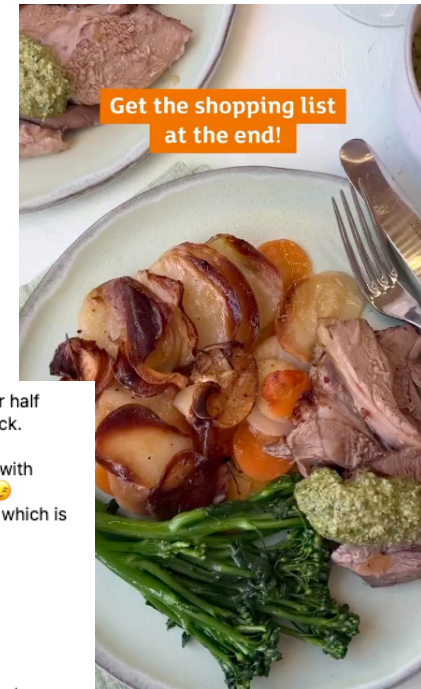
- 🐷 Puddles pig yolker
- 🐣 Goldie chick yolker
- 🌈 Rainbow speckled egg
- 🍰 Taste the Difference tiramisu egg
- 🍬 Taste the Difference sticky toffee egg
- 🍫 Taste the Difference dark fruit and nut egg

#NewFoods #EasterEggs #EasterChocolate #EasterFoods  
38 w



**S** sainsburys 🌟 Have you seen our range of Easter eggs? 🌟🐣  
We have too many favourites 🥰  
Which one are you picking? 🍷

#eastereggs #easterfood #newfoods #easteregg hunt  
37 w



**S** sainsburys 🌟 Our Easter roast just got better with our half price whole leg of lamb and selected veg for 19p a pack.

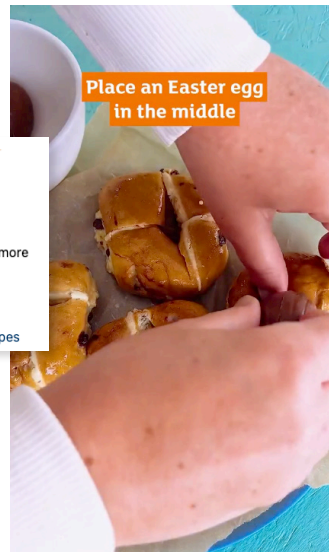
Take some inspiration from this simple one-tray lamb with rosemary pesto which saves on the washing up too. 😊  
Pair this Easter Sunday meal with Cune Crianza Rioja, which is just £7.50 until 11th April. 🍷

\*drinkaware for the facts.  
Offer ends 8th April.  
Subject to availability. Selected larger stores only, not available in Locals.

📌 Don't forget to save the recipe for your Easter shopping list!  
Tag #SainsburysRecipes for your chance to be featured 📸

#EasterFood #EasterLamb #OneTrayMeals #OnePanMeals #SundayDinner

Edited - 35 w



Place an Easter egg in the middle

**S** sainsburys 🌟 3 ways with our hot cross bun flavours 🌟

- 🍏 Taste the Difference apple and cinnamon
- 🍫 Taste the Difference chocolate and salted caramel
- 🍅 Taste the Difference tomato and oregano

Just when you thought hot cross buns couldn't get any more delicious! 🥰

📌 Don't forget to save this recipe.

#HotCrossBuns #3WaysToEat #EasterFood #EasterRecipes



# Socials Overview 2023

# M&S



marksandspencerfood 🌟 It's not too late to head to store and pick up our NEW superb value Easter Family Dine In for just £20! 🌟 Only at M&S will you find a feast fit of a King, for just £5 per head. Personally, we'd go for the Slow Cooked Lamb Shoulder, Garlic and Herb Hassleback Potatoes, Honey Glazed Roast Carrots, Cheesy Spring Greens and Apple Pie 🌟 - but the full menu can be found on our website!

#thisisnotjust #mymarksfave #dinein #easterdinein



marksandspencerfood 🌟 🌟 ONLY ONE MONTH TO GO UNTIL EASTER! 🌟 So it's time to tell us your favourites from our egg-cellent range of SUPER cute chocolate characters 🌟

Do you think Walter the Sausage Dog and Curly the Puppy are totally paw-some? 🐾 Or maybe you're egg-cited for Chickita the Chicken 🌟 or hopping mad for Bunny Cool? 🐰 You might even think our Chocosaur Rex is roarsome 🌟 or how about our Space Eggsplorer - it's out of this world! 🚀

Let us know your favourites in the comments below! 🌟

#mymarksfave #thisisnotjust

Edited - 39 w



marksandspencerfood 🌟 \*OBSESSED\* 🌟 Not to toot our own horn but we're pretty pleased with this one 🌟 ... The Cereal Milk Egg has got to be one of the hidden gems this Easter. Following the fame of our Cereal Clusters, this white chocolate egg is made with delicious nuggets of crispy cereal pieces, marshmallows, cornflakes and sugar confetti. Acceptable to eat now? We think so! 🌟 @sweetreviewsuk

#thisisnotjust #mymarksfave



marksandspencerfood 🌟 CARROT BELIEVE YOUR EYES? It's the carrot shaped egg sending shoppers into a frenzy, with many double takes and raised eyebrows being reported...we don't blame you 🌟

Made with deliciously moreish blond chocolate and hand decorated with REAL edible gold leaf, it also comes with four salted caramel filled chocolate bunny ears - two white and two milk chocolate.

Our 23 Carrot Egg was THE most popular post on the @marksandspencer Instagram last week 🌟 and it's available NOW!! Have you tried yours yet? 🌟

@mood4fooduk @another\_snack\_reviewer

#MyMarksFave #thisisnotjust

Edited - 41 w



marksandspencerfood 🌟 Not long now until the hoppiest, chocolatey-est day of the year and we couldn't be more egg-cited! 🌟

We've rounded up our NEW Extremely Chocolatey selection of Easter treats which are absolutely del-eggtable! 🌟🌟🌟

Choose from - Extremely Chocolatey Dark Chocolate Pretzel & Peanut Crunch 🌟 Extremely Chocolatey Orange Explosion Egg 🌟 and Extremely Chocolatey Caramel Latte 🌟

#thisisnotjust #mymarksfave

37 w



# Socials Overview 2023



# M&S



M&S marksandspencer • Michelle from M&S The Springs is back with her top Easter picks! 🐰🍪

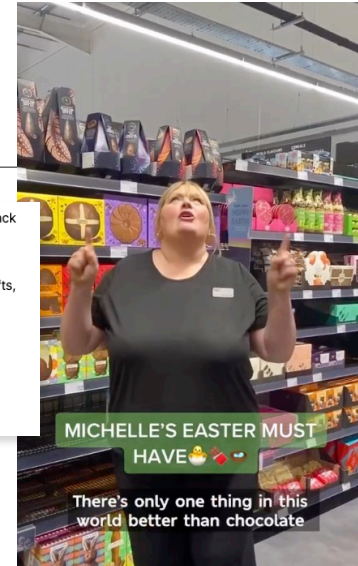
From the shortbread clucking hen house to the extremely chocolatey biscuity-egg, these are perfect for giving as gifts, or just to treat yourself – we won't tell anyone. 🍪

Which of Michelle's picks would you choose? 🐰

📍 M&S The Springs

#mandsfood #thisisnotjust #easter

35 w



M&S marksandspencer • It's Friday, which means you deserve a treat! We don't make the rules. 🍪 Why not use our hot cross buns and chocolatey Easter treats to make these mouth-watering ice cream sandwiches? 🍪🍦

**INGREDIENTS (Makes 4)**

- 4 M&S luxury fruited hot cross buns, sliced in half
- M&S Cornish rhubarb ice cream
- M&S Easter Bunny munch

**METHOD**

1. Sandwich a scoop or two of ice cream and a handful of Easter Bunny munch in between the hot cross bun halves.
2. Squeeze together and enjoy immediately.

#mandsfood #thisisnotjust #easter #easter2023 #hotcrossbunrecipe

38 w

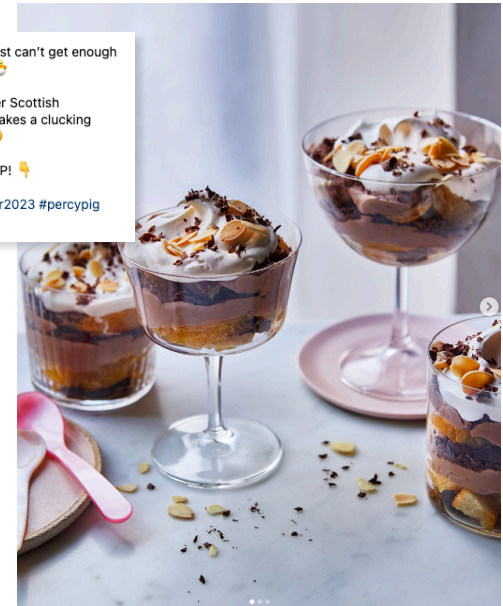
M&S marksandspencer • @official\_percypig just can't get enough of our shortbread clucking hen house! 🐣🍪

This adorable little tin is filled with all-butter Scottish shortbread shaped like Easter eggs, and makes a clucking noise when you open it – HOURS of fun. 🍪

Tag a friend who needs to pick one up ASAP! 🐣

#mands #mandsfood #thisisnotjust #easter2023 #percypig

37 w



M&S marksandspencer • We have your Easter tablescapes inspired for next weekend 🐣

36 w



# Socials Overview 2023

## WAITROSE & PARTNERS



waitrose • LET'S PLAY A GAME OF TRUE OR FALSE...✓✗

True or false? 100% of our own-brand Easter 2023 confectionery packaging is recyclable ♻️

True or false? The cocoa used in our own-label confectionery is 100% Fairtrade 🍫

True or false? Fairtrade guarantees farmers a fair price to cover the cost of sustainable production, plus an extra sum of money to invest back into their communities (the Fairtrade Premium) 🌻

If you guessed TRUE for all three, you're absolutely right! ✓ We believe in better lives for animals and better futures for farmers, communities and the environment. Keep your eyes peeled for the logos on our packaging 🐰 To find out more, head to the link in our bio 📌

#sustainable #sustainability #plasticfree #fairtrade  
38 w



waitrose • HANDS UP IF YOU'RE HAVING A LAMB ROAST THIS EASTER? 🐏 You'll be delighted to know that all of our own-label fresh and frozen lamb is from British farmers, who share our commitment to high welfare standards. In addition to this, we pay our lamb farmers above-market rates, meaning that they can invest in sustainable farming methods that benefit the environment and encourage wildlife.

If you'd like to find out more about our British lamb and welfare standards, go to the link in our bio 📌

#lamb #roastdinner #waitrose  
35 w



waitrose • HEAVENLY HOT CROSS BUNS COMING UP 🍩 Whether you're looking for something sweet, zesty, tangy or spiced, we've got you covered with our temptingly tasty range. Serve toasted and oozing with butter – or with marmalade, chocolate spread or lemon curd.

Let us know in the comments below what your favourite combo is. Have no fear, there's no judgement here (even if they are a bit weird)! 🍩

#HotCrossBuns #RichlyFruitedHotCrossBuns #Easter #Brunch #Waitrose  
37 w



waitrose • EASTER BAKING IDEAS 🍩 We love traditional Easter recipes... but we also love rice pop cake lambs and bunny-bottom cupcakes 🐰 Here are some ideas to get your Easter bunny baking hats on 📌

- 🍌 Mango & coconut chick biscuits
- 🍌 Carrot patch traybake
- 🍌 Easter bunny-bottom cupcakes
- 🍌 Cinnamon & raisin hot cross buns
- 🍌 Iced chick biscuits
- 🍌 Easter tiffin
- 🍌 Easter bunny biscuits
- 🍌 Chocolate & strawberry carrot patch pots
- 🍌 Rice pop cake lambs
- 🍌 Lemon simnel cupcakes

Click the link in the bio for all these recipes and more 📌

#EasterBaking #WaitroseEaster #Waitrose #EasterDessert  
36 w



# Socials Overview 2023



## WAITROSE & PARTNERS



**Waitrose & Partners**  
3 March · 🌐

NEW IN- EASTER EDITION 🍷 Prepare for an egg-ceptional Easter with our new product additions, that have something special for everyone 🐰🍫

FEATURED

- Heston The Chocolate Dabbit
- Sunny Side Sam
- Take It Slow Boe
- Hip Hop Harri
- Cadbury 1kg Mini Eggs Pouch
- Raspberry Ribbon Easter Egg
- Caramel Ribbon Milk Chocolate Egg
- Orange Ribbon Egg

Let us know in the comments what will be going in your trolley 🛒👉



**Waitrose & Partners**  
26 March · 🌐

IT'S NOT JUST US WHO'VE BEEN EATING EASTER EGGS FOR THE LAST TWO MONTHS...IS IT? \*\* Swipe across for our top four Mini Egg recipes, perfect for a spot of Easter baking 🐰🍫 And don't forget we stock the 1kg Mini Egg bags – RUN don't walk 🏃

- Easter chocolate fudge traybake: <https://bit.ly/41U0kj>
- Martha's Mini Egg cake: <https://bit.ly/3J6oxiH>
- Easter egg popcorn bites: <https://bit.ly/41EtdVk>
- Martha Collison's chocolate nest Bundt cake: <https://bit.ly/3SJ1NcK>

Let us know in the comments which recipes you'll bake. We vote for all of them! 🐰🍫

#WaitroseEaster #Waitrose #MiniEggs #EasterBaking #EasterDesserts

**Waitrose & Partners**  
203,643 followers  
8mo · 🌐

Eggs aren't just for Easter

For a long time, we've spoken openly about the importance of paying farmers fairly and buying British and why this has never been so important.

As the UK struggles with a decline in egg production, we're seeing our supply strengthen. Why?

Thanks to our strong relationship with our brilliant British farmers they have the confidence to continue farming and to invest in new flocks.

So whether you're planning to crack open a chocolate egg or enjoy a fried one for breakfast this Easter Weekend - Waitrose has you covered.

#DrivenByPurpose



# Socials Overview 2023



Spot an egg, win £1000.  
Cracking.



Post a pic with #CrackingEaster  
for the chance to win a £1000 gift card.



tescofood 🐣 Hop to it! We've got everything you need to decorate for Easter, from chic-k tableware, to door décor and egg hunt essentials. Click the link in bio to discover more.  
36 w



tescofood 🐣 Flock this way! Here's all the delicious inspiration you need for a cracking Easter, plus Mother's Day gifts and foodie treats to make them feel special. The March Tesco magazine is available now, to read online, head to the link in bio.  
Selected stores only, while stocks last.  
39 w



tescofood 🐣 Find an egg in any Tesco logo, and comment with a pic or screenshot with #CrackingEaster for the chance to win a £1000 Tesco gift card.

They could be anywhere! 🐣🐣

For full Ts&Cs see link in bio.

UK 18+ only. Opens 11:00 20.03.23. Closes 23:59 29.03.23. Post a photo of an egg hidden in a Tesco logo on Instagram grid or Twitter plus #CrackingEaster or post a photo under the promotional post on the Tesco Facebook page. 1 entry per person/per platform per day max. A different hidden egg must be used per daily entry. Accounts must be set to public so we can see your entry. 100 x winners randomly drawn each receive 2 x £500 Tesco e-gift cards. Max 1 prize per person. One shared prize pool. Winners may be required to provide proof of age and ID. Promoter Tesco Stores Ltd.

38 w



The ultimate Easter lunch

tescofood 🐣 Happy Easter! Celebrate this bank holiday weekend with our hot honey lamb showstopper. Slow cook lamb shoulder for 6 hours until tender, before shredding onto whipped feta and fresh coriander. Head to the link in the bio for the recipe.  
35 w

then you need to try our Hot honey lamb.



# Socials Overview 2023



**hellobakergirl ADJ** The HBG HXB Tiramisu. I wish that I could make these individually for each and every one of you, so that I could see the look on your faces when you eat it; because there's about to be some very big smiles this Easter.

A hot cross bun is a great thing but we've been sleeping on them for too long. They just tend to get toasted but they've got so much potential to be behind some amazing dishes. As they're only really around for a short time, don't be resting on your laurels, get to @morrisons stat and pick up all the bits you need to make the best tiramisu out there.

This recipe is great for so many reasons. It's no bake; super simple. It's make ahead so you can always be prepared. It's flexible; don't have Marsala, use Madeira. Don't want to make individual portions? Make one large one. Wanna add a different topping? Go wild. The only thing I'm absolutely insisting on is that you try those double chocolate hot cross buns before they sell out.

You'll find the recipe in the comments below [👉👉👉](#)  
36 w

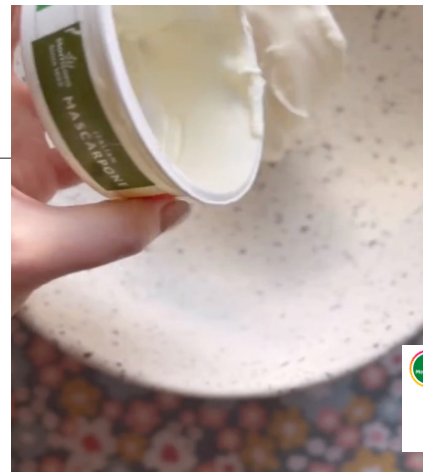


**morrisons** Easter holiday fail-safe? Baking! Get your Easter bunnies to create the ultimate bank-holiday sharer. All you need is chocolate (or leftover eggs!), biscuits, marshmallows and raisins.

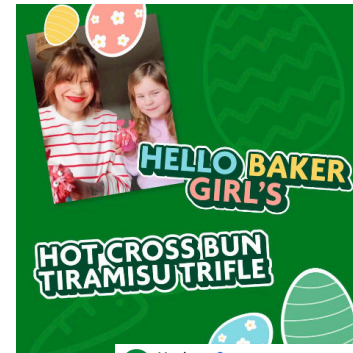
Serves 4-6  
15 minutes (plus chilling / setting time)

- Ingredients**
- 450g milk chocolate
  - 100g white chocolate
  - 65g raisins
  - 200g broken digestive biscuits
  - 65g mini marshmallows
  - 20g rice crispy
  - Assorted Easter chocolate to decorate the wreath with

1. Mix together the raisins, broken biscuits, mini marshmallows and rice krispies together in a large bowl and set aside.
2. Melt the chocolate in the microwave in intervals until melted and smooth. Pour the melted chocolate over the other ingredients and gently stir so everything is well combined.
3. Cover a plate with cling film or baking paper. Place a small bowl or ramekin in the centre of the plate and spread the chocolate mix around the plate, arranging it into a wreath shape.
4. Melt the white chocolate in the microwave then drizzle over the wreath. Decorated with your chosen Easter chocolate then place in the fridge until set. Carefully remove from the plate and dig in.



**morrisons** Market Street = the Easter Bunny's favourite place to be! Hop to our cake shop for Easter treats to see you through the bank holiday 🐰 Which you choosing first? #Morrisons  
37 w



Make your coffee in a shallow bowl & put it aside to cool.

**Morrisons** 31 March  
If there's any way we can incorporate Hot Cross Buns into every recipe, we absolutely will. Try a new way to HXB with Hello Baker Girl's Hot Cross Tiramisu - no bake, super easy and even more delicious!

- Recipe:**
- 250g mascarpone
  - 400ml double cream
  - 75ml marsala (or madeira or Tia Maria would work too)
  - 5tbsp golden caster sugar
  - 300ml espresso. Either fresh or made with 2 tbsp coffee granules and 300ml boiling water
  - 4 Morrisons Hot Cross Buns
  - 2tsp cocoa powder
  - Optional: 20g dark chocolate
  - Optional: Any toppings you'd like to dress it up

Serves 4/5 individual portions depending on the size of your glass

Make your coffee in a shallow bowl and put it aside to cool.

Pop the double cream, mascarpone, marsala and golden caster sugar in a large bowl. Whisk everything together until the cream and mascarpone have completely combined and you have the consistency of thickly whipped cream.

Rip up your buns into chunks and then dip the chunks into the coffee for a few seconds until they are soaked, but not soggy. Layer these in your chosen cup, glass or dish (I like a glass coffee cup to carry on the espresso vibes) until you've used up half of your buns and then pipe over a thick layer of the mascarpone cream.

Optional: Grate over the dark chocolate.

Repeat the layering process again, finishing off with the creamy layer.

Cover and chill for a few hours or overnight. These will happily keep in the fridge for up to two days.

To serve, dust the tops with the cocoa powder and decorate them as lavishly as your heart desires.



# Socials Overview 2023



# ASDA



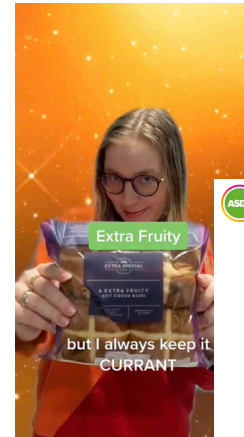
asda 🍌 Hot Cross HEAVEN 🍌🍌  
 Tell us which of these new flavours you'll be trying with your besties! 🍌  
 🍌 Blueberry  
 🍌 Cheese and Black Pepper  
 🍌 Lemon and White Chocolate  
 Head in store or click the link in bio to shop all things Easter! 🍌  
 #Asda #HotCrossBuns #Easter #Easter2023 #ExtraSpecial  
 40 w



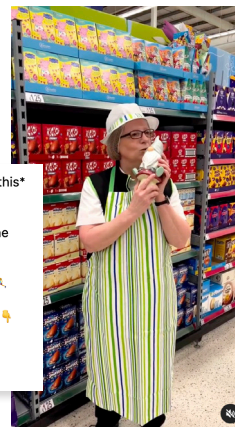
asda 🍌 A dessert classic 🍌 our new Easter egg  
 Have your cake AND eat it with one of our latest Easter egg choc drops 🍌🍌  
 🔍 Free From Lemon Cheesecake Easter Egg £4  
 Citrusy and oh so smoooth 🍌, we're pretty sure our taste test will have you ready to crack one open for you and the family this Easter 🍌 (if you can wait that long!)  
 Head into store to discover them today or shop online to add one to your basket 🍌  
 #Asda #FreeFrom #GlutenFree #Vegan #DairyFree #EasterEgg #Easter #Chocolate #SnackTok  
 39 w



asda 🍌 Our Bunny Crumpets just got boujee 🍌🍌🍌  
 We're sure you'll be hopping mad about this tasty family frumpet recipe by @mealtimewithmummy 🍌 especially as it uses just 5 ingredients! 🍌🍌  
 🔍 Asda Easter Bunny Crumpets  
 For the ultimate Easter breakfast 🍌🍌, head to store to pick up everything you need or shop online today 🍌  
 #Asda #Easter #BreakfastRecipes #Crumpets #CrumpetRecipes #EasterBreakfast  
 38 w



asda 🍌 The gossip is hot in the bakery aisles 🍌  
 Our new hot cross bun flavours are causing a stir on socials... we're pretty sure you can see why 🍌  
 Our latest flavour concoctions are one of a kind, can you imagine a world without all these delicious options?! We'd rather not think about it 🍌  
 Stay tuned to see who gets toasted... 🍌  
 Fancy tasting what all the fuss is about? Head in store to find them for yourself or shop online via the link in bio! 🍌  
 #Asda #HotCrossHuns #HotCrossBuns #Easter  
 38 w



asda 🍌 It's hard to choose when our Easter goodies are "this" good 🍌🍌  
 Whether it's tasty treats 🍌, must-have homeware 🍌 or the perfect gift ideas 🍌; we've got spring in full swing!  
 Head in store or online today to add them to your basket 🍌  
 Don't forget to tell us which products you're loving below 🍌  
 #Asda #Easter #EasterFavourites #Easter2023  
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# Socials Overview 2023



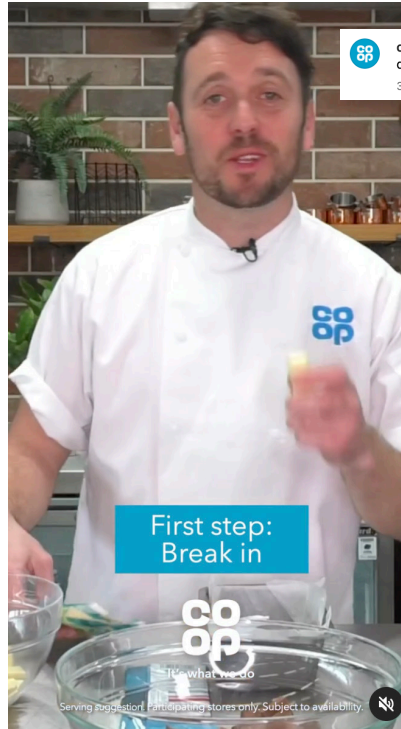
The OG HCBs

The new flavours on the block

VS

It's what we do

Subject to availability. Participating stores only.



coopuk • Our chef, Dai's 5 Ingredient Fudge is the perfect quick and easy treat for Easter  
36 w



coopuk • Hot cross buns are a must-have at Easter. But do you prefer the classic, or our brand new flavours?  
36 w



Co-op • 8 April

It's Easter Sunday tomorrow • Be the host with the most with this lamb roast:  
<https://coop.uk/3TNVPfF>

COOP.CO.UK

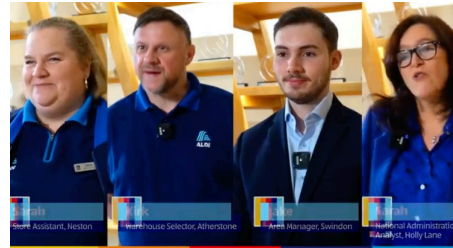
**Garlic & rosemary lamb with red wine gravy - Co-op**  
Nailing a classic dish like this is easier than you think - plus it's a brilliant way to feed a crowd



# Socials Overview 2023



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**Aldi UK**  
251,830 followers  
Bimo · 🌐

Here at Aldi, you don't just get treats on Easter Sunday. Four of our lucky chocolate-loving colleagues recently won a sampling session at Head Office where they got to try 12 of our egg-cellent Easter Eggs. 🐰 How about that for a day's work?!

Careers at Aldi are filled with fun opportunities whatever your role. Want to get involved in something egg-citing? Head to our website to find your dream job with us > <https://lnkd.in/g6SUUwd>

You never know, you could be critiquing our Christmas range in a few months...

#Aldi #AldiCareers #TeamAldi #AldiMeansMore #EverydayAmazing #Retail #Recruitment #Easter #EasterSunday



**aldiuk** 🌟 Our favourite time of year: Hot Cross Bun season and we might have gone too far with this Hot Cross Bun Trifle...  
The chocolate compliments the flavours of the hot cross bun and it all comes together for the perfect Easter Centrepiece! Choose your flavour (we went for apple and cinnamon) and click the link in the bio for the recipe!  
#easter #hotcrossbuns #hotcrossbunrecipe #easterrecipes



**aldiuk** 🌟 When we say run don't walk for this new staple in our cupboards... 🍫  
Easter has come early to Aldi and you can grab this Mini Eggs Chunky Bar in stores now!  
#easter treats #Chocolate #Easter



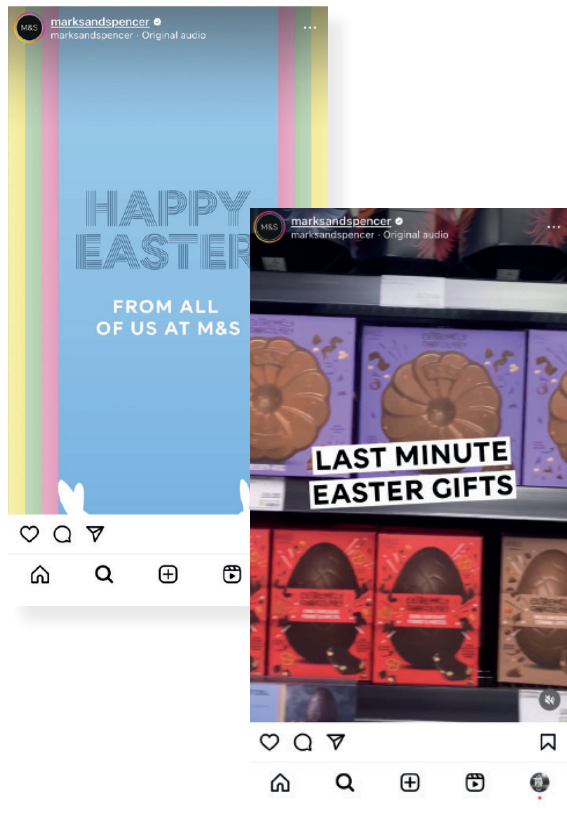
**aldiuk** 🌟 Easter is just around the corner and these Front-Filled Easter Eggs are the perfect way to treat your loved ones... and are Easter Bunny approved! 🐰🍫  
From Popping Candy to Rocky Road there is something for everyone and you can grab yours in store now!  
#Easter #EasterEggs #Chocolate



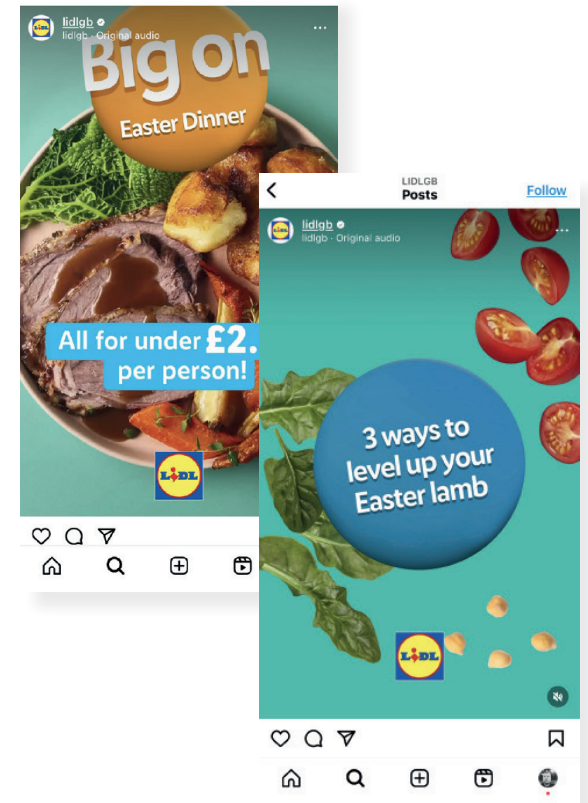
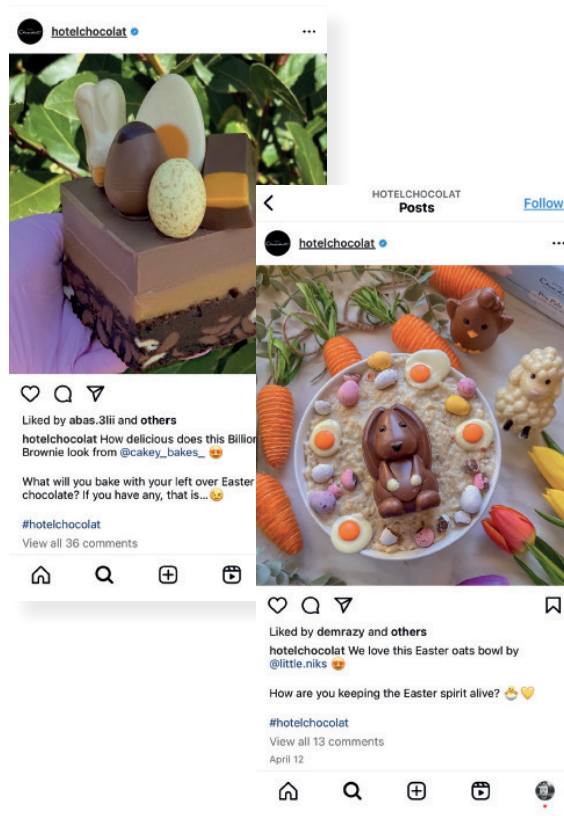
# Socials Overview 2023



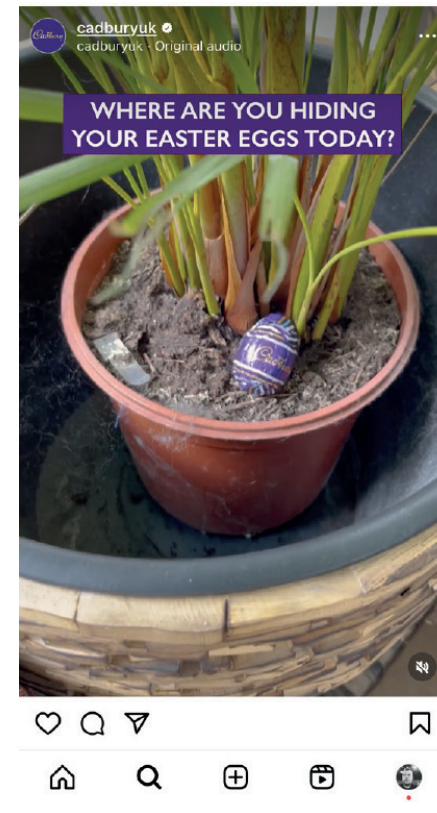
## M&S



## HOTEL Chocolat.



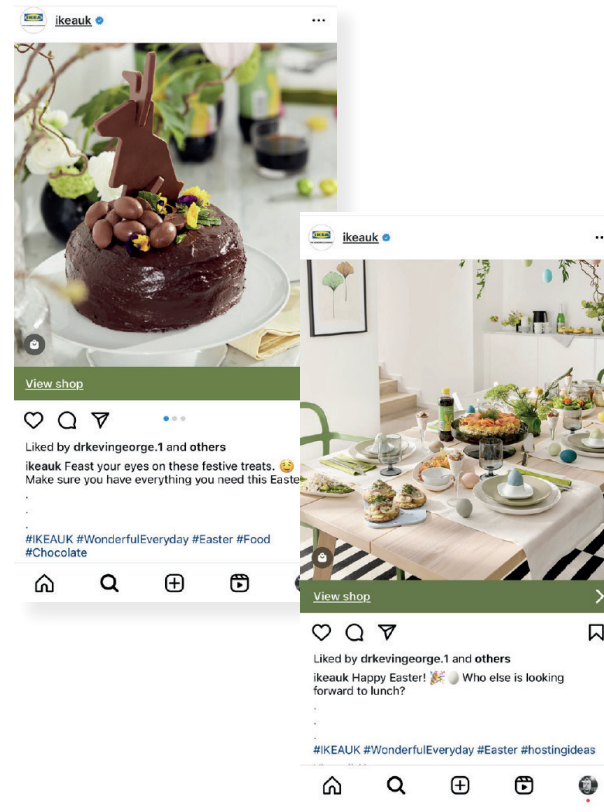
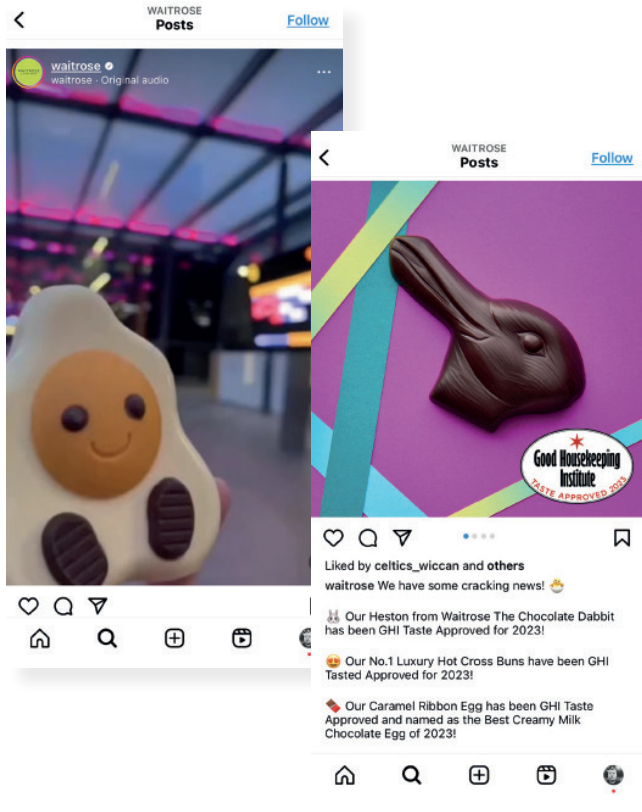
# Socials Overview 2023



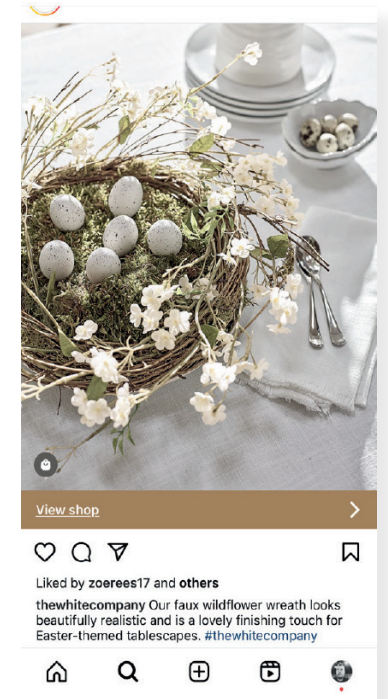
# Socials Overview 2023



## WAITROSE & PARTNERS



# Socials Overview 2023





# HAPPY Easter

Inspiration 2024



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# Prospects for Easter in 2024



Gifts that feel like a treat will drive demand.

Opportunity to transfer out-of-home demand to in-home will continue in 2024.

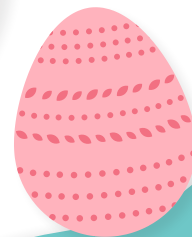
In-home dining at Easter to remain a key opportunity in 2024.

Easter celebrations centered around younger children.

Make Easter about spending time with the family at home.

Increase visibility of new product launches in-store.

Plenty of room for premium chocolate confectionery to appeal.



# Inspiration Here's what we can do...



# HAPPY Easter

## ...working with you along the way

To provide a glimpse into the possibilities, we've taken a couple of stock images as a starting point.

The following example illustrates the transformative impact your design could make across a variety of in-store executions creating a narrative that resonates long after they leave your store...



# Inspiration Windows



A POPAI UK & Ireland study has shown that standout retail displays can boost brand awareness by 89%



# Inspiration Front of Store

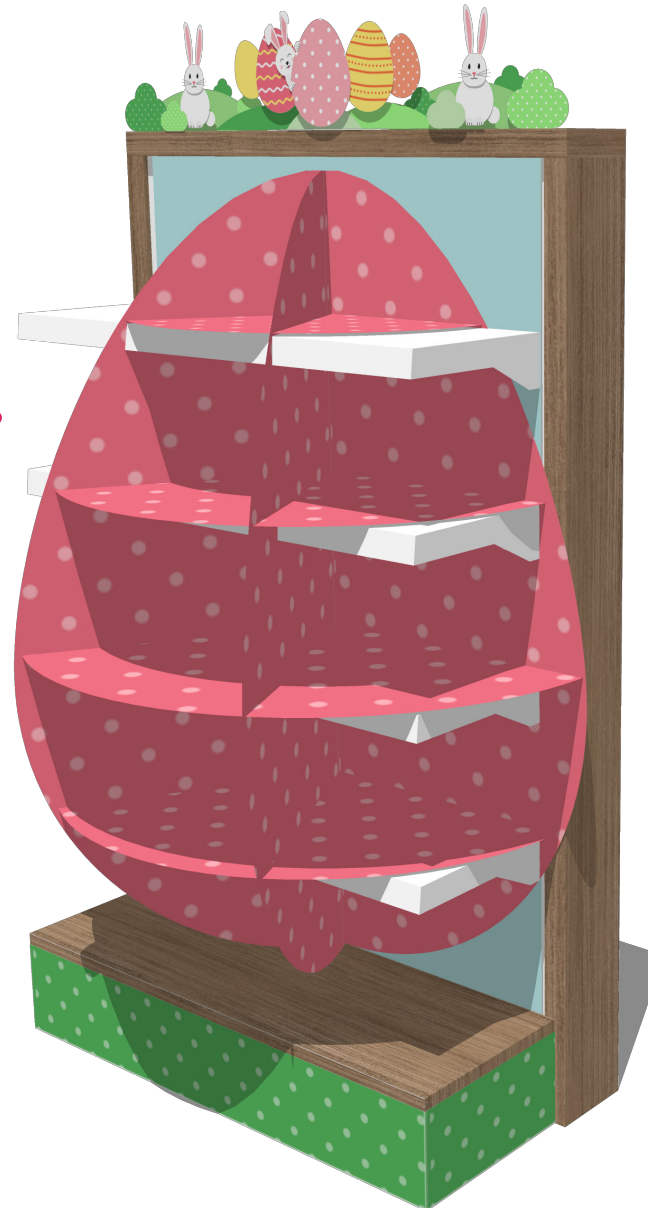


# Inspiration Feature End Header

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# Inspiration Feature End with 3d Egg



## 3d Egg

Serving as a dynamic centerpiece, capturing attention and sparking interest.

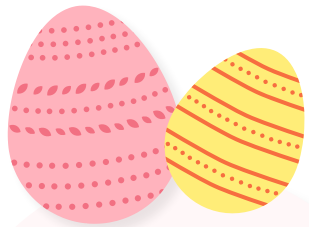
The divider helps separate product enhancing the shopper experience.



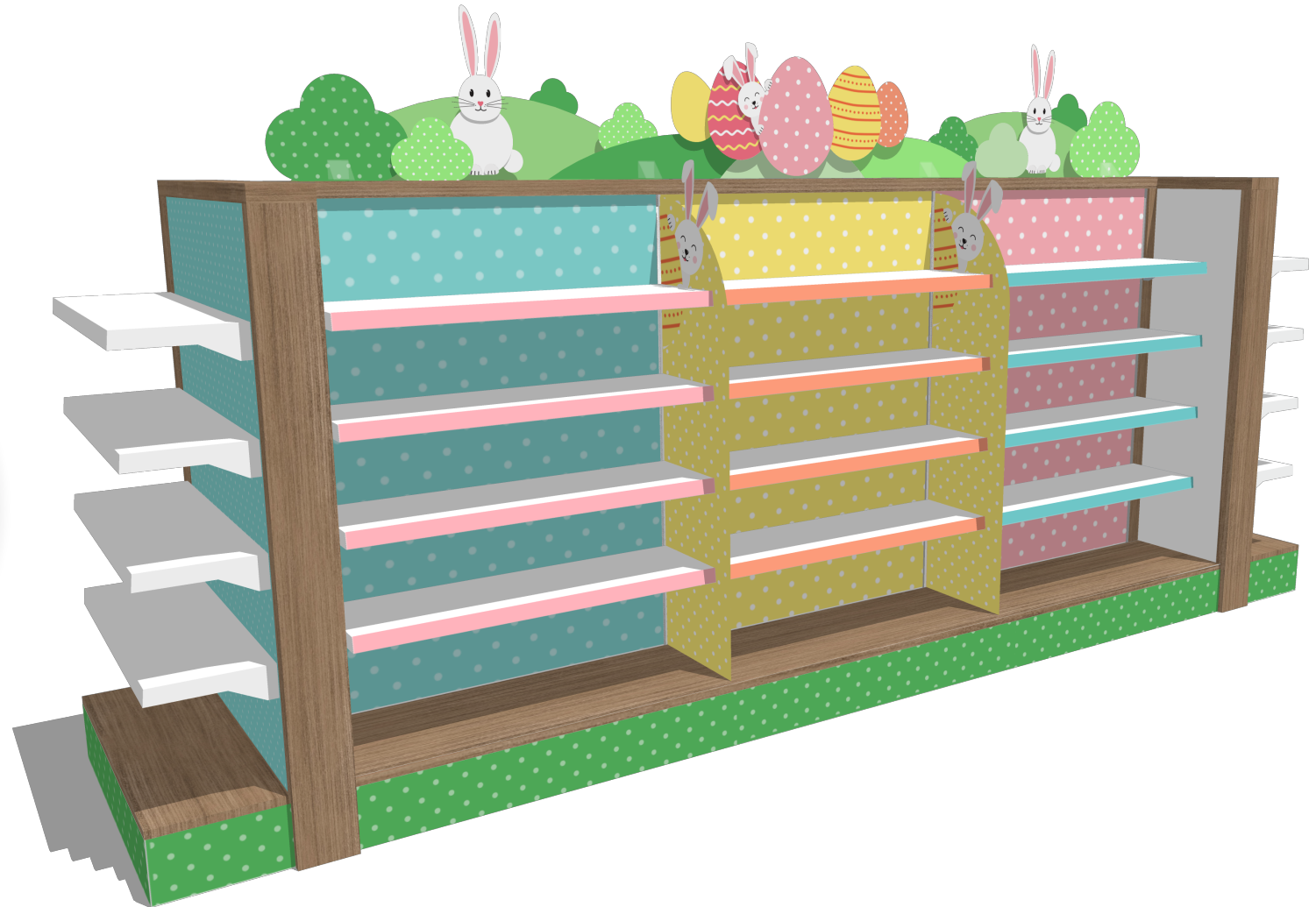
Shoppers interacting with in-store displays are 25% more likely to make a purchase.



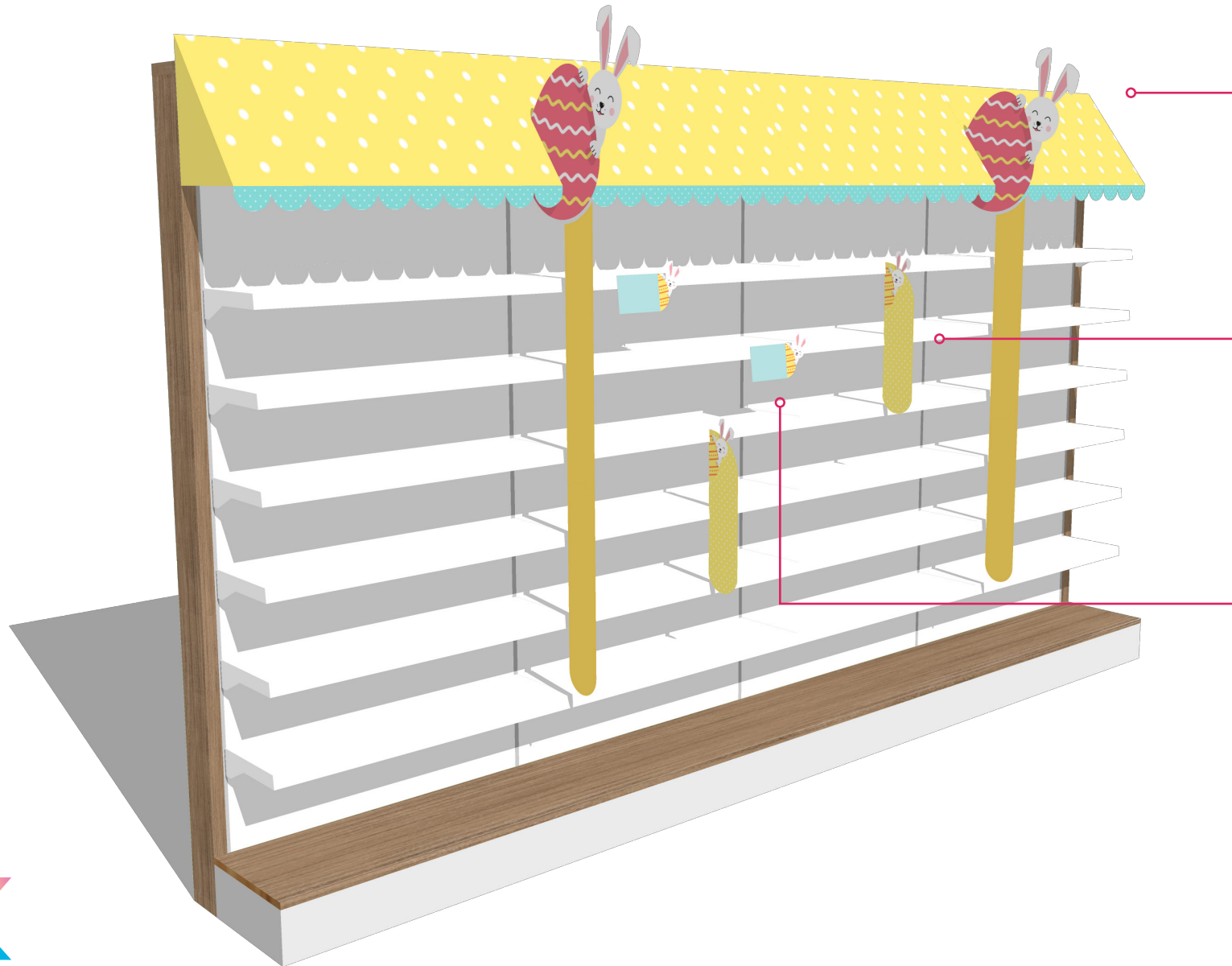
# Inspiration Full Bay Destination Graphics



Simple use of themed headers, shelf strips, dividers and aisle flags can be used to create in aisle disruption and increase ease of navigation



# Inspiration Wall Bay Run



## Canopy Headers

The configuration can vary based on the campaign requirements, ranging from individual single bays to complete runs as needed

## Midi Run Fins or Bus Stops

Are designed to capture attention as shoppers approach down the aisle, drawing interest and engagement

## Ticket Highlighters

Strategically designed to capture the shopper's attention as they make their purchase, emphasizing offers or key information



# Inspiration Store Overview



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# HAPPY Easter

click the icon and start the egg rolling  
(we'd love get involved)



## Thank you



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