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MORE AWARDS FOR THE FROZEN FOOD SPECIALIST

Iceland has again demonstrated its expertise in frozen foods by winning two awards for innovation at the recent British Frozen Food Federation Awards.

Iceland, recognised nationwide as one of the leading forces in frozen food, picked up the Gold Award for its 2 Sea Bass Fillets with Lemon and Parsley Butter, and also collected the Bronze Award for its 'Iceland Party' 12 King Prawn Spoons with Cocktail Sauce, both in the Best New Fish-Based Product category.

Gareth Thomas, Iceland's Fish Buyer, comments: "This is a fantastic achievement and the team are delighted to be identified for their hard work and innovation.

Iceland focuses heavily on New Product Development and these Awards have confirmed the company's success."

Andy Pritchard, Managing Director of Iceland, added:

"We are delighted by the news and are pleased that people see the innovation and expertise behind our brand.

"Customer satisfaction is the most important thing to us at Iceland, and although our customers appreciate the value for money and quality of our products, it is also good to see that this is recognised within the industry as well."

Enquiries: Iceland Press Office 01244 842667

