

Australia's most romantic suburbs and towns

12 February 2014: Romantics seeking a sweetheart to spoil them this Valentine's Day may find themselves extra lucky in love if their perfect match is from one of the 10 most romantic areas in the country.

The most passionate partners have been identified through sales of flowers and Valentine's Day confectionary in the lead up to February 14 last year.

Blossoming spenders on Valentine's Day flowers are:

New South Wales	Menai (Sydney)
Queensland	Robina (Gold Coast)
Victoria & Tasmania	Hampton Park (Melbourne)
South Australia & Northern Territory	Palmerston (Darwin)
Western Australia	Karratha City (Pilbara)

Most likely to treat their special sweetheart to confectionary on Valentine's Day are:

New South Wales	Town Hall (Sydney CBD)
Queensland	Macarthur (Brisbane CBD)
Victoria & Tasmania	Queen Victoria Village (Melbourne CBD)
South Australia & Northern Territory	Rundle Mall (Adelaide CBD)
Western Australia	St George Terrace (Perth CBD)

Last year, Woolworths sold more than 900,000 single stems of roses. This year, Woolworths has extended its Valentine's Day range to include 42 new Valentine's Day products in addition to chocolates and flowers.

Woolworths Fresh Food Person, Mark Bernard, says "We're expecting to see sales of traditional Valentine's Day gifts like flowers and chocolate soar as lovebirds flock to the shops to treat their special someone to gifts for the most romantic day of the year.

"For customers wanting something out-of-the-ordinary we have significantly expanded our Valentine's Day gift range to include products like love-heart garlands, photo frames, DIY cupcake kits and luxury perfumes. They're all products which you wouldn't expect to see on the supermarket shelves.

"This year we're also inspiring the men of Australia to get creative in the kitchen on Valentine's Day through our partnership with Jamie Oliver. Our new 'Jamie's Recipes for Romance' booklet showcases six of Jamie's sauciest recipes which are set to impress even the fussiest Valentine."

The free Jamie's Recipe for Romance booklet is now available in-store at Woolworths and online at www.woolworths.com.au.

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For further information please contact **Woolworths Press Office** on 02 8885 1033.