

**PRESS RELEASE**  
**13 June 2016**

## **Trolley good show**

*Iceland beats off competition from Aldi to sweep the board at the 'frozen food industry Oscars'*

With sales of high quality frozen food soaring, Iceland Foods reaffirmed its position as the UK's leading frozen food specialist on Thursday, sweeping the board at the British Frozen Food Federation (BFFF) Annual Awards – viewed as the frozen food industry's top accolade.

The retailer – which has accumulated a host of accolades in recent months, and in February was named the Best Online Store in the annual Which? supermarket survey – took home an incredible 13 of the 18 awards handed out, including the star prize of Retail Product of the Year for its Slimming World Chicken Tikka Masala.

The judging panel cited Iceland's 'drive for innovation and authenticity.' Reaffirming its status as a frozen food specialist, the retailer beat off stiff competition from rival Aldi to take home awards in all categories, including Gold Awards in the Best New Poultry, Best Meat and Best Pizza, Savouries & Savoury Bread categories.

It was a great night all round for Iceland, which also took home the 'Produce Convenience Retailer of the Year' Award at the Fresh Produce Awards.

Nigel Broadhurst, joint managing director of Iceland said: "We're all absolutely delighted, but the most important thing is that these accolades reflect the energy and efforts we've put in to creating real reasons for consumers to try frozen foods and visit Iceland.

"We've long advocated the benefits of frozen food – both in terms of nutrition and cost – and with our most recent Power of Frozen campaign it feels like shoppers are finally beginning to sit up and take notice. We've also recruited a new head of Product Development, Neil Nugent, to ensure our shoppers have a greater choice of frozen products than ever before."

Commenting on the awards, Brian Young, BFFF chief executive said: "This year's awards are a real triumph for Iceland and its collaboration with Slimming World. The quality of products submitted for judging has been outstanding and once again, demonstrates the on-going innovation and creativity of frozen food producers. Consumers continue to recognise that frozen food is nutritious and tasty as well as providing value for money, minimal waste and convenience."

### **FULL LIST OF 2016 RETAIL ANNUAL AWARDS**

#### **Retail Product of the Year**

**'Slimming World' Chicken Tikka Masala by Iceland Foods Ltd**

<b>BEST NEW POULTRY-BASED PRODUCT</b>		
<b>Gold Award</b>	<b>'Slimming World' Chicken Tikka Masala</b>	<b>Iceland Foods Ltd</b>
Silver Award	Italian Chicken & Mushroom Risotto	Iceland Foods Ltd
Bronze Award	'Slimming World' Chicken Saag	Iceland Foods Ltd
<b>BEST NEW FISH-BASED PRODUCT</b>		

<b>Gold Award</b>	<b>'Specially Selected' 2 Mini Salmon Wellingtons – Prawn, White Wine and Cheese Sauce</b>	<b>Aldi Stores Ltd</b>
Silver Award	'Luxury' 2 Salmon Florentine Stacks with Spinach & Cheese Sauce	Iceland Foods Ltd
Bronze Award	'Specially Selected' 2 Mini Salmon Wellingtons – Cheese & Dill Sauce	Aldi Stores Ltd

#### **BEST NEW VEGETABLE-BASED PRODUCT**

<b>Gold Award</b>	<b>'Aldi Specially Selected' 2 Mushroom, Cranberry &amp; Brie Wellingtons</b>	<b>Lakeside Food Group</b>
Silver Award	Garlic Cream Cheese Potato Rostis	Iceland Foods Ltd
Bronze Award	'Slimming World' Pea & Mint Soup	Iceland Foods Ltd

#### **BEST NEW MEAT-BASED PRODUCT**

<b>Gold Award</b>	<b>Perfect Crackling Pork Leg Joint</b>	<b>Iceland Foods Ltd</b>
Silver Award	Specially Selected Venison Pie	Aldi Stores Ltd
Bronze Award	'Luxury' Wild Boar Cracker with Red Wine Sauce	Iceland Foods Ltd

#### **BEST NEW PIZZA, SAVOURIES AND SAVOURY BREAD PRODUCT**

<b>Gold Award</b>	<b>'Luxury' 2 Vintage Somerset Cheddar Soufflés</b>	<b>Iceland Foods Ltd</b>
Silver Award	'Aldi Specially Selected' 12 Mini Quiches	Lakeside Food Group
Bronze Award	'Morrisons Restaurant Style' Roasted Vegetable Pizza	Freiberger UK Ltd

#### **BEST NEW ICE CREAM/DESSERT/CONFECTIONERY PRODUCT**

<b>Gold Award</b>	<b>'Tesco' Salted Caramel Gateau</b>	<b>Coppenrath &amp; Wiese (UK) Ltd</b>
Silver Award	'Luxury' 2 French Crème Brûlée	Iceland Foods Ltd
Bronze Award	'Bellissima' Italian Gelato Peach & Mango, Lemon, Strawberry & Cherry Flavoured Ice Fruit Dessert	Iceland Foods Ltd

**ENDS**

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**NOTES TO EDITORS:**

**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 also saves its customers money by cutting food waste.

The company is also known as a pioneer in removing artificial colours, flavours and non-essential preservatives from its products, and for being the first to market with online ordering. It has ranked as one of the UK's Best Big Companies To Work For in each of the last ten years, and was number one in both 2012 and 2014.

**ABOUT THE POWER OF FROZEN:**

The Power of Frozen delivers food that is nutritious, flavoursome, safe, high quality and yet great value for money. We carefully select food from across the globe to freeze and bring to our stores, providing an extensive, varied and unique eating experience. Increasing use of frozen food leads to reduction in food waste, benefiting the family budget and the environment. Keeping healthier options in the freezer, such as fruit, vegetables, lean meat and fish, helps families to choose a more balanced diet in line with government recommendations.