



10 July 2018

Iceland will close all UK stores early on Sunday if England reach the World Cup final

Iceland will close all its 900-plus Iceland and The Food Warehouse stores in the UK at **2pm on Sunday 15 July** if England are playing in the World Cup final that afternoon.

All store colleagues will be paid in full for their scheduled hours on that day if the early closures go ahead.

Iceland Operations Director Ewan McMahon said: “We have huge confidence in the ability of the England team to reach and win the World Cup final – but we did not want to tempt fate, so we were planning to make this announcement on Wednesday once the semi-final result was known. However, the Germans have already got their towels on the sun-loungers with yesterday’s announcements from two of our rivals, so it seems right to let our colleagues and customers know our plans now. We also feel that it is right to extend early closing to all our UK stores so that our colleagues in Scotland, Wales and Northern Ireland can enjoy the match, too.

“We all have our fingers crossed for an England win tomorrow, and to football coming home at the weekend.”

ENQUIRIES:

Keith Hann, Director of Corporate Affairs

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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. Iceland’s nationwide online shopping service was named the UK’s best in the Which? supermarket survey in 2016, 2017 and 2018, Online Supermarket of the Year in the Grocer Gold Awards 2017 and Online Retailer of the Year in the IGD Awards 2017. For 20 years Iceland has also 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 12 years, and was number one in both 2012 and 2014.