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Iceland continues record-breaking run of awards success

Iceland was delighted to be named **Online Retailer of the Year** at this week's IGD Awards. This is a new award based on real customer satisfaction as measured by the IGD's ShopperVista monthly shopping tracker.

At the same ceremony our Founder & Executive Chairman Sir Malcolm Walker was presented with the hugely prestigious **Grocer Cup**, awarded to the individual who has contributed most to the grocery industry over the last year by showing exceptional leadership in inspiring their company to achieve results. This was decided by popular vote, with Sir Malcolm beating nine other leaders from companies including Aldi, Morrisons and Tesco.

Last week Iceland received an **Outstanding Achievement Award** at the Retail Industry Awards, continuing an amazing run of success that in 2017 alone has included being named **Online Supermarket of the Year** at The Grocer Gold Awards, where we also won the award for **Business Initiative of the Year** for the new Iceland Kitchen; winning two Gold, two Silver and four Bronze Awards at the **British Frozen Food Awards** – more than any other retailer; and being named Convenience Retailer of the Year at the **FreshAwards** for excellence in fresh produce. Iceland was also named Best Online Store for the second consecutive year in the annual Which? supermarket survey.

Iceland Managing Director of Online David Devany said: "Winning awards seems to be becoming a habit, but it is a massive thrill to pick one up that is based on genuine customer feedback. This reinforces the findings of the Which? supermarket survey that we really do offer the best online service in the UK measured by the only thing that ultimately matters: delivering customer satisfaction."

Iceland Founder & Executive Chairman Malcolm Walker said: "I've never been a great fan of awards dinners – to put it mildly – but I have to say that the IGD Awards were a truly fantastic event. Winning The Grocer Cup is one of the absolute highlights of my 53 years in retailing – and the fact that it was voted for by my colleagues, competitors, suppliers and customers makes it all the more special. I thank everyone who voted for me for this huge demonstration of support."

"The awards we keep winning underline the huge progress Iceland has made over the last two years to make us one of the UK's best-regarded food retailers. We have invested heavily in people and assets to make this possible, including spending £2 million to create the best retail development kitchen in Europe at our Deeside head office. We are successfully winning new customers and delighting established shoppers by developing unique, exciting and great-tasting quality food that they simply cannot buy anywhere else, while continuing to offer outstanding value for money."

“Today we have the strongest management team we have ever had, our best-ever product range, a market-leading Online business, and are successfully changing perceptions of Iceland both through our “Power of Frozen” marketing campaign and by making major improvements in our stores. Our new Iceland store concept is proven to enhance our customer appeal and is now being rolled out across the country, while our distinctive and complementary The Food Warehouse format is already open in 51 locations across the UK, with many more stores in the pipeline.

“Iceland celebrates its 47th anniversary next month and I have never been more excited about its prospects, and am immensely grateful for the endorsement provided by these great Awards”.

ENQUIRIES:

Keith Hann, Director of Corporate Affairs

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About the IGD

IGD is an education and training charity for the food and grocery industry that undertakes research for the benefit of the public. IGD educates and develops people working in, or looking to join, the food and grocery industry, creating public benefit through sharing best practice and research about the food industry.

The IGD shopper-voted awards are entirely independent, voted for by British grocery shoppers.

About Iceland Foods

Iceland is recognised as the leader in frozen food with over 880 stores in the UK. The company prides itself on being a convenient and friendly place to do the family’s weekly shop, as well as to meet everyone’s daily top-up shopping needs for fresh, chilled and frozen food and groceries. Iceland’s nationwide online shopping service was named the UK’s best in the 2016 and 2017 Which? supermarket surveys, and for 20 years Iceland has offered a unique, free home delivery service for in-store purchases.

Since 1970 Iceland has been proudly demonstrating to shoppers just how the Power of Frozen can deliver an extensive choice of high quality, great-tasting food from fine sources around the world at great value prices.

With the Power of Frozen at its heart, Iceland naturally generates low levels of food waste. The company is also known as a pioneer in removing artificial colours, flavours and non-essential preservatives from its own label products. It has ranked as one of the UK’s Best Big Companies to Work For in each of the last 11 years, and was number one in both 2012 and 2014.