

**MORE AWARDS FOR THE FROZEN FOOD SPECIALIST**

Iceland has once again demonstrated its expertise in frozen foods by picking up a fabulous nine awards at the recent British Frozen Food Awards.

At a Presentation Ceremony which was held in London, Iceland, recognised nationwide as one of the leading forces in frozen food, made a clean sweep in the Meat Category and picked up the Gold Award for the Best New Meat Based Product for 2010, with its 'Iceland Christmas' Lamb Rack with Balsamic Mint Sauce, Silver for its Casserole Beef Goulash, and Bronze for the easy carve Beef Sirloin Joint with a Peppercorn Crust.

Last year Iceland picked up two awards in the Fish Category and repeated that achievement this year by winning Silver for the 'Iceland Christmas' 10 Scallop Shells Kit and Bronze for 10 Salmon Fillet Fish Fingers, both great products and retailing at £3 and £1 respectively.

Iceland collected the Silver Award for its four Toffee Majestics, selling at an incredible value price of £1, in the Ice Cream Dessert Category.

Iceland also collected Bronze for its 'Iceland Indian Takeaway' Chicken Tikka Makhani, the new 30 Piece Sandwich Platter and 'Iceland Party' 36 Chocolate Coated Strawberries.

Frances Clipperton, Frozen Category Manager, stated "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 in innovation".



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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 good to see that this is recognised within the industry as well.”

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