



20 June 2012

## **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 six awards at the British Frozen Food Awards. Our tally of successes in 2012 comprised two Gold, two Silver and two Bronze Awards.

Gold Awards were clinched within the Best New Dessert category for the Chocolate and Orange Cheesecake, and in the Best New Savouries and Savoury Bread category for 12 White Bread Rolls.

In the Fish category Iceland took a Silver Award for its Salmon Portions in Garlic and Herb Marinade, with another Silver Award presented for 'Iceland Luxury' After Dinner Ice Cream Mints. Bronze was awarded to The Double Decker Pizza in the Best New Pizza Category and the 'Iceland Party' 75 Piece Ultimate Buffet Platter in the Best New Savouries and Savoury Bread category.

Iceland Executive 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. We have launched more than 240 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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