

Press release under embargo until 07:00 on Tuesday 23rd August 2022

ICELAND AND UTILITA HELP FAMILIES HEAT AND EAT, WITH COST OF LIVING SAVINGS OF UP TO £604 EVERY YEAR

- Air fryers, microwaves and slow cookers revealed as the most energy efficient ways of cooking as part of ‘*Shop Smart, Cook Savvy*’ initiative.
- Data from Utilita reveals the true cost of running cooking appliances and helps ‘oven-default’ households save hundreds by switching appliances.
- More than half of UK households admitted to not knowing which of their cooking appliances cost more to run (52%).
- Iceland will introduce new energy saving cooking guidance on packaging, as part of its joint education programme with Utilita – a first for a UK retailer.
- Countrywide roadshow presented by Utilita will help educate UK shoppers on how they can save hundreds on their energy bills.

Households reliant on oven cooking could save up to £604 per year by switching to a more energy efficient cooking methods, according to new research by energy supplier Utilita. Joining together with frozen food specialist Iceland, the pair are embarking on a first of its kind partnership, that aims to help those struggling with the rising cost of living, by offering practical solutions and advice on how to save money.

As the UK anticipates one of the most expensive winters in its history, Utilita and Iceland’s ‘Shop Smart, Cook Savvy’ collaboration will officially launch in early September to help families better understand the cost of cooking, and to help identify the most economical cooking methods available to them to make budgets stretch further.

As part of the joint campaign, both brands have committed to 11 pro-consumer, pro-planet pledges in total, which includes a massive overhaul of Iceland’s own-product packaging to reflect more energy efficient cooking appliances and methods, and a national ‘Cooking High 5’ consumer awareness tour, facilitated by Utilita outside Iceland stores.

The launch will also see the introduction of both brands selling the best value 4.5l air fryer on the market from Tower Housewares retailing at the discounted price of £35, enabling consumers to make their investment back in around 47 days of avoiding the oven. Air fryers will be sold at Iceland stores nationwide and online at www.iceland.co.uk, and at Utilita’s High Street Energy Hubs.

Changing Cooking Behaviour

The research presents the cost to cook, per minute for each of the main types of cooking appliance. It also explores a range of common cooking methods and offers recommendations on how to change their behaviour to save. Households spend approximately 43 minutes cooking each day and almost half (42%) admit to using the oven by default for the main part of their cooking needs. More than half of UK households admitted to not knowing which of their cooking appliances cost more to run (52%).

Utilita’s in-depth research presents a list of the main seven types of cooking appliances, starting with the most energy intensive - the electric cooker - and finishing up with the most economical to run - the microwave. In anticipation of the list becoming every household’s go-

Iceland

to cooking calculator, the research has been based on the energy consumption of 92 appliances across 24 sources, including academic research, legislation, and data collected from popular shopping websites.¹

The 'Shop Smart, Cook Savvy' research reveals how the cost of cooking can be cut by up to 60-90%², enabling households to save hundreds of pounds each year. The research also highlights the wider environmental impact of households' cooking behaviours, revealing that oven default households could avoid generating the same amount of carbon emissions generated by driving 1,164 miles in the average car.

The table below shows the cost of using each appliance for the average daily amount of time, and the amount of carbon generated by each appliance per year.³

APPLIANCE	COST PER DAY TO RUN	COST PER WEEK TO RUN	COST PER MONTH TO RUN	COST PER YEAR TO RUN	CO ₂ e EMISSIONS (equivalent miles driven in avg car)
Electric cooker	87p	£6.09	£26.38	£316.54	609
Dual cooker (part electric, part gas)	72p	£5.08	£22	£264.03	609
Gas cooker	33p	£2.32	£10.07	£120.83	611
Slow cooker	16p	£1.15	£4.98	£59.76	115
Air fryer	14p	£1.01	£4.40	£52.74	102
Microwave	8p	58p	£2.50	£30.02	58

Bill Bullen, Utilita Founder and CEO, said: *"For as long as we can remember, our kitchens have been designed around the oven being the main cooking method, which isn't the case for many households today. Much more economical cooking appliances such as air fryers, slow cookers and microwaves have become increasingly more popular. However the cooking instructions on food packets haven't reflected this."*

"Utilita and Iceland are closely aligned in our mission to help households make their money go further. There are so many factors that neither Richard or I can control today, but the cost of cooking is mutual ground that we can help consumers with. This unique partnership will hopefully urge other supermarkets to do the same and help consumers choose the most economical cooking methods."

¹ A Review of The Energy Intensity of Cooking Appliances and Cooking Practices - Implications for The Cost of Cooking - Archie Lasseter for Utilita 16/08/2022

² Gas cooker versus air fryer is 61% saving / electric cooker vs a microwave is 90% saving

³ Based on cookers being in use for 43 mins per day on average (Utilita and Iceland conducted a survey of 2,000 households across the UK from 26.05.2022 - 31.05.2022 via Onepoll), and all other listed appliances being used for 20 minutes.

Iceland

Richard Walker, Iceland’s Managing Director, said: *“The cost of living crisis continues to be the biggest national issue facing consumers and as a private, family-run business, we’re constantly looking at both short, and long term initiatives that can offer any support.*

Our ‘Shop Smart, Cook Savvy’ collaboration with Utilita is so important, as it shines a light on the relationship between what we buy and how much energy we use cooking it, helping to empower our customers and provide them with access to information that can help stretch their budgets further.”

Archie Lasseter, Utilita’s Sustainability Lead, comments: *“The rising cost of energy is going to create seismic shifts in consumer behaviour associated with energy consumption through a new awareness of the cost to consume. The impact will be far greater than any of the Government’s green initiatives ever could have achieved.*

“Although cooking is said to account for four percent of the average energy bill, the savings speak for themselves.⁴ It’s vital that consumers are given the facts they need in order to use less energy in the interest of the pocket and the planet.

“As experts in energy behaviour change, we know that consumers need to know in pounds and pence what their actions will save them, and we know that every household budgets differently, hence the daily, weekly and monthly cost savings set out in this campaign.”

David Buttress, former CEO of Just Eat and New Cost of Living Business Tsar comments on the campaign:

“This is the type of consumer awareness campaign that will stick in our minds, because it’s enabling every household to rethink the way we cook, which hasn’t been done before. We are delighted to list both Utilita and Iceland as official Help for Household partners for their efforts in enabling and assisting consumers to make impactful savings that will make a big difference, whilst reducing carbon emissions. I am hopeful that other supermarkets will follow suit to help their consumers identify the cheapest way to cook.”

Shop Smart, Cook Savvy Workshops

As part of Utilita’s national education programme, Iceland customers and all households will be invited to attend thousands of free workshops on the 15 ways to cut energy bills by hundreds each year, including five ways to save up to £604 when cooking.

Cooking behaviour	Cost saving	Carbon saving (miles)
Use more energy efficient appliances	£287	553
Batch cook, when possible	£158	305
Use the right size pan with a lid	£72	139

⁴ Energy Savings Trust - June-21 household energy bill/consumption split

Iceland

Simmer rather than boil	£68	131
Don't overfill the kettle	£19	36
Total	£604	1164

Ends

For more information, interviews, or images, please contact:

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Notes to Editor

Methodology

- All cooking appliance research can be found here [ADD BLOG LINK](#)
- Utilita and Iceland conducted a survey of 2,000 households across the UK from 26.05.2022 - 31.05.2022 via Onepoll
- All energy costs are based on the Cornwall Insights price cap forecast for October 2022. All environmental costs are based on the Department of Business, Energy & Industrials Strategy's Greenhouse Gas Conversion Factors, 2022.

About Utilita Energy

- Utilita is the UK's only energy supplier created to help households use less energy. By improving visibility and control through industry-leading digital technology, Utilita's dual fuel customers use around 11% less energy, on average.
- Utilita is the only energy supplier with physical energy hubs situated in UK town centres, enabling consumers to have conversations about their energy usage, affordability, and learn about ways to save energy at home.
- Utilita's award-winning Energy High 5 behaviour change campaign has so far reached an estimated four million households – educating the nation's households on how we can all waste less energy and save hundreds of pounds by making five simple and free-of-charge adjustments to the way we use energy at home.
- Utilita is celebrated for its unique approach to doing energy better – including the Edie Sustainability Leaders Awards - Best Consumer Engagement Campaign 2022, Better Society Energy Awards - Green Energy Disruptor Award 2021, Uswitch Awards - Best Smartphone App 2022, 2020 and 2018, Uswitch Awards - Best Energy Efficiency 2021 and Best Smart Meter Installation 2021, Better Society Energy Awards – 'Green Energy Company of the Year' Finalist 2021.

ABOUT ICELAND

- Iceland is recognised as the UK's leader in frozen food and operates nearly 1,000 stores across the country, together with a multi-award-winning online shopping service. It represents 2.5% of the UK grocery market. It prides itself on being a

Iceland

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, 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 12 years and was number one in both 2012 and 2014. Iceland was also named best UK supermarket for customer service in the 2018 and 2019 UK Customer Satisfaction Index.
- 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 nonessential 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.