

**8 September 2020****ICELAND CREATES OVER 3,000 NEW JOBS AND INCREASES HOME DELIVERIES BY 300% TO SUPPORT AT HOME BRITS**

- *Iceland has increased its home deliveries by 300% in the last 12 months*
- *A huge increase in Iceland's capacity now enables it to make up to 750,000 home deliveries every week*
- *Iceland shoppers in London can also now get their groceries delivered in just 20 minutes using UberEats*
- *Iceland has recruited over 3,000 additional drivers and store staff to support the huge increase in demand for services*

Supermarket Iceland has created more than 3,000 new jobs to enable it to meet a 300% increase in demand for home deliveries since August 2019, with lockdown driving particularly strong growth in online orders in the first half of the year. The 3,000+ new colleagues include both additional delivery drivers and the expansion of Iceland's supporting in-store teams.

As lockdown was announced in the UK, demand for Iceland's delivery service surged leading to a four-fold increase in delivery orders, placed both online and in store, via the retailer's Home Delivery service. With Iceland now having the ability to handle three-quarters of a million orders every week, the supermarket has undertaken a recruitment drive to meet the ongoing demand.

The trend towards online shopping and home deliveries shows no sign of slowing down as the weather shifts over the coming weeks and months and Iceland is meeting the demand head on by increasing its delivery fleet by 30%.

Lucky London customers can get their groceries delivered in just 20 minutes to their office or home thanks to Iceland's new partnership with UberEats, the retailer's latest move to expand its delivery capabilities. The online delivery service provides pick-ups from Iceland's Hackney store to those in the city.

The pandemic forced Iceland, along with many other retailers, to change its normal operating style in order to support its local communities. An Iceland store manager in West Belfast was the first to introduce vulnerable shopping hours, an inspiring initiative which led to a nationwide roll-out by Iceland and the adoption of similar initiatives by all major grocery retailers.

David Devany, Chief Customer and Digital Officer at Iceland Foods, said: "We've been blown away by the demand for deliveries over the past six months with a four-fold increase in online orders since the beginning of lockdown. We see no sign of a slowdown in the demand for deliveries in the run up to Christmas, so a recruitment drive for more permanent staff was essential.

"Our store and delivery colleagues have gone above and beyond during lockdown introducing incredible measures to help their local communities, and I'm proud that our business has been able to adapt to the changing needs of our customer."

Iceland offers free next day delivery on orders over £35, and a Home Delivery service in many of its high street stores, offering in-store customers the choice of a same day home delivery.

For more information about Iceland's delivery service please visit: [www.iceland.co.uk](http://www.iceland.co.uk)

**ENDS**

## **NOTES TO EDITORS**

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## **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, 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 12 years, and was number one in both 2012 and 2014. Iceland was also named best UK supermarket for customer service in the 2018 and 2019 UK Customer Satisfaction Index.

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.

Research conducted by Manchester Metropolitan University suggested that switching to frozen food can reduce household food bills by as much as £1500 a year.

Always committed to doing the right thing for customers, communities and the environment, Iceland was a pioneer in removing artificial colours, flavours and nonessential 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.