

PRESS RELEASE

ICELAND LAUNCHES 'DOING IT RIGHT: RIGHT NOW'- INCLUDING A RANGE OF COST SAVING OFFERS AND INITIATIVES TO HELP SUPPORT UK FAMILIES WITH THE COST OF LIVING

- The new platform offers customers a central hub for ways to save on their grocery shopping and put money back in their pockets
- Deals and new initiatives will be announced on the [new microsite](#) weekly, including on branded goods
- £1 price freeze, over-60s discount and school vouchers cash back among the key options available - unrivalled by other UK retailers
- Iceland MD Richard Walker calls on businesses to shoulder more of the hardship that customers are experiencing and innovate and invest in more ways to offer support during these unprecedented times.

25th July 2022: Iceland Foods have launched a wave of cost saving offers and initiatives as part of its new 'Doing it right: right now' campaign, underlining its commitment to help customers navigate these tough times and keep track of ways to cut costs.

With almost daily economic forecasts predicting even more difficult times ahead for customers, added to the regular cyclical pressures on purses – such as the kick off of the school holidays, the supermarket is helping customers get the most value out of their weekly shop. From a weekly discount for over 60s and a £1 price freeze across hundreds of lines to cash back on school vouchers, exploring ethical credit solutions and early Christmas savings across Iceland's Bonus Card, it is hoped the campaign will support more people than ever.

Richard Walker, Managing Director, Iceland said: "If you are running a business in the UK and not currently doing whatever you can do to support your customers to get through these challenging economic times, I urge you to rethink how you can help shoulder some of this hardship.

At Iceland, since the beginning of the year, we have constantly introduced innovative initiatives that make an immediate positive impact on our customers and we won't stop. While businesses do their part, I urge the government to look at what they can really do to support us, such as cuts to business rates for bricks and mortar retailers. These moves will ensure businesses like ourselves, can pass on even more savings to customers".

Customers, many of whom have already benefitted from Iceland's innovative deals and weekly savers, can use the [Doing it right: right now microsite](#) as a guide to keep track of all the ways they can shop and save.

'Doing it right: right now' initiatives which are now live include:

- On Tuesdays **over 60s receive a 10% discount** instore – an initiative which over 1.5 million people have already taken advantage of
- **The Iceland Food Club**, trialled regionally, which gives customers access to ethical credit options, allowing them to spread costs
- A guaranteed **£1 Price Freeze** across 100s of frozen lines until the end of the year
- Exclusive **Iceland Bonus Card** prices, where customers can choose from selected frozen, chilled and grocery products, providing extra savings to help save the pennies
- Customers who are entitled to **Free School Meal Vouchers** through the Government's scheme can scan their Bonus Card when redeeming their vouchers, and receive £1.00 back to spend for every £15 voucher used
- **7 Day Deals** on everyday essentials, including packs of Lurpak for £3 with are available from 3rd August

Iceland

- At month end **Multibuy Madness** eases some of the pressure, with deals online and in Food Warehouse, allowing customers to stock up fridges, freezers and cupboards
- Promoting **NHS Healthy Start** messages across milk lines, with plans to advertise on our frozen fruit range coming soon
- **Free Home Delivery** when customers spend £20 or more in store, and free next day delivery when customers spend £40 or more online, helping to pass on savings on fuel costs

Plan Ahead for Christmas

Iceland's latest Doing it right: right now initiative looks further ahead to customers preparing for Christmas, and will have a variety of saving options available via the Iceland Bonus Card. Customers who save £100 or more on their Bonus Cards between Saturday 23rd July and Wednesday 31st August will receive a £15 Christmas bonus. A saving that is available online, in-store and on the app – which in addition the money saved, offers the best value by far out of UK retailers.

The bonus will be loaded onto customers cards on Thursday 24th November and valid until 23rd December¹ helping them to spread the cost of Christmas and ease the burden. The supermarket is committed to helping its customers enjoy the best of the holiday season, while easing the burden of the uplift in spending at that time of year.

For more information about how Iceland is **Doing it right, right now**, please visit: <https://www.iceland.co.uk/doing-it-right>

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, 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.

Iceland

ⁱ Christmas Bonus:

- The offer is available to all customers in store and online with a registered Bonus Card.
- New customers can register and take part. Customers can save in one or more transaction during the qualifying period but must save a total of £100 or more during that time to qualify.
- Customers can load the £100 onto their card and spend it. They do not need to keep the £100 on their card until 31st Aug or until the bonus is issued in November to get it
- Customers can only qualify for ONE £15 bonus. If they load multiple £100s onto their card they will NOT get additional boosters.
- Customers will get their usual £5 bonus for loading the £100 as normal (£1 free for every £20)