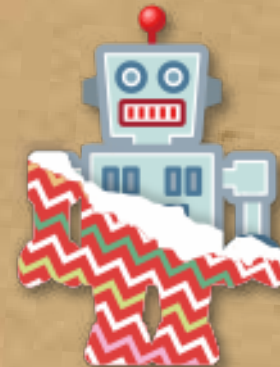


# CHRISTMAS RETAIL

# UNWRAPPED



KOLORCRAFT.COM



# a HOLLY JOLLY season OF CREATIVITY...

OUR AWARD-WINNING DESIGN TEAM  
CRAFTS EXCEPTIONAL CREATIVITY



**.....and we can't help but feel all merry and bright while  
designing festive campaigns.**

Christmas is a wonderful opportunity to boost sales, with retailers vying to capture the seasonal shopping spirit. With over 40 years of experience in creating in-store marketing displays, we can help you maximise Christmas spend with effective POS and captivating 3D displays.

Here's a glimpse of last year's festive trends from high street and FMCG retailers, along with a few ideas to show how we can 'deck the halls' of your stores this Christmas with our innovative designs.

how we can help?  
give us a shout  
[enquiries@KOLORCRAFT.COM](mailto:enquiries@kolorcraft.com)

# CONTENTS

ROLLOVER AND CLICK TO JUMP TO PAGE



**INSIGHTS 2024**

04



**high STREET Overview 2024**

06



**fmcg Overview 2024**

17



**socials Overview 2024**

46



**INSPIRATION FOR 2025**

61



BACK TO CONTENTS

# INSIGHTS 2024

In 2024, UK retail sales increased

**3.6%**

but were down 2.5% from pre-pandemic levels.

Food sales grew

**3.3%**

while non-food sales declined by 1.5%.

Online non-food sales increased by

**11.1%**

While on the Christmas shop, consumers were more likely to buy dupes and cost-effective alternatives.\*

With online sales on the rise\*, Social media, such as TikTok Shop, became more important for shopping\*\*.

\*Source: <https://www.ons.gov.uk/businessindustryandtrade/retailindustry/bulletins/retailsales/december2024> | \*\*Source: <https://www.consultancy.uk/news/39071/the-key-trends-facing-retailers-for-the-2024-christmas-shopping-season>





BACK TO CONTENTS

# INSIGHTS 2024

The average British consumer expected to spend almost £600 on Christmas-related products and activities. Timing is key, with almost 31% of all consumers expected to still be shopping during December.

**55%**

of adults spent most of their Christmas budget on gifts for others.

**4%**

budget for a gift for themselves and socialising.

Festivities remain a priority with

**18%**

spending their budget on Food & Drink activities.



Sources: <https://ipa.co.uk/knowledge/publications-reports/the-2024-christmas-consume>  
| <https://www.retailgazette.co.uk/blog/2025/01/retail-sales-christmas>

# HIGH STREET OVERVIEW

# 2024



KOLORCRAFT.COM



BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

## NEW LOOK



## MANGO





BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

# TK Maxx





BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

# T.K. Maxx





BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

*Lindt*



MAÎTRE CHOCOLATIER



## RIVER ISLAND





BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

## M&S





BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

## HARVEY NICHOLS



## COACH





BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

LOUIS VUITTON



 THE BODY SHOP





BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

## PRIMARK®

### ANTHROPOLOGIE





BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

## FATFACE



## SEASALT CORNWALL





BACK TO CONTENTS

# HIGH STREET OVERVIEW 2024

  
**BREITLING**  
1884



# FMCG OVERVIEW 2024



KOLORCRAFT.COM



[BACK TO CONTENTS](#)

# FMCG OVERVIEW 2024

# Sainsbury's





BACK TO CONTENTS

# FMCG OVERVIEW 2024

## Sainsbury's





BACK TO CONTENTS

# FMCG OVERVIEW 2024

## Sainsbury's





BACK TO CONTENTS

# FMCG OVERVIEW 2024



# Sainsbury's





[BACK TO CONTENTS](#)

# FMCG OVERVIEW 2024

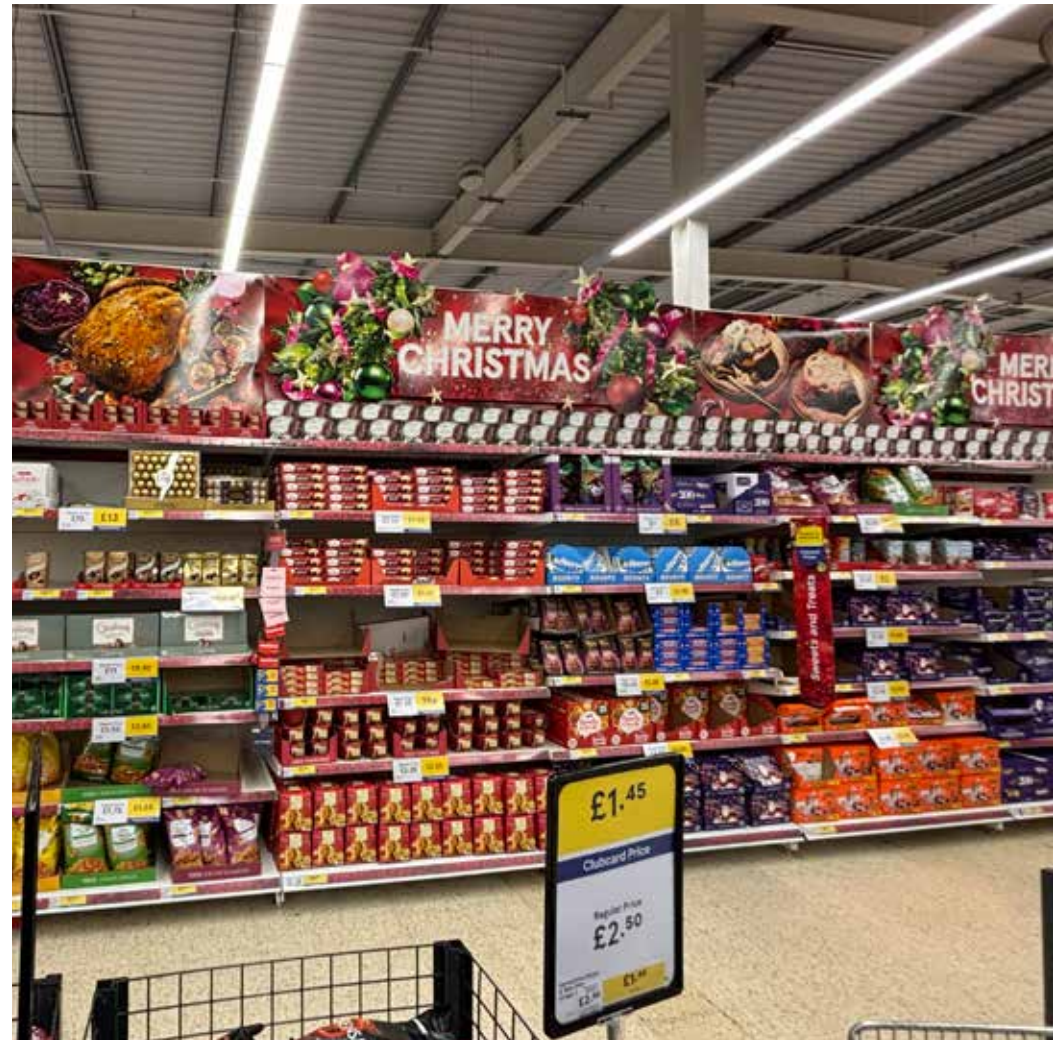




BACK TO CONTENTS

# FMCG OVERVIEW 2024

# TESCO





BACK TO CONTENTS

# FMCG OVERVIEW 2024

# TESCO





BACK TO CONTENTS

# FMCG OVERVIEW 2024

# TESCO





BACK TO CONTENTS

# FMCG OVERVIEW 2024



# ASDA





BACK TO CONTENTS

# FMCG OVERVIEW 2024

# ASDA





BACK TO CONTENTS

# FMCG OVERVIEW 2024

# ASDA





BACK TO CONTENTS

# FMCG OVERVIEW 2024



# ASDA





BACK TO CONTENTS

# FMCG OVERVIEW 2024





BACK TO CONTENTS

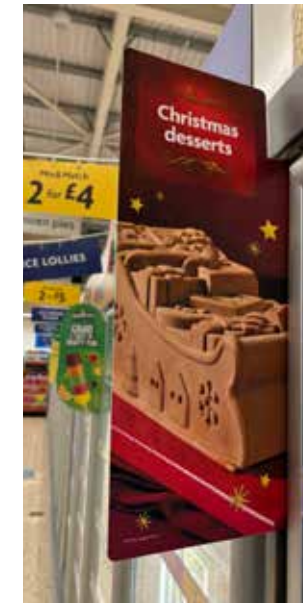
# FMCG OVERVIEW 2024





BACK TO CONTENTS

# FMCG OVERVIEW 2024





BACK TO CONTENTS

# FMCG OVERVIEW 2024





BACK TO CONTENTS

# FMCG OVERVIEW 2024

# M&S





BACK TO CONTENTS

# FMCG OVERVIEW 2024

# M&S





BACK TO CONTENTS

# FMCG OVERVIEW 2024

# M&S





[BACK TO CONTENTS](#)

# FMCG OVERVIEW 2024

## WAITROSE & PARTNERS





BACK TO CONTENTS

# FMCG OVERVIEW 2024

## WAITROSE & PARTNERS





BACK TO CONTENTS

# FMCG OVERVIEW 2024

## WAITROSE & PARTNERS





BACK TO CONTENTS

# FMCG OVERVIEW 2024



## WAITROSE & PARTNERS





BACK TO CONTENTS

# FMCG OVERVIEW 2024





BACK TO CONTENTS

# FMCG OVERVIEW 2024





BACK TO CONTENTS

# FMCG OVERVIEW 2024





BACK TO CONTENTS

# FMCG OVERVIEW 2024



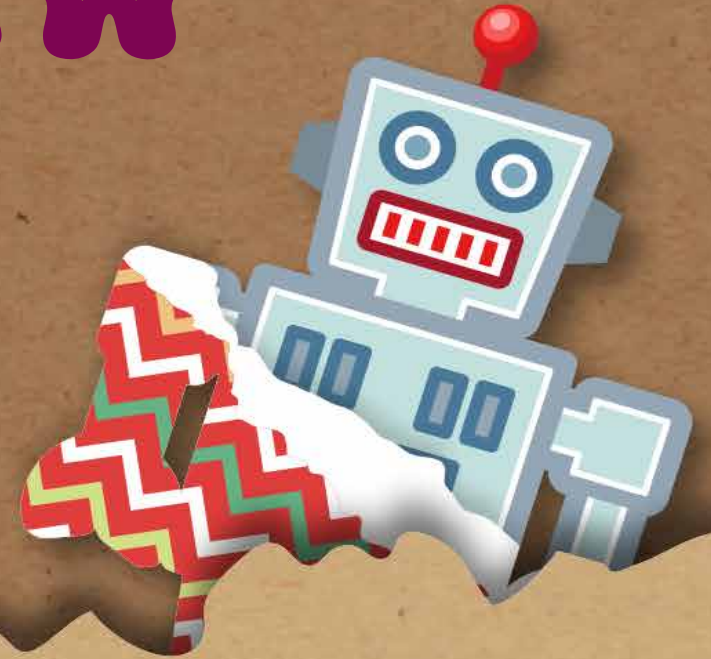


BACK TO CONTENTS

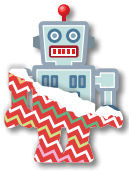
# FMCG OVERVIEW 2024



# SOCIALS OVERVIEW 2024



KOLORCRAFT.COM



BACK TO CONTENTS

# SOCIALS OVERVIEW 2024

## Sainsbury's



sainsbury's and read\_dahl Original photo

sainsbury's Want to go big this Christmas? Ask Sainsbury's.



sainsbury's It's that time of year again, the festive sandwiches have hit the shelves and we couldn't be more excited! 🥰

What's even better is that this year for every festive sandwich purchased we will be donating 10p to Comic Relief! 🙌

So, you can add some festive fun to lunchtime and help us to donate over 5 million meals to families experiencing food poverty this winter. 🙌

Which will you be trying first? 🍴



So you know they're going to be good, it's



sainsbury's Whether you're looking for an easy gift, or the perfect treat to bring to the Christmas party, Jaidine's got us covered in-store today, with all the festive foodie inspiration you could need! 🍴

What will you be trying first? 🍴

- Taste the Difference malin slices
- By Sainsbury's classic panettone
- By Sainsbury's chocolate chip panettone
- Taste the Difference duck and spiced plum hand cooked crêpes
- Taste the Difference mince pies
- By Sainsbury's Sainsbury's yellow rose kit



sainsbury's 🎁 The Big Friendly Podcast is here to give you a giant helping hand with Christmas, and today colleague Sof is getting serious about some olumpitous desserts... 🍴

After a giant Christmas this year? Just ask Sainsbury's.

Find the below Taste the Difference desserts in store from the 20th December, just in time for the big day! 🍴

- Taste the Difference Golden forest
- Taste the Difference Carol-mal brownie cheesecake



sainsbury's We're firm believers that the best Christmas gifts are edible, and these mulled wine chocolate cakes are just that! 🍴

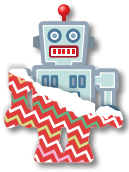
Packed full of festive flavours and topped with frosted cranberries, they're the perfect gift to say thank you to your Christmas day host this year...

Recipe by @SainsburyMag  
@martinpoolerphotography

For the full recipe click the link in our bio! Tag #SainsburyRecipes for your chance to be featured 🍴

#ChristmasDessert #ChristmasGifting #PartySeason #ViralRecipes





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024

## Sainsbury's



sainsbury's • Follow  
Paid partnership with sainsbury's  
Original audio

sian.stephanie AD Pop a panettone under the tree for me 🍷  
@sainsbury's taking the stress out of hosting with 3 for 2 on party food and £2 off panettone - all offers available with your Nectar card!

184 Nectar Cardapp required, T&Cs apply. Available in supermarkets, excludes locals. Taste the Difference Classic panettone tin 1kg £13.50 with Nectar £16.50 without Nectar. Taste the Difference Hazelnut and chocolate panettone 750g £8.50 with Nectar £10.50 without Nectar, ends 24/12. 3 for 2 on our Sainsbury's and Taste the Difference party food valid until 31/12, cheapest item free. Subject to availability.



sainsbury's • Follow  
Mike Black - March of the Toy Soldiers

sainsbury's • Ryan is just about ready to get home and enjoy the festivities, but no Christmas '89' can be done without Taste the Difference party food! 🍷

Even better when you can pick up all your favourites on 3 for 2 with Nectar for the whole of December! 🎄

On Ryan's party food menu 🍷

- By Sainsbury's gingerbread people with ketchup
- By Sainsbury's vegetable spring roll selection
- Taste the Difference breaded cheese selection
- By Sainsbury's Christmas tree salted tortilla chips
- Taste the Difference pigs in blankets flavoured crisps
- Taste the Difference all-butter mince pies
- Taste the Difference chocolate and hazelnut tart

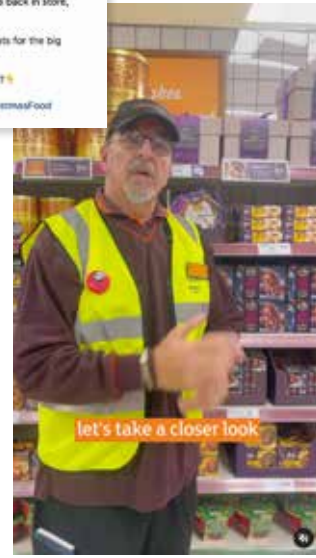
sainsbury's • Follow  
Mike Black - March of the Toy Soldiers

sainsbury's • Store announcement 🎄Neil is back in store, and he's feeling festive! 🍷

Picking up all of his favourite Christmas treats for the big day... 🎄

Which will you be picking up this Christmas? 🍷

#Christmas #PartySeason #NewFood #ChristmasFood



thegoodbite and sainsbury's  
Original audio

thegoodbite #ad This Festive Spread was insane & using @sainsbury's festive Taste The Difference range.

Nothing says it's the festive period more than tucking into a dipable, melty, baking cheese and this Baking Brie with Cranberry, Roasted Garlic and Rosemary was out of this world.

The Slow cooked Gammon Joint with a Maple Cranberry Glaze was special alongside the carrots and dauphinoise.

All finished off by a delicious Meringue Grand!



sainsbury's • Follow  
Susan Enoch - Jingle Jangle bells

sainsbury's • We're lucky enough to be back in store with Hannah today, and she's got santa on speed dial... 🎄

She's filling her stocking up with all her festive faves ahead of the big day!

What food do you most look forward to on Christmas day? 🍷

#SainsburyColleagues #ChristmasFood #NewFood #FestiveInspiration



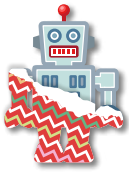
sainsbury's • Follow  
Original audio

sainsbury's • What do you want them to try next 🍷

Special thanks to Ana, Gemma, Godwin, Jay, John, and Paul for blindly taking part. No colleagues were harmed in the making of this video. 🎄

So, oat milk tea, what's the verdict? 🍷





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024

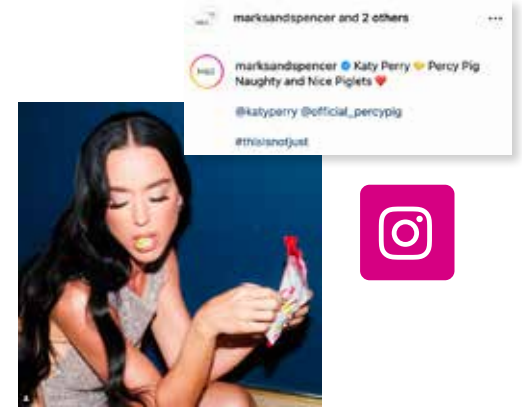
# M&S - FOOD -

marksandspencer and marksandspencerfo

marksandspencer 🍪 The pie's the limit 🍪

This Christmas we have not one, not two, not three but TEN different mince pies to choose from 🍪

From our Classic Selection to our Collection Mince Pie, to Plant Kitchen and Made Without, we've made sure there is a mince pie for everyone... even one for those who don't like mince pies we've got Rodney Reindeer Pies - made with butter and raspberry butter. 🍪



binkybleed and 2 others Original audio

binkybleed 🍪 I recently joined @christmas and @thisisnotjust on the M&S Food Proper Tasty Pub Quiz podcast for some festive sandwich tasting, lots of laughs, and even an impromptu battle (you'll have to listen to the full episode to hear more).

If you haven't tried it yet, the @marksandspencerfo Christmas Sando was my favourite, and now Christmas is OFFICIALLY on the brand! 🍪

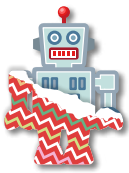
marksandspencer and marksandspencerfo Original audio

marksandspencer 🍪 Dawn French may now be ready to "Step Into Christmas" - (thanks to a little help from Fairy) 🍪

But who else is feeling festive out there? Let's see if your favourite M&S Food ambassadors are in the spirit yet... 🍪

#thisisnotjust #stepintochristmas





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024

# M&S - FOOD -



chrisstark and 2 others  
Original audio

chrisstark From Chicken Tikka Masala Pasta to Onion Bhaj Topped Shepherd's Pie - 2024 has undoubtedly been the year of the mealtime mash-up at @marksandspencerfood. And Christmas is certainly no different... I headed to M&S HQ to try the iconic mashups for Christmas, and I was NOT disappointed!

- 👉 Pigs in Blankets Mac & Cheese - YES PLEASE
- 👉 Turkey Feast Lasagne - INCREDIBLE
- 👉 Turkey Feast Dip - I CAN'T IMAGINE LIFE WITHOUT IT
- 👉 Loaded Buttery Mash - A MUST HAVE THIS CHRISTMAS

Find these, and even more exciting hybrids - in the M&S Foodhall NOW! #Ad #ThisIsNotJust

marksandspencer and marksandspencerfood  
The Runettes + Singh Aka

marksandspencer Are you Santa ready? Create the perfect Christmas Eve box for big and little kids... and some treats to leave out for Santa too! Rumour has it he's a big fan of our Christmas Puppy Parade. 🐶 🎁

\*Prices may vary in stores.  
#mnsfood #thisisnotjust

Edited: 4 d



Once bitten and twice shy,  
I keep my distance but



marksandspencer and 2 others  
Original audio

marksandspencer We have a surprise for you! Percy Pig Christmas soft toys are officially in the Foodhall!

Haven't grabbed a gift for the Percy lover in your life yet? Consider this a box ticked! 🐷

#M&S Rushden Lakes  
#thisisnotjust



to give you the most delicious one.

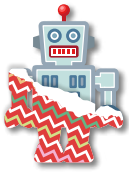


abbeyclancy and 3 others  
Original audio

abbeyclancy This year we're going to have our best ever and most delicious Christmas dinner yet, all thanks to @marksandspencerfood Our Best Ever Christmas range. Pete is still dreaming about the Our Best Ever Yule Log and I CAN'T wait for the Our Best Ever Turkey, which has been slow cooked and is absolutely amazing, it serves 8-10, so that's turkey for the family sorted. Bring on Christmas! & #Ad #ThisIsNotJust

1 d





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024

# M&S



marksandspencer and marksandspencerfood  
Original audio

marksandspencer 🎄 Loving our Christmas Food ad! 🎄 Got your eyes on those pork pies or even the pygmy's Cassin's wearing - we've got you covered! 🎄

You can pick up all the food featured in your local M&S Foodhall NOW or online at [spencemk](#) 🎄

Plus, you can also tap the basket in the bottom-left corner to shop Cassin's coat, dress, hat and ADORABLE Christmas decorations... 🎄



marksandspencer and marksandspencerfood  
Original audio

marksandspencer 🎄 Are you ready to "Step into Christmas"? 🎄

Our colleagues are ready and trying to get you into the festive spirit! The fairy magic needed 🎄

M&S Telford, M&S Colverhouse Cross, M&S Aberdeen, M&S Gloucester!

#stepintochristmas



marksandspencer and marksandspencerfood  
Original audio

marksandspencer 🎄 If you spot one of our exciting new digital screens while out shopping, YOU could be in with the chance of winning a £250 M&S gift voucher! 🎄

Fairy will be waving her magic wand in the following locations between now and 14th December...

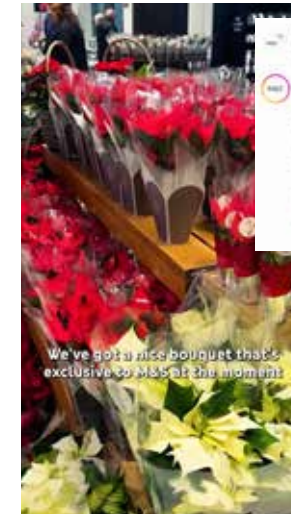
- Westfield London
- Westfield Stratford



marksandspencer and marksandspencerfood  
Original audio

marksandspencer 🎄 Now here's something that will get you feeling PROUDLY festive... 🎄 Ahead of her cameo in our latest Christmas ad today, the one and only @katherinewinkhouse surprised shoppers at our Victoria Cardinal Place store on Friday with some impromptu carols AND a cocktail tasting session! 🎄

After stocking up on a few Christmas essentials 🎄, Katherine teamed up with presenter and cocktail expert @rysandycarke to give customers a taster of her fabulously fruity Slow Royale using her very own @cycnet\_gin 🎄 - it's the perfect after-dinner tipple and pairs brilliantly with all manner of desserts.



marksandspencer and marksandspencerfood  
Original audio

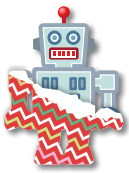
marksandspencer 🎄 You've seen it on TV, now come and see the real life Dribbi Cakenway! 🎄

Our "Inside M&S at Christmas" documentary isn't just about the magic behind our food at Christmas. It's also about the work that goes on behind the scenes to bring that magical food to our customers at one of the busiest times of the year.

Join Joe and the team at Dribbi as they talk you through their new store... which aisle will you be visiting first? 🎄

#holandquest

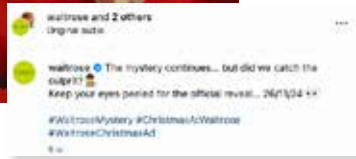


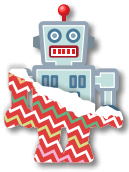


BACK TO CONTENTS

# SOCIALS OVERVIEW 2024

## WAITROSE & PARTNERS





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024



## WAITROSE & PARTNERS



waitrose • Follow

waitrose • Our four-legged friends have given these Christmas treats a fantastic 5-paw rating! 🐾🎄

We're excited to introduce our delicious PEK-SOME MINCE PIES, crafted specifically for our canine companions. Made with dog-safe ingredients, these treats are sure to delight your furry friend during the festive season. 🍪🐕

Also, don't miss our MEATY STRIPS WITH TURKEY & SAGE. These savoury snacks create a flavour that will have your pup begging for more! 🍖🌿

Why should humans be the only ones to enjoy the festivities? Grab a pack now and ensure your dog can join in the Christmas fun! 🎁🐾



waitrose • Follow

Original audio

waitrose • Get ready to dip into deliciousness with our Festive Camembert Whism! 🧀🍷 #HLSAVE and tag a friend who you want to share this showstopper with!

#CheeseLover #Camembert #FestiveFood #ChristmasRecipes



waitrose • Follow

waitrose • Don't let your Christmas leftovers go to waste - turn them into something amazing! 🍽️🎄 Check out these tasty ideas to transform your Christmas spread into delicious next-day creations:

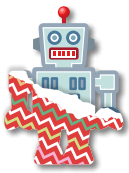
- 🍲 Christmas leftover veg tart
- 🥪 Air fryer club sandwich
- 🍲 Turkey curry
- 🥧 Turkey & sorrel pot pie
- 🦃 The best leftover turkey & ham pie - Martha Colston
- 🍲 Spiced turkey soup
- 🥞 Boxing day pie

Find all these recipes & more in the link in our bio! 📄

Let us know which one's you want to try in the comments below! 🗨️

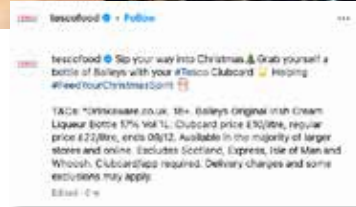
#ChristmasLeftovers #LeftoverRecipes #ChristmasDinner #ChristmasFood

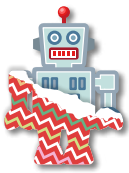




BACK TO CONTENTS

# SOCIALS OVERVIEW 2024





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024



tescofood • Follow  
Original audio

tescofood • Introducing the Christmas Tilt: We have something to decorate everyone's tree this year at #tesco, no matter your tastes & festive. Cozy or Traditional - which are you? Helping #FeedYourChristmasSpirit

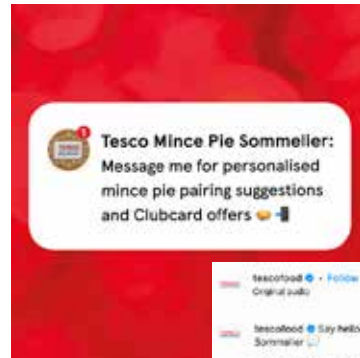


tescofood and tescofood  
Paid partnership with tescofood  
Original audio

tescofood • The Christmas, little shoppers at #tescofood have been spreading some festive magic by picking out toys for children who need them most 🧡❤️

A small act of kindness can make a big difference and make Christmas a bit brighter 🌟

Want to spread the festive cheer and help #FeedYourChristmasSpirit? Drop off any new and unwrapped toys in the donation trolley at the front of your local #tesco store. Each store will pass them on to a local charity, helping make Christmas special for every child. 🌟❤️  
#TescoToyDonation



tescofood • Follow  
Original audio

tescofood • Say hello to the #Tesco Mince Pie Sommelier 📄

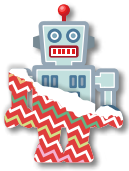
Whatsapp the number or visit the link in bio for ways to level up your mince pie pairings 🍷❤️  
Helping #FeedYourChristmasSpirit



tescofood • Follow  
Original video

tescofood • Festive cocktail alert! Shake up cranberry sauce, vermouth and Campari into Santa's seazy spritz with @JamaOliver. So simple, so delicious, and perfect for taking to parties. Cheers! For the recipe, head to the link in bio. Helping you #FeedYourChristmasSpirit. #FeedYourChristmasSpirit





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024



morrisons • Follow  
Original audio

morrisons • Posting this Christmas! Our del experts will help find you the perfect pairings 🍷 head to Market Street today! #MorrisonsGreatShow



morrisons • Follow  
Linktree • Original audio

morrisons • Head some fall in stocking fillers & Christmas Decs 🎄 we've got you! Hurry, when it's gone it's gone! #MorrisonsGreatShow



matmegclothinguk and morrisons

nutmegclothinguk Santa been is coming to town! 🎅🎄

If you're a dog lover who'd love our Christmas jumper sets to match with your pooch, head to store to shop our full range now.



superfithcook and morrisons  
Paid partnership  
Original audio

superfithcook • Imagine if Morrisons asked me to create the ultimate Christmas feast in one dish... Here it is: the Crispier, Fluffiest Festive Jacket Potato! Stuffed to the brim with holiday cheer and topped with pure indulgence. 🍷

Think: buttery jacket potatoes, turkey (or chicken), cranberry made magic, melted brie, a pork and sage stuffing crumble, pigs in blankets, smashed sprouts, crispy honey-glazed root veg, and a drizzle of hand-made gravy.

🎁 Because Christmas deserves MORE reasons to shop at Morrisons.

You're welcome, love! 🍷

morrisons • Follow

morrisons • It's time for a Christmas competition 🎁

Tell us what you think Santa has wrapped up in the comments 🎁 Make sure you're following us @morrisons. The best WRONG answer wins a £200 Morrisons voucher. We'll go first... Socks? 🧦

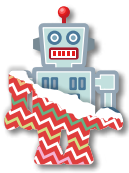
T&Cs apply: <https://my.morrisons.com/wrong-answers-only-terms-and-conditions>



morrisons • Follow

morrisons • Free carrots for Rudolph 🐇 We will be giving out free carrots to parents & children on Saturday 21st & Sunday 22nd December in store to get ready for the Big Day! #MorrisonsGreatShow





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024

# ASDA



**asda** • Follow  
Original audio

**asda** • UN-BELIEVABLE! Afternoon sea, Nana style 🌊 A twist on a traditional classic - would you take a dip? Tell us below which took your fancy 🏖️

Asda's Exceptional Afternoon Sea launches in store Wednesday 18th December. The Nanas paired theirs with Louvel Fontaine Champagne (available in store from Wednesday).

If you look under 25 and want to buy alcohol you will need to prove your age. Challenge 25. No ID, no sale. You must be 18 or over to purchase alcohol.



**georgehome and asda**  
Scott Duplex • Holiday Bells

**georgehome** • Us popping to asdas for milk but accidentally falling into the festive aisle... 🎄🔊

**@home.on.the.glide**

#GeorgeAtAsda #GeorgeChristmas #Christmas #Festive



**asda** • Follow  
Original audio

**asda** • Make sure you have the scent of Christmas in your home all season long with our fresh cut trees, starting from just £12! 🌲

#Asda #georgetata #Christmas #christmasmas

**meetthesonfamily and asda**  
Asda's Christmas Market

**meetthesonfamily AD** Asda is the Gnome of Christmas 2024

The coolest and tiniest Christmas Market has arrived at London Southbank. Yesterday we went to go and check out Asda's Gnome of Christmas Market and it was so sweet!

Each of the stalls are Gnome sized (so perfect for kids too) 🧝 Yesterday, we tried out some Christmas favourites from Asda's Exceptional food range, and got some gift tags from Gnome Decoy on the homecare stall. There were some lovely festive goodies, the Cherry Duds was my favourite! 🍒 You can also purchase the Gnomes for £7, online and in store 🛒



**asda** • Follow  
mattstokes • Original audio

**asda** • Christmas starters are alright to the main event? Yule log or Christmas pud? We've picked ours - let us know what you'd choose in the comments! 🎄🔊

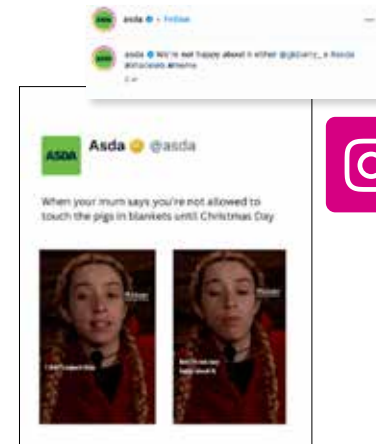
#Asda #thisorthat #christmasgame #readyforchristmas

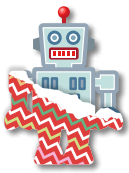


**asda** • Follow  
amuelatcorpore • Original audio

**asda** • Get tagging and let them know! 🎄🔊

#Asda #christmasfood #Christmas #FestiveFood #RealPup





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024



aleaskitchenbangers and coopuk  
Paid partnership with coopuk  
Original audio

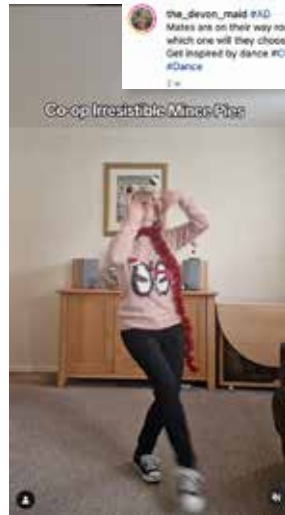
aleaskitchenbangers 🍷 #all I don't know about you but picky bits over Christmas is a must, and @coopuk selection is absolutely banging 🍷

I love these Prawn Toast Tacos – all the classic flavours of prawn toast in a taco and something a little different to add to my spread this year 🍷 they're also a personal favourite of mine!

After popping my party food in the airfryer, I can spend less time stressing and instead use that time to have fun with my guests - digging into some banging food, which I know they'll love. Just what Christmas is all about 🍷

If you're a Co-op Member you can pick up the standard party food range which is currently on offer for 2 for £5 and the premium 'irresistible' range is also on offer for 2 for £7 for members.

So, what would reach for first? 🍷



the\_devon\_maid and coopuk  
Paid partnership  
reccife • Christmas Jingle Bells

the\_devon\_maid #AD Mates are on their way round and they love a mince pie. But which one will they choose? Get inspired by dance #Christmas #Getheninoopieish #Dance



airfryergrubk and coopuk  
EM Production • Christmas is Coming

airfryergrubk AD Last-minute guests? No worries! 🍷 & With @coopuk and @deliveroo, you can stock up on snacks, drinks, and all your festive necessities at the tap of a button! All delivered straight to your door in as little as 20 minutes! 🍷 Making life even simpler and saving you a trip to the shop 🍷

From party-ready nibbles to all the essentials for hosting, it's the perfect rescue for those unexpected festive get-togethers 🍷

#coopuk #coopukfood #delivoo #deliveroo #lastminuteshopping #festivevibes #festivefood #fooddelivery #fooddeliverservice #gettogether #christmasvibes #tastyfood #dinnerparty #christmas



coopuk 🍷 Party prep hack: mix and match your party faves then cook them in the air fryer! 🍷

Selected products. Subject to availability. Co-op Group membership required. T&C's apply.



coopuk 🍷 • Follow  
Original audio

coopuk 🍷 They're not called IRRESISTIBLE mince PIES for nothing! 🍷



coopuk 🍷 • Follow  
Original audio

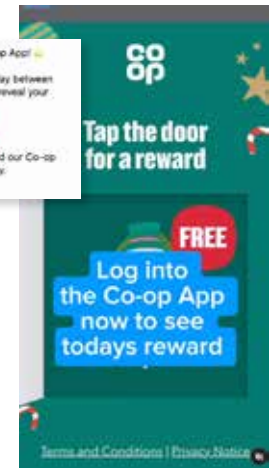
coopuk 🍷 This is your sign to grab a Christmas sandwich in your next Co-op meal deal! 🍷🍷

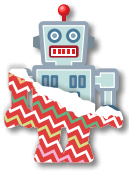
coopuk 🍷 Get a reward every day in the Co-op App! 🍷

Co-op Members, log into the Co-op App every day between now and 20th December to open the doors and reveal your reward 🍷

Today's is one for those with a sweet tooth... 🍷

Not yet a member? It's easy to sign up! Download our Co-op App or visit coop.co.uk/membership. T&C's apply.





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024



aldiauk • Follow

aldiauk • Those on the hunt for a showstopping Christmas gift - look no further! 🍪

Our adorably Belmont Biscuit™️ are filled to the brim with luxurious cookies, perfect for dunking in a brew ☺️

For just £3.99, your fellow sweet treat lovers will thank you - head to your nearest store to grab one now!

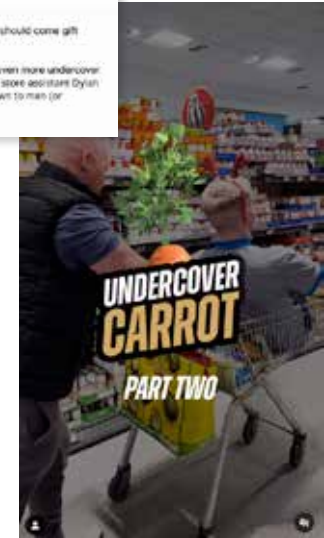
#BiscuitTruck #Christmas0Todes #ChristmasCountdown #Belmont #NewIn #ALDIUK

Image Description: This image features a festive holiday scene with a red, tin biscuit container shaped like a vintage delivery truck. The truck is adorned with the words "Belmont Biscuit" in a traditional decorative style.

aldispecialbuysuk and aldiauk Original audio

aldispecialbuysuk • We reckon all milk should come gift wrapped lol! 🎁

The saga continues with Kevin creating even more undercover seasonal shenanigans, this time through store assistant Dylan and the most impressive handshake known to man (or carrot) #KevinTheCarrot



aldiauk • Follow

matibalew • Original audio

aldiauk • We'll be making cutesy little hamper all season long with these NEW! Specially Selected goodies 🍷🍷

Head in stores now to gift someone special or treat yourself to some Christmas cheer! 🎁

#ChristmasHamper #SpeciallySelected #ChristmasFood #SweetTreat #Giftless #NewIn #ALDIUK

aldiauk • Follow

Orlene aulie

aldiauk • Those dastardly humbugs took the Christmas Spirit, but never fear - they're no match for this unbeatable duo! 🍷🍷

Tried out if Kevin and Katie manage to save the day in our brand-new Christmas ad! #KevinTheCarrot



aldiauk • Follow

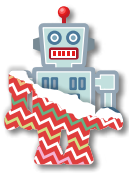
Global Service • Enck The Hells (UK)

aldiauk • Heady to SLURP your Christmas party without breaking the bank? 🍷🍷 We've got you covered with these cute little cheese cube appetizers 🧀

Grab the recipe below to make it for just a £3.00 now! 🍷

- 8 Cheese triangles
- 8g Garlic & Herb Seasoning
- 2g Chilli Flakes
- 5g Rosemary, finely chopped
- 5g Parsley, finely chopped
- 10g Pomegranate Seeds
- 2g Pretzels (8 short stick pretzels)





BACK TO CONTENTS

# SOCIALS OVERVIEW 2024



aldspecialbuysuk and aliduk Original audio

aldspecialbuysuk From consa lines to unexpected items, we carrot believe what Kevin had Lily and Sophie get up to 🤪

It must be pretty hard to work when you're undercover for a cheeky vegetable! #KevinTheCarrot

3 w



aliduk • Follow

aliduk Can't stop, won't stop stuffing our faces with Pigs in Blankets EVEN after Christmas 🥰🥰

Make this mouthwatering Feast with your favourite leftovers - crispy bacon-wrapped sausages, gooey cheese and a big dollop of cranberry sauce 🍷

Head to our link in bio for the Pigs in Blankets Tray Bake recipe now

#PigsInBlankets #TrayBake #Leftovers #Festive #AldiRecipe #AldiUK

Image Description: The image features a beautifully presented, hearty dish, perfect for a cosy meal. It includes bacon-wrapped sausage pieces, vegetables and crispy, roasted potatoes.

1 w



aliduk • Follow

nicalandwahM - Original audio

aliduk When Christmas gives you crackers, add cheese and biscuits 🥰🥰

These cute little Cheeseboard Crackers, for JUST £3, are the perfect party appetizers for impressing your guests - head to our link in bio to make them at home 🥰

#Cheeseboard #ChristmasCrackers #PartyFood #ChristmasCountdown #EasyRecipe #AldiUK

3 w



INSPIRATION  
FOR

2025



KOLORCRAFT.COM



[BACK TO CONTENTS](#)

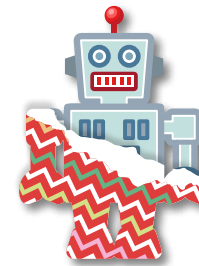
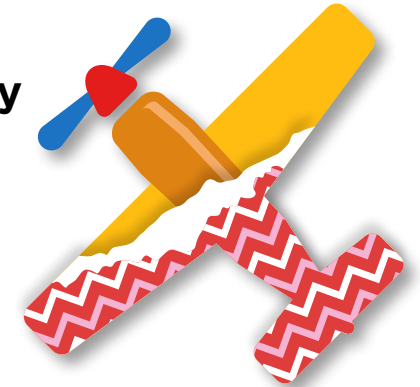
# HERE'S WHAT WE CAN DO...



## ...working with you along the way

We'd love to take to your design and adapt into exciting in-store theatre.

We've taken a stock image as an example and used it to show the impact it could make in a variety of in-store executions.





[BACK TO CONTENTS](#)

# WINDOWS



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





[BACK TO CONTENTS](#)

# FRONT OF STORE





[BACK TO CONTENTS](#)

# FEATURE END HEADER





BACK TO CONTENTS

# FEATURE END DISPLAY WITH SIDE FINS



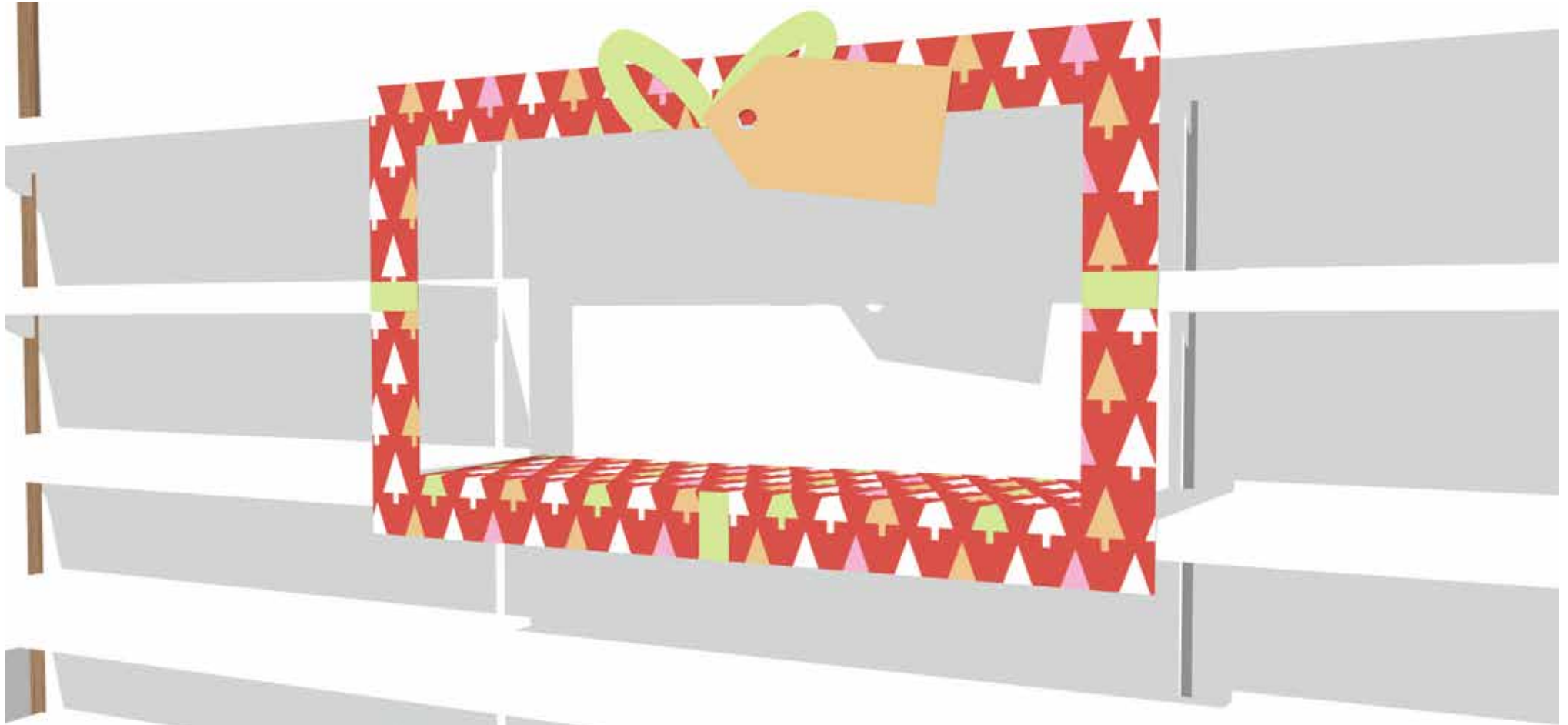
Shoppers  
interacting with  
in-store displays  
are 25% more  
likely to make a  
purchase





[BACK TO CONTENTS](#)

# MID RUN PRODUCT GLORIFIER



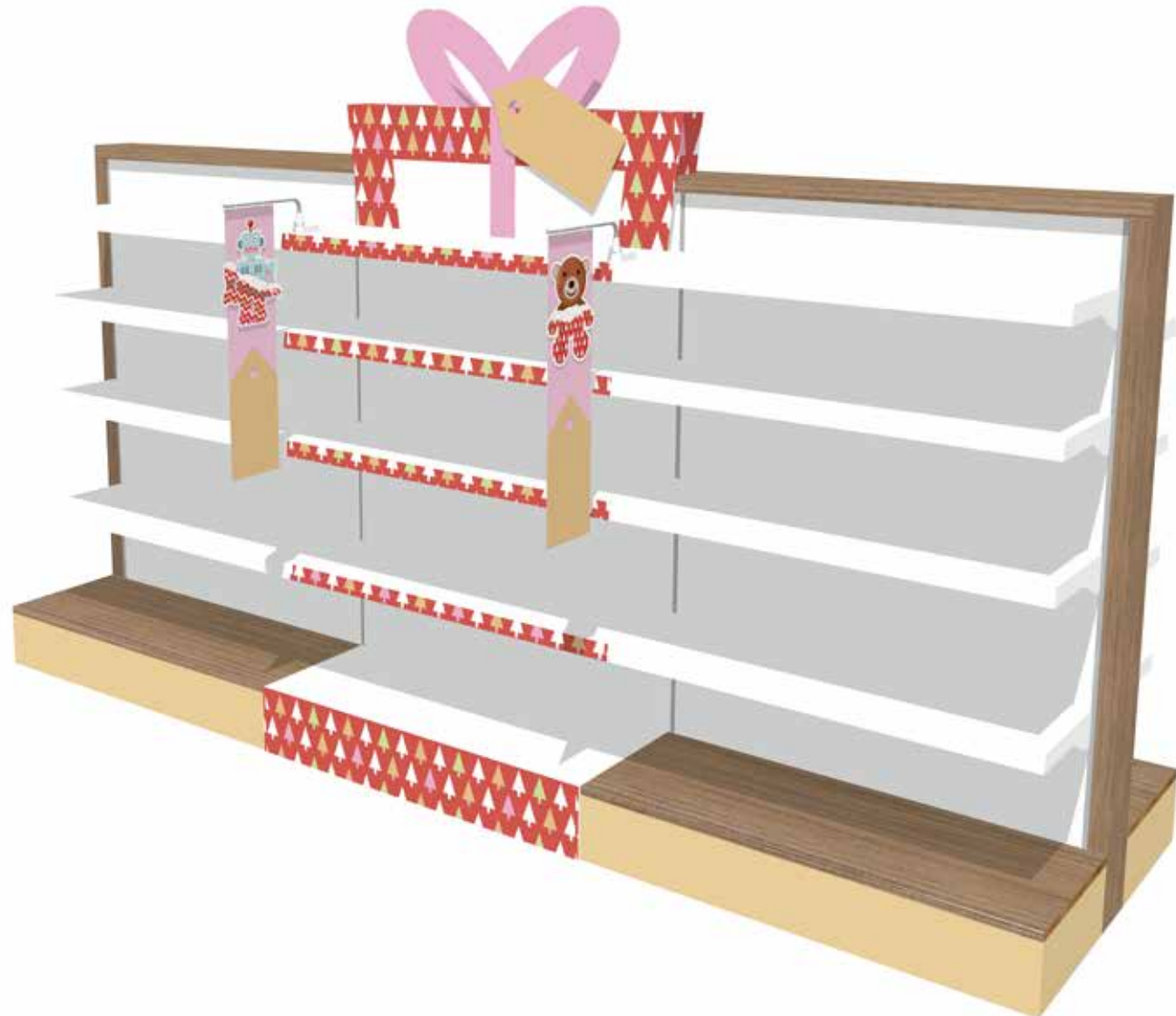


[BACK TO CONTENTS](#)

# FULL BUY DESTINATION GRAPHICS



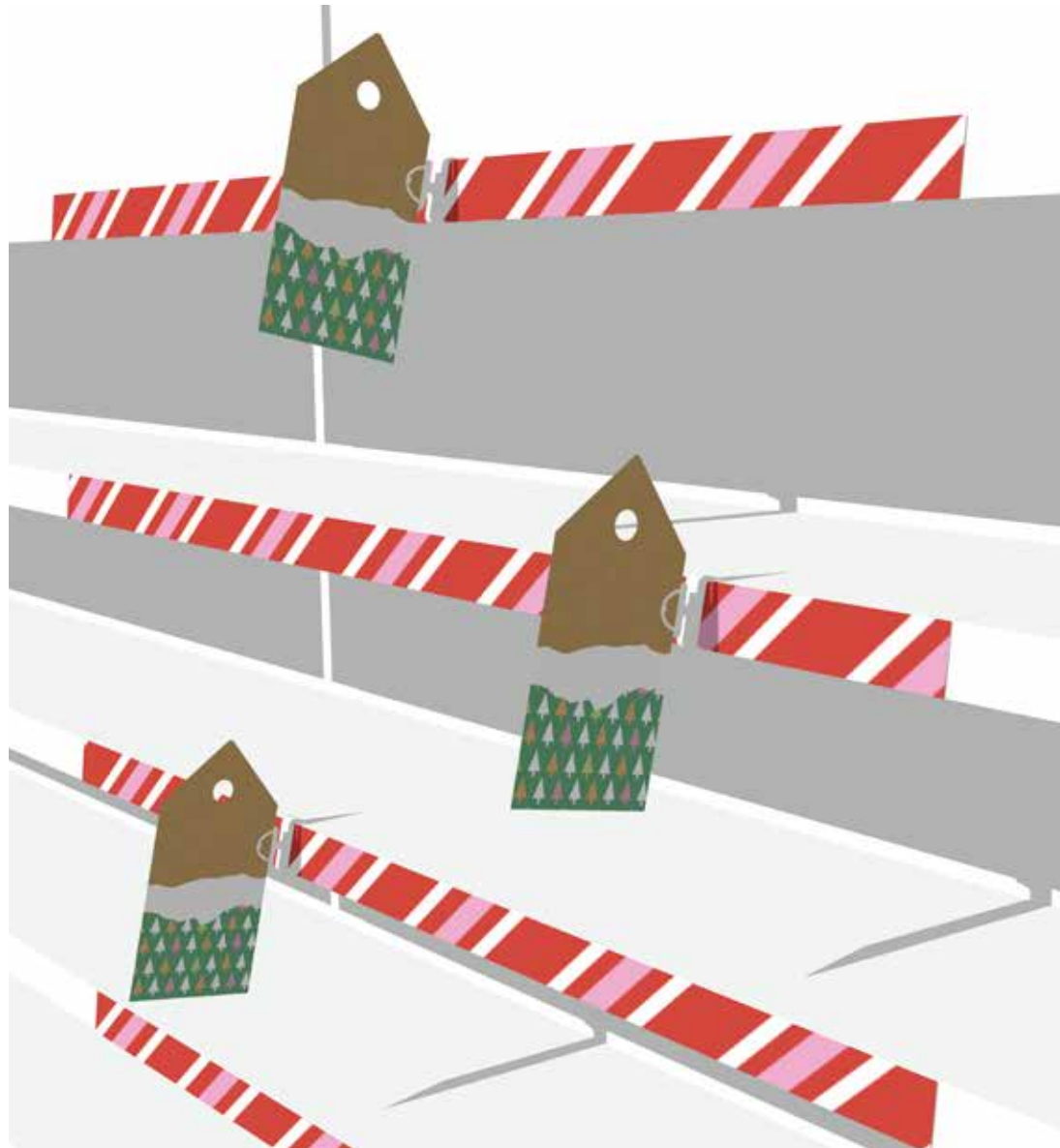
Simple use of themed headers, shelf strips, dividers and aisle flags can be used to create in aisle disruption and increase ease of navigation





[BACK TO CONTENTS](#)

# MID RUN ~ MIDI BUS STOPS





[BACK TO CONTENTS](#)

# STORE OVERVIEW





THANK  
YOU

TO FIND THE PERFECT GIFT

(not to mention brilliant Point of Sale)

CLICK THE ICON



KOLORCRAFT.COM