

15 February 2013

**ICELAND CONFIRMS ALL BEEF PRODUCTS
UNCONTAMINATED BY HORSEMEAT**

Iceland Foods is pleased to confirm that all Iceland own brand products containing beef have now been checked by an independent laboratory for the presence of equine (horse) protein and all results show them to be clear of any such contamination. The products tested include such categories as minced and diced beef, sausages, burgers, ready meals including lasagne and spaghetti Bolognese, corned beef and pizzas.

Iceland Chairman & Chief Executive Malcolm Walker said: "I am naturally delighted with the results of these tests, confirming that there is no horsemeat in any Iceland beef product.

Iceland has always led the way in delivering Food You Can Trust to consumers.

As long ago as 1986 we were the first UK supermarket to remove artificial colourings, flavourings, and non-essential preservatives from our own brand products – two decades before many of our major competitors. We were also the first UK supermarket to ban monosodium glutamate (MSG) from our own brand products in 1986, and banned mechanically recovered meat (MRM) from all Iceland brand products in 1990.

We were the first national food retailer anywhere in the world to ban genetically modified (GM) ingredients from all our own brand products in 1998.

Iceland does not sell cheap food. We sell high quality own label frozen food that is good value. We do not sell – and have never sold – “white pack” economy products. Most Iceland ready meals are manufactured in our own factory, which uses British beef supplied by our own meat processing plant.

Customers and their families can trust Iceland to bring them good, safe, innovative and enjoyable food that also offers them outstanding value.”

ENQUIRIES:

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