

# Iceland

## ICELAND FOODS STORES TO CLOSE ON BOXING DAY

- To give staff an extended break over the busy festive period, stores will not open on Monday 26th December.
- The Food Warehouse outlets across the country will also remain closed.
- In the run up to both Christmas Day and Boxing Day, shoppers will have ample opportunity to take advantage of festive offers, with people getting ready for the big day earlier than usual.

**6<sup>th</sup> October 2022:** Iceland Foods have announced that they will not open for trading on Boxing Day this year.

Closing store doors on Christmas Eve and re-opening on December 27<sup>th</sup>, the retailer is prioritising hard-working staff, giving them the opportunity to enjoy an extended festive break and make the most of time with friends and family.

All of Iceland's 1000+ stores will remain closed on Boxing Day across the UK, with it being officially assigned as a bank holiday for staff. The same applies to The Food Warehouse. In Scotland, Iceland will also be closed on New Year's Day as usual. Opening hours for the wider festive period will vary based on location, with specific store timings announced in the coming months.

**Richard Walker, Managing Director of Iceland Foods**, said: "This year has taken its toll on everyone, so officially closing our doors on Boxing Day is just a small token of appreciation to our employees. As we move into the winter months the cost-of-living burden will unfortunately only intensify, and as we work relentlessly to pass on savings and support to our customers, we must also look after our teams who are at the forefront of this crisis everyday across the UK".

Iceland and The Food Warehouse shoppers will have plenty of time in the run up to Christmas to get their hands on festive bargains with the brand-new range of festive food available online and instore from 14th November. A [dedicated Christmas page](#) has also returned to the website, offering customers, a one stop shop for frozen Christmas products, enabling them to plan ahead with email notifications when their favourite products become available.

Customers can also take advantage of our unique 3 for £10 deal across a range of lines, where they can save up to a fiver on everyday essentials.

To keep up to date with local store's opening hours visit: <https://www.iceland.co.uk/store-finder>

**Ends**

## 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 convenient and friendly place to do the family's weekly shop, as well as meet everyone's daily top-up shopping needs for fresh,

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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