

There's nowt queerer than folk...consumers flock to chocolate, pizza, Botox and no strings dating for light relief in troubled times.

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It may be a popular myth that chocolate sells more in a downturn but there is solid evidence that some businesses actually benefit when tough trading conditions force many companies to the wall. It was announced some weeks ago that Dominos Pizza has shown robust trading since the troubles started as cash-strapped diners opt for a night in rather than go out on the town and the chain is looking for continued rapid expansion in 2009.

It has also been reported recently that patients are forgoing expensive invasive cosmetic surgery and plumping for cheaper feel-good fixes such as Botox which are up as much as 30% on the same time last year. Another surprise business to have bucked the downward trend is the little known sector of the dating industry called no-strings dating (<http://www.ForgetDinner.co.uk>).

One such site run by internet entrepreneur Howard James, called www.ForgetDinner.co.uk, has shown a 900% increase in sign-ups in 2009 as singletons (<http://www.ForgetDinner.co.uk>) seek comfort away from the constant 24-hour drip-drip of bad news and overwhelming gloomy outlook.

"This site has always been a very small side to our business which operates the well known traditional dating site, www.Dateland.co.uk. We haven't even advertised but word of mouth seems to have spread like wildfire as our registrations have exploded since the first week of January. I think people are simply looking for a bit of uncomplicated fun." said Mr James.

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