



## MEDIA RELEASE

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### HAVE YOU MET THE NEW PROTEINS YET? -Iceland Extends Its Range Of Speciality Meats -

On the back of a ground-breaking launch earlier this year, Iceland has further extended its fantastic collection of Kezie frozen speciality meats to bring even more variety to UK dinner tables and summer barbecues.

Available in store from 8<sup>th</sup> July 2015, the new Kezie lines tap into the current trend for alternative protein sources that's popular among sports stars and body-builders. Now accessible to everyone thanks to Iceland's **Power Of Frozen**, the latest range of meat offers tasty and nutrient-packed alternatives to traditional lamb, beef and chicken.

**Kezie Wagyu Beef Burgers** (2pk/220g/£1.89) are a luxury line available for a four week limited period. Wagyu is a Japanese cattle breed with meat that contains more marbling than traditional beef and is one of the world's most luxurious meats thanks to its exceptional flavour and velvety mouth-feel. Iceland's Wagyu burgers are packed with protein – 18g per 100g – and deliver the higher unsaturated fat to saturated fat ratio than traditional beef burgers\*.



**Kezie Venison Haunch Steaks** (2pk/250g/£5) from European red deer, this venison is a wild game meat rich in exquisite flavours. Thanks to its diet of acorns, grass, leaves and fruit, and total lack of human intervention, venison is an excellent source of protein that's also low in fat. It's best shallow fried or grilled, never over-cooked and always rested for five minutes before serving.



**Kezie Kangaroo Fillet** (2pk/250g/£4.50) is sourced from open-range kangaroos and delivers a delicious meat that is rich in protein and low in fat. Iceland's chef recommends serving it medium rare and never over-cooking because of its low fat content.



**Kezie Rabbit Fillet** (1 pk/250g/£4.25): The British taste for rabbit has been long-standing and it's making a real comeback. Ethically-sourced and sustainably-farmed within the EU, Iceland rabbit meat contains a massive 21g of protein per 100g. Similar in look to chicken, rabbit has a much firmer texture and a subtle, refined flavour. It's ideal for casseroles and pies.



Nigel Broadhurst, Iceland Joint Managing Director, explains more, "Iceland is excited to bring some of the most luxurious and alternative new protein sources to customers this summer. It's time to get friends and family talking and tasting together as they all try something new and delicious. Keeping meal-time varied is important so these new proteins are a fantastic way to turn classics, like fajitas, pies or steak frites, into something new!"

These latest additions to Iceland's speciality meats range are available in store and at [www.iceland.co.uk](http://www.iceland.co.uk) from 8<sup>th</sup> July 2015.

**ENDS**

**NOTES TO EDITORS:**

\*when compared to Iceland British Beef Quarter Pounders (grilled) at 22.9g fat; 9.2g saturated fat, Wagyu Beef Burgers (grilled) deliver 8.7g fat and 3.7g saturated fat.

**CONTACTS:**

**For photography, samples or more information, please get in touch:**

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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, 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.