

ICELAND WINS MORE AWARDS FOR FROZEN FOOD INNOVATION

Iceland has once again demonstrated its market-leading expertise in frozen food, and its key role in driving new product development, by winning a fabulous nine awards at the British Frozen Food Awards for the second consecutive year. Our tally of successes in 2011 comprised four Gold, two Silver and two Bronze Awards, plus the supreme accolade of Retail Product of the Year.

Overall winner as Retail Product of the Year was the 'Party at Iceland' Double Chocolate & Raspberry Sensation Gateau, which also clinched the Gold Award for Best New Dessert/Confectionery Product. We claimed the Silver Award in this category, too, for our Extra Large Caramel Apple Crumble.

In the Pizza category Iceland took both the Gold and Silver Awards, with Gold going to our Italian Stonebaked Sweet Chilli Chicken Pizza and Silver to the Italian Style Pizza Pizzarante Speciale.

For the third year in succession Iceland claimed two out of the three awards in the Fish category, winning Gold for the 'Party at Iceland' 75 Piece Prawn & Seafood Platter and Bronze for our 'Party at Iceland' Luxury Giant King Prawns.

Iceland took Gold in the Vegetable category with Bacon & Potato Crunchies, and won Bronze in the Meat category with our Easy Carve Boneless Gammon Joint with a Honey Glaze.

Iceland Director Nigel Broadhurst said: "At a time when consumers are seeking real value for their money, Iceland is driving significant growth in the frozen food market by focusing on great quality products that offer genuine innovation, outstanding convenience and brilliant value compared with the chilled alternatives. We have launched more than 200 new products in the last 12 months alone, attracting more customers to our stores through our combination of high quality, great value and exciting innovation.

"While customer satisfaction is the most important thing to us at Iceland, we are

naturally delighted to receive this recognition from the industry for the brilliant work of our team, and for the outstanding innovation and expertise that underpin the continuing success of the Iceland brand.”

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