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## **Iceland named Britain's best online store for the third year running**

Iceland is delighted to have been named Britain's top online store in the annual Which? supermarket survey for the third consecutive year. The company once again beat stiff competition from established industry heavyweights Morrisons, Waitrose, Tesco, Sainsbury's and Asda, and also from newcomer Amazon Fresh.

Iceland achieved an overall customer score of 74% with five-star ratings for its convenient delivery slots and drivers' service, and four-star ratings for its range of products, value for money, and the quality of both its own label and fresh products.

Iceland was also ranked fifth in the Which? in-store supermarket table with a customer score of 65%, putting it ahead of all the Big Four UK food retailers: Tesco, Asda, Morrisons and Sainsbury's.

The Which? customer score is derived from a survey of 6,800 members of the public in October 2017, and is based on a combination of customer satisfaction with a supermarket and the likelihood that they would recommend it to a friend.

**Iceland Managing Director Nigel Broadhurst said:** "We are naturally delighted to have been recognised once again as Britain's best online store in the annual Which? supermarket survey. This adds to the accolades we won last year as Online Supermarket of the Year at The Grocer Gold Awards, and Online Retailer of the Year at the IGD Awards - a new award based on real customer satisfaction as measured by the IGD's ShopperVista monthly shopping tracker.

"Growing recognition of the great products and outstanding service we offer is reflected in the rapid growth in registrations for our online platform, with its easy-to-use website, good availability of convenient delivery slots, and friendly and helpful drivers. We are also pleased by confirmation that our in-store experience beats that of all the Big Four supermarkets.

"The Power of Frozen allows us to offer a unique range of great quality food from all over the world, all year round. We are also a business that is and has always been committed to doing the right thing, most recently reflected in our aim to eliminate plastic packaging from our own-label range by 2023. We look forward to welcoming many more new customers to enjoy the Iceland experience, both in-store and online, in the year ahead."

### **For more information please contact:**

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## **ABOUT ICELAND**

Iceland is recognised as the leader in frozen food with over 900 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's nationwide online shopping service was named the UK's best in the 2016, 2017 and 2018 Which? supermarket surveys, and for 20 years Iceland has offered a unique, free home delivery service for in-store purchases.

Since 1970 Iceland has been proudly 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. It has ranked as one of the UK's Best Big Companies to Work For in each of the last 11 years, and was number one in both 2012 and 2014.