

ICELAND BRINGS ICED INNOVATION TO UK FREEZERS

- **Launch of authentic Italian gelato from Verona**
- **Coconut shells filled with creamy coconut ice cream**
 - **Half lemons packed with a zesty sorbet**

Frozen food specialist, Iceland, is bringing innovation and excitement to UK freezers this summer thanks to the launch of a collection of new show stopping gelatos, ice cream and ices.

First off is the new Iceland Belissimo gelato range crafted and sourced from near Verona, in a variety of flavours and available in 850ml (£2.00) tubs.

Expert gelato makers have used their 70 years of experience to create this exclusive and diverse selection which will be available to UK shoppers for the first time from the 15th April. The Fruity Italian Gelato is a delicious mixture of peach and mango, lemon, strawberry and cherry flavoured iced fruit dessert. For chocolate lovers, there's the Iceland Belissimo Chocolate Italian Gelato. A sumptuous combination of white chocolate, chocolate and cocoa, hazelnut and chocolate flavoured gelato, it's the ultimate frozen treat.

For traditional frozen dessert fans, the Iceland Italiano Vanilla Ice Cream (900ml, £1.50) is made with dairy cream and is lightly infused with vanilla flavours. The Iceland Italiano Mint Choc Chip Ice Cream (900ml, £1.50) offers a refreshing and creamy mint flavour inlaid with chocolate swirls, while the Iceland Italiano Triple Chocolate Swirl Ice Cream (900ml, £1.50), with its rich chocolate sauce and real chocolate pieces, is a decadent after dinner delight, delivered directly from producers in Tuscany.

The range also offers customers a selection of tasty flavour alternatives, including a Raspberry Pavlova Ice Cream (900ml, £1.50) which boasts a smooth vanilla ice cream with a tangy raspberry sauce and sweet, meringue pieces. The Iceland Italiano Caramel Swirl Ice Cream (900ml, £1.50) is a must for toffee lovers thanks to its caramel sauce and real toffee pieces, and the Iceland Italiano Cherry Ripple Ice Cream (900ml, £1.50) perfectly combines sour cherry sauce and cherry pieces with light vanilla ice cream to create a luxurious flavour combination.

Speaking about the new additions, Nigel Broadhurst, Joint Managing Director at Iceland, comments: 'Ice cream is a real Italian institution, and our range is synonymous with this tradition, quality and taste. We're thrilled to bring its genuine Italian gelato and ice cream to our stores.

'We travelled far and wide to find a supplier who was dedicated to creating gelato with as much care as if it was made for their own family, and that's something that we at Iceland very much appreciate.'

The range will sit alongside Iceland's other speciality ice creams, which include the brand new and exclusive Delights range. Boasting a selection of two show stopping desserts, the Delights range features Lemon Delights (two pack, £2), real lemons, cut in half and filled with zesty, smooth lemon sorbet, bringing the sweet taste of Mediterranean summers to British shores. The range also includes Coconut Delights (two pack, £2), which feature halved Indian coconut shells filled with rich, creamy coconut ice cream.

Iceland's new King Cones (two pack, £2) are ideal for a cooling, on-the-go snack. More than double the size of a standard ice cream cone, the King Cones boast soft, Mr Whippy-style ice cream in either creamy vanilla or chocolate.

The new Iceland Royal Majestics (four pack, £1.50) offer chocolate-coated ice creams that are the ultimate indulgent treat. The Caramel Almond Royal Majestic is covered in shards of almonds and rippled with rich caramel sauce, while the Peach Melba Royal Majestic boasts freeze dried raspberries and a refreshing raspberry sauce in a peach ice cream

Shoppers looking for a smaller, lighter ice cream indulgence need look no further than the new Iceland Mini Ice Cream Donuts (eight pack, £2). These donut shaped goodies are filled with delicious vanilla ice cream, dipped in milk chocolate and topped with colourful sprinkles.

Nigel adds: 'We've put a great deal of work into perfecting our frozen dessert ranges this year, bringing flavours from across the globe together. Whether enjoyed as a sweet treat on a warm day or as the finishing touch to a party with family and friends, our new dessert selections are sure to be a hit this summer.'

For those watching their waistlines ahead of the bikini season, there are Iceland's Tropical and Mixed Berry So-los. At under 100 calories, they're a great low fat treat to enjoy when the mercury rises!

For more information about Iceland's ice cream range, visit www.iceland.co.uk.

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Notes to Editors:

About Iceland:

Iceland is the home of frozen food, and an award-winning leader in product innovation. It is recognised as one of the country's easiest, friendliest, and best value places to shop. With over 850 stores throughout the UK and a national online shopping service, Iceland puts innovation, quality, affordability and customer service at the heart of everything it does.