

## **First Iceland Foods store in Norway enjoys an enthusiastic reception**

Shoppers queued to experience the first Iceland Foods store in Norway when it opened in Asker, in the Greater Oslo region, on Wednesday, 23 May. The 280m<sup>2</sup> store, operated by Iceland's new franchise partner Ice Nordic, has 33 freezer cabinets carrying a wide range of Iceland's own label frozen food, and also sells Iceland own label groceries and a selection of locally produced products.

A second store in Larvik, Vestfold county, is scheduled to open on 7 June, and Ice Nordic is seeking further store sites across the country.

**Iceland Group operations director Ewan McMahon said:** "It was great to see the new store receive such a hugely enthusiastic response, with sales on the first day far exceeding expectations. It was particularly pleasing to see so many young people in the store, and to experience everyone's very positive reaction to our iconic Iceland frozen food range. Pizzas, ice cream, Mumbai Street Co Indian food and our Luxury Raspberry & Pistachio Layered Pavlova were among the star best sellers.

"This is a particularly exciting development for Iceland International because, although we have operated a successful franchised store model for very many years, most of our existing overseas franchises are in areas with substantial British expatriate communities. While we do have a growing following among non-British customers in countries like Spain and Portugal, there is no question that in Norway we are appealing overwhelmingly to Norwegians – and we are really delighted that they have given us such an outstanding welcome.

"Our new franchise partner has ambitious plans for expansion and we look forward to a long and profitable relationship with them."

### **Media enquiries:**

Keith Hann, director of corporate affairs 01244 842228 / 07831 521870 / keith.hann@iceland.co.uk

### **About Iceland Foods**

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.

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.

In the 1980s Iceland led the way in removing artificial colours, flavours and non-essential preservatives from its own label products, while in the 1990s it became the first national food

retailer to remove GM ingredients from its own brand range. In 2018 Iceland has become the first UK retailer to announce the planned elimination of plastic packaging from its own label range by the end of 2023; the first to announce the removal of palm oil as an ingredient from its own label food; and the first to install a trial Reverse Vending Machine for plastic bottles in preparation for the Government's proposed national Deposit Return Scheme.

Iceland has won multiple awards for the quality of its products and services, including being named Online Supermarket of the Year by both The Grocer and IGD in 2017. It has ranked as one of the UK's Best Big Companies to Work For in each of the last 12 years, and was number one in both 2012 and 2014.

### **About Iceland International**

Iceland's global trading arm exports Iceland own label food to more than 40 countries worldwide, including a network of franchised Iceland stores in the Channel Islands, Spain, Portugal, Malta and Iceland (the country). Earlier this year it entered the China market through a new partnership with JD.com to sell a range of Iceland branded groceries in the country.