

## **AWARDS CONFIRM ICELAND'S LEADERSHIP IN FROZEN FOOD INNOVATION**

Iceland Foods was once again the top performer at the 2013 British Frozen Food Awards, winning a total of five awards across four categories: one Gold, two Silver and two Bronze.

We won the Gold Award for best new poultry-based product with our Luxury 19 Duck Duo: a tempting combination of duck pancakes and Oriental duck pyramids that forms part of our luxury party food range.

The Silver Award in the best new fish-based product category went to our Luxury 12 King Prawn Combo of butterfly prawn toasts and torpedo king prawns, again from our luxury party food range. We also took silver for best new dessert product with our exclusive Conditorei Baileys™ Profiterole Gateau.

We won the Bronze Award in the best new meat-based product category with our Easy Carve Boneless Breaded Gammon Joint, while our Creamy Chicken Masala took bronze for best new poultry-based product: our second award in this category.

Iceland Executive Director Nigel Broadhurst said: "We are delighted to receive this recognition from the industry for the continued great work of our team in leading product innovation in frozen food in the UK, which has seen the launch of more than 400 new frozen products under the Iceland brand during the last year.

"This success again underlines Iceland's total commitment to bringing our customers exciting new products that deliver genuine innovation, great quality, outstanding convenience and brilliant value."

### **Enquiries:**

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For more information on Iceland Foods, please visit [www.iceland.co.uk](http://www.iceland.co.uk)