



15 February 2016

## **Iceland named Britain's best online store in Which? annual supermarket survey**

Iceland is delighted to have been named Britain's top online store in the annual Which? supermarket survey, achieving an overall customer score of 77% and five-star ratings for its value for money, offers and convenient delivery slots. The results placed Iceland ahead of Waitrose and Ocado, as well as Morrisons, Tesco and Sainsbury's.

The survey also gave Iceland four-star ratings for the quality of its own label and fresh products, the ease of finding products online, products being in stock, substitutions and driver's service.

Iceland was also ranked fourth in the Which? in-store supermarket table with a customer score of 66%, ahead of Sainsbury's, Asda, Morrisons and the Co-operative.

The Which? customer score is derived from a survey of over 7,000 members of the public in November 2015, and is based on a combination of customer satisfaction with a supermarket and the likelihood that they would recommend it to a friend.

**Iceland Founder & Chief Executive Malcolm Walker said:** "We are thrilled to have received this huge accolade from such a discerning publication as Which? Iceland pioneered home delivery in the UK 20 years ago, and launched the first nationwide online shopping service in 1999, so I can say with confidence that we have more experience in this area than anyone else. Since we relaunched online in 2013 our service has grown rapidly thanks to our easy-to-use website, great products and brilliant people – and we now make around nine million home deliveries every year.

"The Power of Frozen allows us to offer a unique range of great quality food from all over the world, all year round. That means all the products you would expect, like pizzas, prepared meals, frozen fruit and vegetables and desserts, plus many that you might not – from asparagus, kale and quinoa to ostrich steaks, Dover sole, cod loins and crème brûlée. We also offer great ranges of chilled food and branded grocery products.

"We are committed to delivering an exceptional range of great tasting and great value products through Britain's best online shopping service and to bringing our customers continued excellence in all aspects of the Iceland shopping experience."

To find out more about Iceland's online shopping service, offering free delivery for a minimum spend of just £35, please visit [groceries.iceland.co.uk](http://groceries.iceland.co.uk).

**ENDS**

## **Notes to Editors**

### **CONTACTS:**

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### **ABOUT ICELAND:**

Iceland is recognised as the leader in frozen food with over 860 stores in the UK. The company prides itself on being a convenient and friendly place to do the family's weekly shop, whether that's in-store or online, as well as to meet everyone's daily top-up shopping needs for fresh, chilled and frozen food and groceries.

Iceland has a 45 year track record of 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, and for being the first to market with nationwide online ordering. It has been in the top ten of The Sunday Times Best Big Companies to Work For every year since 2010, being placed first in 2012 and 2014.