

PRESS RELEASE: UNDER EMBARGO UNTIL 00:01, WEDNESDAY 23 AUGUST

ICELAND FOODS CALLS ON GOVERNMENT TO URGENTLY CHANGE THE LAW GOVERNING SALES OF INFANT FORMULA

- **Iceland is petitioning to overturn current regulations which prohibit retailers from communicating around savings on infant formula or accepting loyalty points, store cards or food bank vouchers.**
- **The company is also calling on the government to review Healthy Start vouchers (currently £9.50 per week) upon which many low income families depend on to buy formula.**
- **Formula prices have increased by as much as 45% and most parents (86%) are concerned about the rising cost of infant formula.**
- **Medical advice is clear that breastfeeding is the optimum choice over formula, but parents with no option need support with rising costs.**

Sign the Metro's petition to change regulations around infant formula here:

<https://www.change.org/p/allow-uk-families-to-buy-infant-formula-using-store-points-grocery-vouchers-gift-cards-formulaforchange>

Iceland Foods is taking its commitment to 'Doing it Right' seriously by calling for immediate change to legislation restricting the promotion of price cuts on infant formula by retailers. This call also includes reversing regulations that prevent infant formula from being purchased with loyalty points, store gift cards or food bank vouchers, or reduced in price to clear stock that is nearing the end of its shelf life.

The company is also calling on the government to review Healthy Start vouchers (currently £9.50 per week). These vouchers have not been increased since 2020, and many low income families depend on these to buy formula, currently it does not cover the cost of formula and food price increases.

Iceland recently defied legislation by publicly announcing that it was cutting the price of formula milk at Iceland and The Food Warehouse stores in order to make customers aware of the savings on offer. This was in response to research, and in-store feedback, that found that the rising price of formula milk is placing unbearable pressure on parents, with most parents (86%) concerned about how to afford to feed their babies. During a cost of living crisis this manifests itself in families reducing feeding frequency, ignoring 'best before' dates or over-diluting formula to make it go further – all of which pose grave risks to infant health.

While indisputable evidence – including from the World Health Organisation – strongly recommends that breastfeeding is the best solution for the overall health and development of both mother and child, this isn't an option for everyone. Many groups, such as adoptive parents, gay couples and those mothers who face challenges for medical reasons, simply aren't able to breastfeed and must have access to affordable infant formula. Importantly they should also be

able to access neutral but informative announcements pointing them to good value on infant formula milk.

Richard Walker, Executive Chairman of Iceland Foods, said: “The benefits of breast feeding versus using infant formula aren’t up for debate: this is about supporting the choices of UK parents as they navigate the cost-of-living crisis. We want the law to change so that retailers can help families feed their children. At Iceland we’ve already cut prices on formula, and by promoting this have defied regulations and attracted complaints. The government needs to show it is doing all it can to help people in the UK, and support retailers like us so that we can do our part without reprisals.”

Iceland Foods is calling for these immediate changes to the law:

- The Infant Formula and Follow-on Formula (England) Regulations 2007 are updated so retailers are allowed to tell the public when they reduce the price of formula.
- Allow customers to buy formula with loyalty points, gift cards or food bank vouchers.

Sign the [change.org petition](#) here, or [write to your local MP](#), to lend your support and affect change.

Prices on Iceland’s range of formula milks have been reduced by over 20% in line with hundreds of other household staples in stores, part of Iceland’s £26m annual investment to ensure prices stay low for customers.

ENDS

NOTES TO EDITORS

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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 was voted the UK’s favourite online grocery service at the Good Housekeeping Awards in 2021 and 2022. The retailer was also named the UK’s Best Online Supermarket in a survey by consumer champion Which? In 2022.

Iceland has always been a responsible retailer, operating under its ‘Doing it Right’ ethos. The supermarket is committed to doing the right thing in its supply chain and in the way it treats its

Iceland

people and customers. Iceland is also committed to minimising its impact on the environment, and contributing to the communities where it operates by regenerating high streets, creating jobs, providing outstanding customer service and giving generous support to a range of good causes.