

ICELAND TURNS TO CHINESE NEW YEAR WITH AUTHENTIC TAKEAWAY RANGE

With traditional New Year celebrations behind us and Chinese New Year right around the corner, Iceland is celebrating the re-vamp of its fresh and exciting Chinese Takeaway range.

The authentic cuisine has been developed in partnership with Charlie Yu, Founder and Sous Chef at Yu & You, a leading Cantonese restaurant and winner of Gordon Ramsay's best Chinese restaurant.*

Following traditional oriental recipes, the range boasts a delightful collection of dishes such as Hoisin Duck and Singapore Noodles, each delivering the finest flavours from genuine East Asian ingredients and aromatic spices. As well as bringing restaurant quality meals to the freezer, the cuisine offers an affordable alternative to takeaway meals, is easy to cook and will be ready to serve within a few minutes.

The full range is available online, including some of the nation's favourites:

- Singapore Noodles, £1.50
- Chicken in Black bean Sauce, £1.50
- Chicken Fried Rice, £1.50
- Singapore Rice, £1.50
- Firecracker Chicken Noodles, £1.50
- Hoisin Duck, £1.50
- Iceland Egg Fried Rice, £1.00
- Special Fried Rice, £1.50

Charlie Yu, Founder and Sous Chef at Yu & You, comments: "This is a really exciting partnership for us. Iceland recognises the importance of putting innovation at the heart of its product offer. The team at Iceland also appreciate the East Asian ingredients and distinguishing flavours that you get from traditional Chinese cooking. This way, people across the country are able to enjoy dishes similar to ones you'd find at Yu & You."

Speaking about the new product launch, Nigel Broadhurst, Joint Managing Director, adds: "We're very proud of our Chinese Takeaway range and through our partnership with Charlie Yu and his team, we're able to ensure the dishes stay true to its origins when it comes to quality, ingredients and taste."

“The meals are simple to cook, cost a fraction of a takeaway, and are packed with flavour. Instead of waiting for your takeaway to arrive, you can stock up on our range in your freezer and have dinner ready in a matter of minutes.

“We are thrilled to be collaborating with the extraordinary Yu & You team and look forward to celebrating the Chinese New Year with this amazing range of dishes.”

For more information about the Iceland Chinese Takeaway range, visit www.iceland.co.uk.

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*Ramsay’s Best Restaurant, Best Chinese 2010. Source: yuandyou.com/achievements.html

Notes to Editors:

Iceland is the home of frozen food, and an award-winning leader in product innovation. It is recognised as one of the country’s easiest, friendliest, and best value places to shop, and as the Best Big Company To Work For in the UK. With 850 stores throughout the UK and a national online shopping service, Iceland puts innovation, quality, affordability and customer service at the heart of everything it does. From Christmas dinner to perfect parties, Iceland is the expert in festive food, delivering great ideas that take the hassle out of the celebrations for busy, value conscious families.

The Chinese Takeaway range is available in selected stores only. All products are subject to availability.

Further Chinese Takeaway range information:

Singapore Noodles, £1.50

Cooked Egg Noodles with vegetables, char sui pork and prawns in a curry flavoured soy sauce.

Chicken in Black bean Sauce, £1.50

Pieces of cooked chicken breast with diced green peppers in a tangy black bean sauce.

Chicken Fried Rice, £1.50

Cooked white rice with chicken breast strips, scrambled egg, peas and spring onions.

Singapore Rice, £1.50

Cooked white rice with vegetables, prawns and char sui pork, flavoured with curry and soy sauce.

Firecracker Chicken Noodles, £1.50

Tender pieces of cooked chicken breast and mixed vegetables in a tangy hot chilli curry sauce served on a bed of soft cooked egg noodles.

Hoisin Duck, £1.50

Tender pieces of roasted seasoned duck in a sweet, spicy, hoisin sauce with red pepper, onion and shiitake mushrooms.

Iceland Egg Fried Rice, £1.00

Cooked white rice with cooked scrambled egg and peas.

Special Fried Rice, £1.50

Cooked white rice with prawns, char sui pork, peas and scrambled egg.

Other products in the Chinese Takeaway range include:

- Iceland Special Fried Rice 350g, £1.50
- Iceland Egg Fried Rice 350g, £1.00
- Iceland Chicken Fried Rice 350g, £1.50
- Iceland Singapore Noodles 350g, £1.50
- Iceland Chicken in Black Bean Sauce 375g, £1.50
- Iceland Singapore Rice 350g, £1.50
- Iceland Firecracker Chicken Noodles 350g, £1.50
- Iceland Hoisin Duck 375g, £1.50