

ICELAND: BRITAIN'S CHEAPEST AND EASIEST PLACE TO SHOP

Research by BrandView for *The Grocer* magazine has confirmed that Iceland beats all the UK's major supermarkets on price across a full basket of like-for-like products including frozen, chilled and ambient grocery lines.

Measured using Iceland's online service, which has already been rolled out to more than 270 of Iceland's 800-plus stores across the UK, the research showed Iceland to be 7% cheaper than Asda, 10% cheaper than Morrisons, 12% cheaper than Tesco, 17% cheaper than Sainsbury's and 21% cheaper than Waitrose.

These findings follow Iceland's success in research published earlier this month by BDRG Continental, whose "Customer Effort Score" rated Iceland top for ease of navigation around the store, and for having helpful and friendly staff. An Iceland shopping trip was rated as requiring "low" or "very low" effort by 56 per cent of respondents, the best score among the nine retailers surveyed.

Iceland's growing appeal was also recognised at last week's Re:refresh produce industry awards, where Iceland was named "Convenience Retailer of the Year" for the excellence of its fresh produce offer.

Iceland's Executive Director for People & Customers Nick Canning said: "We are always delighted when independent research and awards confirm what we and our customers knew all along - that Iceland consistently offers better value than all the major supermarkets across everyone's complete everyday shopping basket of frozen, chilled, produce and ambient grocery products, and is an outstandingly easy place to shop.

"All our Iceland brand products are rigorously benchmarked against the major multiples to ensure that we offer the same quality as their own brands at a better price, or superior quality at a matching price. Our round sum pricing provides clarity to our customers, making it easier for them to shop and budget, while our simple store layouts, clear point of sale displays and our focus on outstanding customer service all help to make shopping at Iceland the easiest and most pleasurable experience on the high street. We now also offer one of the simplest online shopping services, offering free delivery on all orders of £25 or more. This is available today in areas served by more than 270 of our stores across the UK and is on schedule for complete national rollout early next year."

ENQUIRIES:

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