



1 November 2017

Iceland extends old pound coin acceptance until 31 December

Iceland will continue to accept payments in old “round pound” coins at all its Iceland and The Food Warehouse stores in the UK until 31 December 2017, extending its previously announced deadline of 31 October.

Iceland Group Managing Director Tarsem Dhaliwal said: “We try to help our customers in any way we can, and the statistics tell us that very many people must still have old pound coins stashed away in their homes or cars. So we are happy to save them the trouble of changing these old coins at a bank by allowing them to spend round pounds in our stores until the end of the year.

“We offer a truly amazing range of products for just £1, from deep pan pizzas, ready meals and frozen vegetables to groceries and fresh produce. Or you can save the money on your Iceland Bonus Card and we will add £1 for every £20 you save – probably the best rate of return you will find on the high street. So if you find a hoard of old pound coins down the sofa or in a piggy bank before the end of 2017 you know what to do – come and spend them in Iceland!”

ENQUIRIES:

Keith Hann, Director of Corporate Affairs

01244 842228 / 07831 521870 / kh@keithhann.com

About Iceland Foods

Iceland is recognised as the leader in frozen food with over 890 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, Online Supermarket of the Year in the Grocer Gold Awards 2017 and Online Retailer of the Year in the IGD Awards 2017. For 20 years Iceland has also 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.