


This \$8 Pink Aldi Blanket Is So Adorable, You'll Want One for Your Valentine & Yourself

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PUBLISHED FEB 2, 2024



It's a familiar refrain in today's fast-paced world: Self-care is essential. And the practice of caring for yourself can take many forms. It can mean splurging on a luxury like a massage, but it can also be [gratitude journaling](#), setting a budget, or [going on a walk outside](#) while listening to your favorite podcast. Or, sometimes, it can be buying an oversized pink plush blanket at Aldi to curl up in while rewatching *Suits*.

When shopping at Aldi, I often grab a treat along with my groceries as a small act of self-care. Factoring about \$10 of ["fun money" into my budget](#), I intentionally buy an extra item for myself or a loved one, which brings me a little joy while

keeping my financial goals on track. Sometimes, it's a new dip and bag of chips to bring to a friend's movie night or a new juice I've been eager to try.

But more often than not, I find myself wandering down what some (lovingly) refer to as Aldi's "[Aisle of Shame](#)," which is the discount grocer's aisle filled with eclectic non-food specialty products and limited-time deals (like this [adorable strawberry garland](#)). **That's where you can find Aldi's XOXO Pink Plush Throw Blanket — and at only \$7.99, it's a steal.**



Clearly, others feel the same way. TikTok creator [Kaylie](#) featured the cozy pink throw blanket in a [recent video](#) captioned, "Run to Aldi for the cutest Valentine's Day blankets for only \$8 📦👉❤️."

"Omg so cute," wrote one commenter.

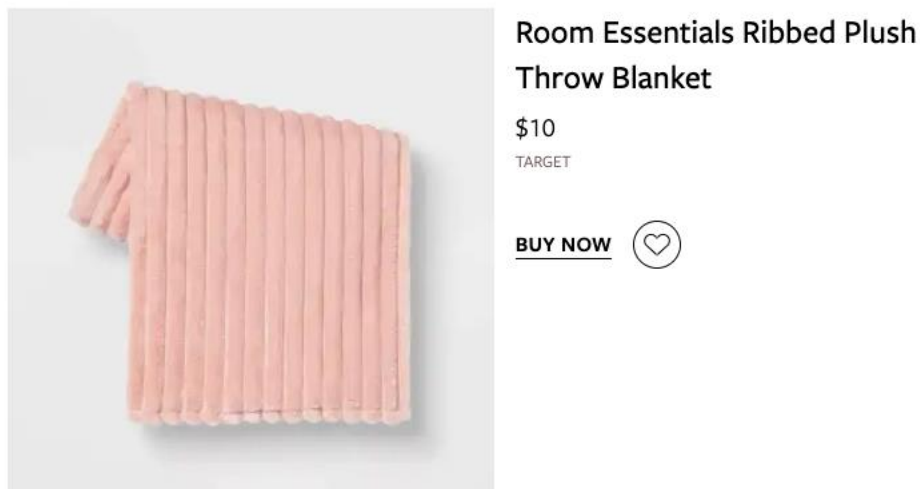
“I got 2 of them I absolutely love them,” said another.

It’s safe to say the throw blanket is having trouble staying on shelves, and it’s not hard to see why. Its plushness keeps you warm and cozy, making it the perfect Sunday afternoon napping material. Plus, the soft pink color and XOXO design make it a cute accent on any couch.

One particular feature people are loving? The blanket’s generous sizing. Aldi’s XOXO blanket is 50 by 70 inches, meaning it’s a little bigger than the standard throw. “Oh wow! They are big!! Thank you!” one TikTok user commented.

And if you’re worried about your pets also falling in love with the [throw blanket](#) and creating a mess, you’ll be happy to know it’s machine-washable, making it easy to clean up pet hair and stains.

The only unfortunate detail? It’s a seasonal item, so you’ll have to act fast if you want to grab one (or two).



Don’t fret, though. If you can’t make a trip to Aldi soon and are in the market for an affordable pink throw blanket, other retailers have similar products you can check out. For instance, this [ribbed blush throw blanket](#) from Target is \$10, or if you have your heart set on an oversized blanket, [Walmart’s fuzzy bestseller](#) is on sale for \$12.

Whether you’re itching to [cozy up your living space](#), ward off the winter cold

with an added layer of warmth, or spoil a friend with a practical and cute gift, you'll want to hurry to Aldi ASAP. You deserve a little treat.