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## **Iceland crowns week of awards success with two big wins at The Grocer Gold Awards**

Iceland was delighted to be named Online Supermarket of the Year, and to win the award for Business Initiative of the Year for the new Iceland Kitchen, at The Grocer Gold Awards at Guildhall in London yesterday evening.

This continued a run of recent awards success that included Iceland winning two Gold, two Silver and four Bronze Awards at the British Frozen Food Awards on 8 June – more than any other retailer. On the same evening Iceland was named Convenience Retailer of the Year at the 2017 FreshAwards for excellence in fresh produce.

**Iceland Founder & Executive Chairman Malcolm Walker said:** “These accolades provide welcome recognition of the huge progress Iceland has made over the last two years to make us one of the UK’s fastest-growing and best-regarded food retailers. As our 2017 financial results recently showed, we are successfully winning new customers and delighting our established shoppers by developing unique, exciting and great-tasting quality food that they simply cannot buy anywhere else, while continuing to offer outstanding value for money.

“Our fast-growing Online business, already twice voted the best in the UK in the annual Which? supermarket survey, continues to go from strength to strength under the leadership of our Managing Director of On-Line David Devany and his expanded team, supported by substantial investment in our website and logistics, including the opening of our second dedicated Online picking centre at Trafford Park this summer.

“Our £2 million investment to create simply the best product development kitchen in Europe at our Deeside head office has played a key role in increasing the pace and quality of our innovation, really taking our food to the next level, under the leadership of our hugely talented and experienced Head Chef Neil Nugent.

“Today we have the strongest management team in our 47-year history, our best-ever product range, a market-leading Online business, and are successfully changing perceptions of Iceland both through our “Power of Frozen” marketing campaign and by making major improvements in our stores. Our new Iceland store concept is proven to enhance our customer appeal and will now be rolled out across the country, while our distinctive and complementary The Food Warehouse format is already open in 40 locations across the UK, with many more stores in the pipeline. I have never been more excited about the prospects for Iceland and I am immensely grateful to The Grocer for the further endorsement provided by these great Awards”.

### **ENQUIRIES:**

Keith Hann, PR adviser

01244 842228 / 07831 521870 / kh@keithhann.com