



24 October 2012

## **ICELAND AND FOOD LABELLING**

Iceland Foods warmly welcomes the Government's announcement today of a standardised system of food labelling in the UK, and will be working closely with its suppliers to ensure that it is adopted across the Iceland brand range as quickly as possible.

Iceland Director for People and Customers Nick Canning said: "We support this new hybrid traffic light labelling system 100 per cent, and welcome the opportunity for our customers to make easier comparisons between our products and those of other retailers and manufacturers. We have provided full nutritional information on our packs for many years and are delighted that a consensus has now been reached on a front of pack system that will be standard across the industry.

"Iceland is proud of its track record of leadership in removing GM ingredients and artificial colours and flavours from its products, and we will continue to work with our suppliers to reduce the levels of salt, sugar and saturated fat in our products as well as to improve the clarity of information we provide to consumers."

### **Enquiries:**

Keith Hann, Iceland Foods PR adviser

01244 842228 / 07831 521870