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Iceland makes £5m investment in Deeside head office

Iceland has begun work on the second phase of a £5 million investment programme at its head office in Deeside, Flintshire, to provide an enhanced working environment for its growing central team.

The £2.5 million programme to be completed during 2017 includes the installation of a new air conditioning system and LED lighting throughout the building, the provision of new office furniture, extension of the renowned Roxy staff restaurant and the installation of new restaurant kitchen.

This further investment follows Iceland's creation in 2016 of a new £2 million product development kitchen at Deeside, designed to increase the pace and quality of product innovation. The development also provided new capabilities in food filming and photography to support Iceland's advertising and the work of its award-winning social media team.

Iceland Joint Managing Director Nick Canning said: "This latest phase of work brings our total investment at Deeside in 2016 and 2017 to £5 million, which is one of the largest capital outlays we have made on the site since we established our head office here in 1979.

"Over the last year we have strengthened our head office team by around 100 people to support our renewed focus on product quality and innovation, the rapid growth of our e-commerce business, major improvements in our merchandising, and the expansion of The Food Warehouse. The success of all these initiatives is reflected in the strong sales performance recorded by Kantar Worldpanel and others, showing that Iceland is once again one of the fastest growing food retailers in the UK.

"The recruitment of many new senior personnel at our head office has given a £10 million boost to the local economy and our latest investment will ensure even better working conditions for our growing team. With Chester, rural Cheshire and North Wales on our doorstep, and the cities of Manchester and Liverpool within easy reach, Deeside is a superb place to work and we look forward to creating more new jobs in our head office and stores as our growth continues."

ENQUIRIES:

Keith Hann, PR adviser

01244 842228/ 07831 521870 / kh@keithhann.com