

Survey reveals that one third of British women would rather have a box of chocolates than a kiss

Submitted by: Story PR
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As National Chocolate Week begins, survey reveals that many women would rather have chocolate than affection

- One third of UK women choose chocolate over affection from partner
- West Midlanders most likely to pass up on kisses for chocolate
- Northern Irish revealed as the most romantic

A recent survey* has revealed that we truly are a nation of chocoholics, with over one third† of women stating that they would rather have chocolate than a kiss from their other half.

The survey, commissioned by Tesco Chocolates, shows that whilst just 21% of men would make the choice, one in three women would forego romance for a sweet treat.

Unfortunately for men living in the West Midlands, their ladies were deemed to be the most likely to sacrifice a smooch, with 36% stating that they would rather have chocolate.

The North West, Scotland, and Wales all closely followed behind, with one in three all stating a preference for confectionery over romance.

However, all is not lost – the people of Northern Ireland have been revealed as the UK's great romantics, with only 5% saying they would give up a kiss with their partner.

Stuart Shaw, Confectionery Category Manager for Tesco, said: "We already knew that the UK loves chocolate, but it has even come as a big surprise to us how many people would choose it over a special moment with a loved one.

"Perhaps we all just need a little more romance in our lives – and what better way to say it than with chocolates?"

Tesco's survey was commissioned to mark National Chocolate Week (14th – 20th October) ahead of the expansion of its finest* and Chokablok ranges for Christmas 2013.

ENDS

* Survey based on 1,000 respondents from across the UK
† 33.2%

For more information please contact Sophie Baker at Story PR on 020 7268 6821 or sophie@storypr.co.uk

Notes to Editor

Products in the new Christmas range include:

Tesco finest* Gold Frankincense and Myrrh Caramels

Tesco finest* Champagne Truffles

Tesco finest* Marc de Champagne Truffle Selection

Tesco finest* Jewellery Box with chocolates

Tesco finest* Triple Layered Dessert Selection

Tesco Retro Radio Tin and Toffees

Tesco Dark Chocolate Stem Ginger

Tesco Raspberry Brownie Buttons

Tesco Gingerbread Stars

Chokablok Christmas Pudding Tree

Chokablok Gingerbread Tree

Chokablok Black Forest Gateaux Tree

Chokablok Selection Box

Chokablok Chocolate Turkey

Tesco

Tesco is one of the world's largest retailers with operations in 12 countries, employing more than 500,000 people and serving millions of customers every week.

We are a team of over 530,000 people in 12 markets dedicated to bringing the best value, choice and service to our millions of customers each week. Our core purpose is 'we make what matters better, together'.

Tesco finest*

Tesco finest*, the UK's fastest growing premium food brand, has been relaunched this month in the biggest investment in the brand since it began 15 years ago.

Over 400 new products are being launched and in all, three-quarters of the 1,500 products in the range will be either new or improved.

For more information, please visit:

<http://www.tescopl.com/index.asp?pageid=17&newsid=866> – Press release

<https://www.tescopl.com/talkingshop/index.asp?blogid=147> - Blog

<http://www.tescopl.com/index.asp?pageid=69> – Images

<http://www.tescopl.com/index.asp?pageid=187> – Tesco finest* mushroom supplier video