



Iceland

5 August 2018

Iceland and The Range form strategic alliance

The fast-growing UK retailers Iceland Foods and The Range have agreed a strategic alliance that will introduce Iceland's food offer into The Range's home, garden and leisure stores.

The alliance will initially see the opening of Iceland store-in-stores within three The Range stores in The Midlands and Liverpool: these will carry the complete Iceland Foods range and will be supplied by Iceland, though staffed and operated by The Range.

Plans for a further roll-out of the concept will be confirmed in due course.

Iceland Founder & Executive Chairman Sir Malcolm Walker said: "The ethos of The Range – 'to bring our customers great quality products at the most competitive prices' – is absolutely identical to Iceland's, so I feel that we make natural partners in this new alliance. We look forward to working with Chris Dawson and his team to make our unique food range available to more customers in a new type of location, where we hope that we can extend our appeal by reaching people who have not shopped at Iceland before."

Founder and Chairman of The Range, Chris Dawson states: "This Alliance is so exciting. The Range's massive non-food offering under the same roof as Iceland's unique food offering will provide customers with a 'one stop shop' and access to over 80,000 different products under one roof. I think our customers will be surprised and delighted to view the extent and quality of Iceland's food range."

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ABOUT ICELAND

Iceland is recognised as the leader in frozen food with over 900 stores in the UK. The company prides itself on being a convenient and friendly place to do the family's weekly shop, as well as meet everyone's daily top-up shopping needs for fresh, chilled and frozen food and groceries.

Iceland's nationwide online shopping service has been named the UK's best in the 2016, 2017 and 2018 Which? supermarket surveys, and for more than 20 years Iceland has offered a unique, free home delivery service for in-store purchases.

Since 1970, Iceland has been proudly demonstrating to shoppers just how the Power of Frozen can deliver an extensive choice of high quality, great-tasting food from fine sources around the world at great value prices.

With the Power of Frozen at its heart, Iceland naturally generates low levels of food waste. The company is also known as a pioneer in removing artificial colours, flavours and non-essential preservatives from its own label products. It has ranked as one of the UK's Best Big Companies to Work For in each of the last 12 years, and was number one in both 2012 and 2014.

In 2018 Iceland committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023.

ABOUT THE RANGE

The Range, founded in 1989, is a destination value and, traditionally, non-food retailer operating throughout the UK with a preference for out of town locations.

It is one of the UK's fastest growing retailers, regularly featuring in the Sunday Times Fast Track and Top Track tables, and it currently trades from 158 stores and an online platform.

Owned by entrepreneur, Chris Dawson, The Range started life as a market stall trading in Plymouth, the city where it continues to trade today, and home to its Head Office.

The average store size is over 40,000 sq ft, allowing customers to The Range a 'one stop shop', an extensive and eclectic mix of products and a unique shopping experience.

The Range is recognised for its offering of more than 65,000 products all at affordable prices across 16 Departments including Homewares, Furniture, Lighting, Arts & Crafts, DIY and Gardens, thus drawing together everything that is needed for a stylish home.

Whilst stores continue to be the mainstay of The Range, www.therange.co.uk completes a truly multichannel offering, providing customers with an alternative method of browsing, accessing additional product information and shopping.