

ICELAND'S REVERSE VENDING MACHINES RECYCLE OVER 1 MILLION PLASTIC BOTTLES IN JUST OVER ONE YEAR

- **Over 95% of customers believe a deposit return scheme should be extended to all retailers**
 - **Two thirds of customers used the machines because of environmental concerns**
 - **Plastic bottles were accepted in five stores located across the UK**

Iceland has recycled more than 1 million plastic bottles since May 2018, following its industry-leading move to trial reverse vending machines in a selection of its stores.

During the trial period Iceland has been gaining feedback from its customers, who have responded extremely positively with 96% of shoppers believing the scheme should be extended to all retailers.

Iceland's customer insights showed the main motivation for people using the reverse vending machines was environmental concerns, with two thirds (67%) choosing this option above any others.

The bottle return data and customer insight was taken from Iceland's five stores that had reverse vending machines installed during the last year: Fulham, Mold, Musselburgh and Wolverhampton in May-June 2018, and Belfast in January 2019. The trial at The Food Warehouse in Wolverhampton ended in July 2019, when a new machine was installed at the Iceland store in the Merrion Centre, Leeds.

The trial highlights widespread consumer support for the introduction of a deposit return scheme, with two thirds of customers using the machines at least once a fortnight, and 75% believing the introduction of 20p deposits on plastic bottles would be a good idea.

Richard Walker, Managing Director at Iceland, commented: "The results from our reverse vending machine trials highlight the growing demand from consumers to have a deposit return scheme introduced across the UK.



“Iceland was the first retailer to trial reverse vending machines and we believe the customer feedback we have received shows that our simple model of accepting all sizes of plastic drinks bottle – and extending this to include drinks cans - is the only sensible way to roll out a deposit return scheme nationally.

“We have more than 950 stores across the UK and with the support of the government we could fit a reverse vending machine in every one of our stores. With over 1 million bottles returned to just five of our stores, the positive environmental impact of having machines across the UK would be phenomenal.”

For further information please visit www.sustainability.iceland.co.uk

Ends

ABOUT ICELAND

Iceland is recognised as the UK’s leader in frozen food and operates over 950 stores across the country, together with a multi-award-winning online shopping service. It prides itself on being a convenient and friendly place to do the family’s weekly shop, as well as meet everyone’s daily top-up shopping needs for fresh, chilled, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Iceland has won multiple awards for the quality of its food and service. Recent honours including being named Best Online Retailer and Best Frozen Food Retailer at the Retail Industry Awards 2018, best UK supermarket for customer service in the 2018 UK Customer Satisfaction Index, Community Retailer of the Year at the Retail Week Awards 2018, Online Retailer of the Year at the IGD Awards 2017, and Online Supermarket of the Year at the Grocer Gold Awards 2017. Iceland's online shopping service was also named the UK’s best in the 2016, 2017 and 2018 Which? supermarket surveys. Iceland has ranked as one of the UK’s Best Big Companies to Work For in each of the last 13 years, and was number one in both 2012 and 2014.

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, while naturally generating low levels of food waste.

Iceland

Always committed to doing the right thing for customers, communities and the environment, Iceland was a pioneer in removing artificial colours, flavours and non-essential preservatives from its own label food in the 1980s, and in banning genetically modified ingredients in the 1990s. In 2018 it committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023, and to remove palm oil as an ingredient from its own label range by the end of 2018.