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## **ICELAND RECRUITS INDUSTRY STARS TO CREATE NEW PRODUCT DEVELOPMENT TEAM**

Iceland has created a new product development team for its own brand with the appointment of **Neil Nugent** to the position of Head of Product Development and **David Lennox** as Development Chef.

**Neil Nugent** began his career as a restaurant chef, working in many award-winning and Michelin-starred establishments before joining Asda as innovations chef in 1997. In 2008 he became executive chef at Waitrose, where he was responsible for a number of important innovations including the introduction of the Heston from Waitrose range, the development of the Duchy Originals and Waitrose Essentials brands, and the creation of the Waitrose cookery school. From 2011 he spent three years at Morrisons as executive chef, where his achievements included the creation of a new product development facility and the introduction of the M Kitchen brand. Most recently he has been working to deliver a new concept development for Pizza Express. Throughout his career Neil has remained a hands-on chef and was for seven years co-owner of the critically acclaimed J. Baker's Bistro in York.

**David Lennox** also began his career as a restaurant chef before moving into product development with Bakkavor and then joining Waitrose, where he worked closely with Neil Nugent on the Heston range. He then spent almost four years working as the lead development chef at Morrisons from 2011.

**Neil Nugent said:** "I am really looking forward to working with Malcolm Walker and the Iceland team to develop a quality brand strategy that has a major focus on innovation and on the many advantages of frozen food. Frozen food is every chef's best friend and we will build on Iceland's striking "Power of Frozen" campaign to make more and more people aware that freezing is simply the best way to preserve, store and manage their food. I am particularly pleased to be reunited with David Lennox, who is a brilliantly creative chef with whom I worked closely at both Waitrose and Morrisons."

**Iceland Founder & Chief Executive Malcolm Walker said:** "These two senior appointments underline my personal commitment to making Iceland known for great quality food and cutting-edge innovation, as well as outstanding value. In Neil and David we have recruited two of the brightest and most experienced stars in their field in the UK, and we are all hugely excited at what the future holds for the Iceland brand."

### **ENQUIRIES:**

Keith Hann, PR adviser, Iceland Foods

01244 842228 / 07831 521870