

Iceland



MEDIA RELEASE

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BIG WINS FOR ICELAND AGAIN AT BRITISH FROZEN FOOD AWARDS

Iceland has once again proven that it's on top of its game by winning six major awards at last night's British Frozen Food (BFFF) Awards. The brand's tally of successes in 2015 comprised one Gold for Chicken Fillets deliciously flavoured with Jim Beam, a Silver for Bourbon Ribs deliciously flavoured with Jim Beam and a second Silver for Luxury Snowball Dome Gateau. Bronze awards were given for each of Luxury Topped Atlantic Side Of Salmon Fillet with Lemon and Herb Crumb, Breaded Gammon Joint and Wood-Fired Ultra-Thin Pizza With Chicken and Bacon.

Thanks to Iceland's market-leading expertise in frozen food and its total commitment to innovative new product development, the company received the awards at the prestigious BFFF ceremony which was attended by leading industry players. The winning products boast the high quality, flavoursome ingredients and creative edge for which Iceland is renowned and reflect the company's **Power of Frozen** message to a tee.

Nigel Broadhurst, Joint Managing Director at Iceland, commented: "We are delighted to see Iceland's position as the experts in frozen food reinforced with these prestigious awards. We are really proud of the team that contributes day in, day out to making our offer so original, exciting and high quality for customers. Iceland continues to play the leading role in the growth and development of frozen food in the UK and the coming years look to be our most exciting yet."

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ABOUT ICELAND:

Iceland is recognised as the leader in frozen food with over 850 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 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 known as a pioneer in the removal of artificial colours, flavours and non-essential preservatives from its products, and for being the first to market with nationwide online ordering. Iceland 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.