

PRESS RELEASE

ICELAND LAUNCHES UK-FIRST TRIAL TO REDUCE PLASTIC PACKAGING ON FRESH PRODUCE BY 93%

- Industry-leading trial will be launched in 33 stores and will cover 38 produce lines, the largest ever of its kind in the UK
- An estimated seven tonnes of plastic will be removed as a result of the trial alone, and up to 440 tonnes could be removed if it proves successful and is rolled out
- 29 UK-first packaging solutions will be used to reduce plastic use, including apples, mixed peppers, potatoes and carrots in plastic-free packaging

30 January, 2020 – Iceland has launched an industry-leading trial that will see the retailer reduce its plastic packaging by 93% across a range of fresh produce.

The trial launched on 22 January in 33 of Iceland's stores across London and the South East region, and will offer customers the opportunity to buy 38 fresh fruit and vegetable lines in innovative new packaging solutions that are either plastic-free or have a significantly reduced plastic content.

Iceland is expecting the trial alone to remove seven tonnes of plastic, reflecting the growing consumer appetite to reduce plastic consumption. The trial is the latest in a series of industry-leading initiatives launched by the retailer, which was the first globally to commit to remove plastic from all own label products by the end of 2023.



The trial will see 29 plastic-free or reduced plastic solutions used for the first time in the UK, and will include apples, mixed peppers, potatoes and carrots in plastic-free packaging. The

solutions have been developed and tested in partnership with Iceland's produce and packaging suppliers and the trial represents the culmination of months of development.

Phase one of the trial will see 27 products launched in redeveloped packaging, with a further eleven products being added in Phase Two which will launch on 4 March.

Richard Walker, Managing Director at Iceland, commented: "We understand that consumers are particularly aware of the amount of plastic being used to package produce across the industry and we've been working hard to develop user-friendly, sustainable alternatives. This trial is the largest ever of its kind and we're excited to see how customers respond to the range of solutions provided. The trial is truly scalable and our findings will help to further define our strategy for eliminating plastic across our produce offering.

"Most importantly, customers will not have to pay a premium for the plastic-free or reduced plastic products as prices will remain exactly the same, and we're proud to be democratising choice in this way."

Phase 2 of the trial will see the rollout of new fixtures for bananas, a third iteration of the first trial for plastic-free bananas which initially proved to be unsuccessful. The trial of paper band packaging for bananas was stopped in early 2019 when the banded product was shown to increase food waste in stores. New fixtures were then successfully trialled, an example of how Iceland takes a trial and error approach, innovating to fulfil its leadership level commitment.

"When we made our industry-leading commitment to remove plastic from our own label products, we knew we would encounter obstacles along the way, including unsuccessful launches. We continue to be transparent with our customers about our successes and learnings, and bring them along on the journey as we use their feedback to improve and innovate," Richard added.

For further information on Iceland's plastic removal commitment, please visit sustainability.iceland.co.uk

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ABOUT ICELAND

Iceland is recognised as the UK's leader in frozen food and operates over 950 stores across the country, together with a multi-award-winning online shopping service. It 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, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Iceland has won multiple awards for the quality of its food and service. Recent honours including being named Best Online Retailer and Best Frozen Food Retailer at the Retail Industry Awards 2018, best UK supermarket for customer service in the 2018 UK Customer Satisfaction Index, Community Retailer of the Year at the Retail Week Awards 2018, Online Retailer of the Year at the IGD Awards 2017, and Online Supermarket of the Year at the Grocer Gold Awards 2017. Iceland's online shopping service was also named the UK's best in the 2016, 2017 and 2018 Which? supermarket surveys. Iceland has ranked as one of the UK's Best Big Companies to Work For in each of the last 13 years, and was number one in both 2012 and 2014.

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, while naturally generating low levels of food waste. Always committed to doing the right thing for customers, communities and the environment, Iceland was a pioneer in removing artificial colours, flavours and non-essential preservatives from its own label food in the 1980s, and in banning genetically modified ingredients in the 1990s. In 2018 it committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023, and to remove palm oil as an ingredient from its own label range by the end of 2018.