

**Iceland**

#PowerofFrozen

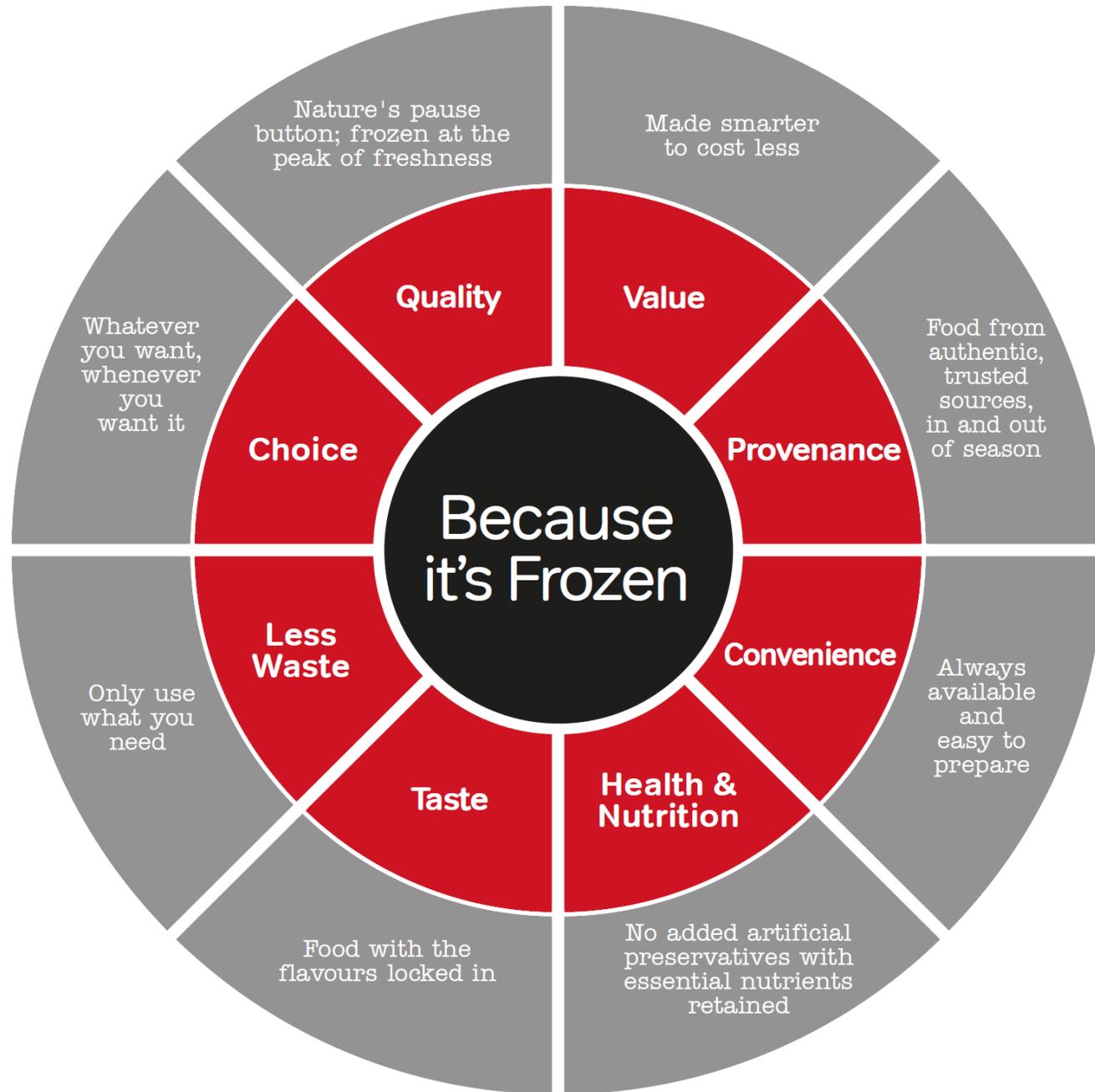
# Iceland Foods

	UK	Wales
Number of Iceland Stores	865	57
Number of Food Warehouse Stores	12	3
Number of Employees	20,215	1,790
- retail	19,353	928
- head office	862	862
Online coverage	84%	82%
Numbered of Delivered Sales (p.a.)	11m	1.1m
Charitable Donations (last 4 years)	£4.6m	£1m
Turnover	£2.7bn	£170m

# Iceland



At Iceland frozen food is about capturing the natural quality, goodness and nutritional value of foods from the start.



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# Health & Nutrition

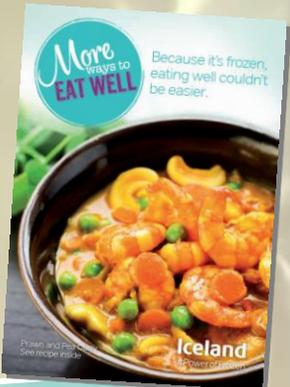
Currently, in the UK, only 30% of adults and 9% of teenagers achieve the 5-a-day guideline for fruit and vegetables with average daily intakes of around 3-4 portions.

Since 3000 BC, man has harnessed the preserving qualities of ice to keep perishable ingredients as fresh as possible.



# Health & Nutrition

# More ways to EAT WELL



# University of Southampton

Testing strategies that could enable young families, particularly those from disadvantaged backgrounds, to make healthy food choices is important to improve public health now and in the future.

Reviewing effectiveness of enhancing the availability and proximity of frozen and fresh fruit and vegetables on sale.

# Sugar Tax

Bottled water is the fastest growing soft drink sector in our stores. In the past year bottled water has been given more merchandising space in stores, at the expense of carbonates.

Last November saw the introduction of a range of “zero sugar” drinks and two new no added sugar Capri Sun varieties

Iceland has a small range of own label chilled juice. We are working with suppliers to reduce sugar content in products



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# Quality

Award-winning retailer, achieving more than 40 accolades in 2015 and named Britain's Best Online Store in a Which? annual customer survey.

When it comes to red meat, such as lamb, research has shown that neither freezing method nor the length of storage affect the quality.

# Product Reformulation

## Example ingredient declaration – Chicken Nuggets

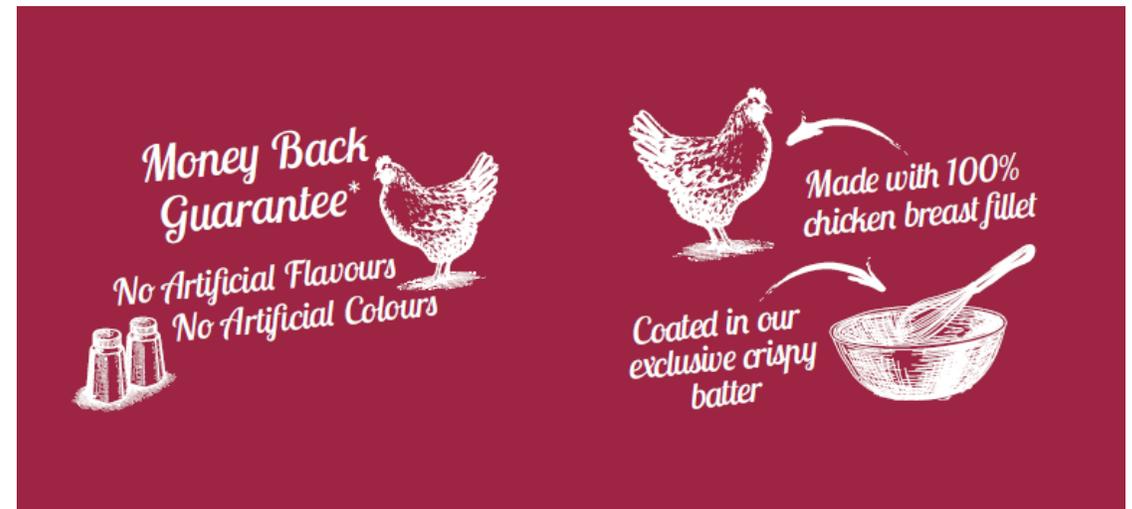
### MCDONALDS

**BATTERED** EITHER: Chicken Breast Meat (45%), Water, Vegetable Oil (Sunflower, Rapeseed), Fortified **WHEAT** Flour (**WHEAT** Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Maize Flour, Modified Starch, **WHEAT** Semolina, Starch, Potassium Chloride, **WHEAT** Gluten, Breadcrumb (**WHEAT** Flour, Salt), Whey Powder (from **MILK**), Raising Agents (Disodium Diphosphate, Sodium Bicarbonate), Flavouring, Salt, Spices (contains **CELERY**), Dextrose (from **WHEAT**).  
OR: Chicken Breast Meat (45%), Water, **WHEAT** Flour (Calcium, Iron, Niacin, Thiamine), Maize Flour, Vegetable Oils (Sunflower, Rapeseed), Starches, **WHEAT** Semolina, Modified Starch, Breadcrumb (contains **WHEAT**), Dried Glucose Syrup, **WHEAT** Gluten, Natural Flavourings, Flavour Enhancer (Potassium Chloride), Raising Agents (Disodium Diphosphate, Sodium Hydrogen Carbonate), Salt, Spices (Pepper, **CELERY**), Dextrose.  
Prepared in the restaurants using a non-hydrogenated vegetable oil.

N.B. May contain traces of mustard and egg.

### ICELAND NEW RECIPE

**BREADED** Chicken Breast Fillet (60%), Water, **Wheat** Flour, Breadcrumbs (**Wheat** Flour, Dextrose, Salt, Yeast), Rapeseed Oil, Salt, **Wheat** Gluten, Sugar, Yeast Extract, Garlic Powder, Onion Powder, White Pepper, Dried Sage.



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# Value

One study compared the cost of serving fresh and frozen food in a pub or restaurant. It was found that dishes cooked from fresh cost at least 24 per cent more than a similar frozen alternative.



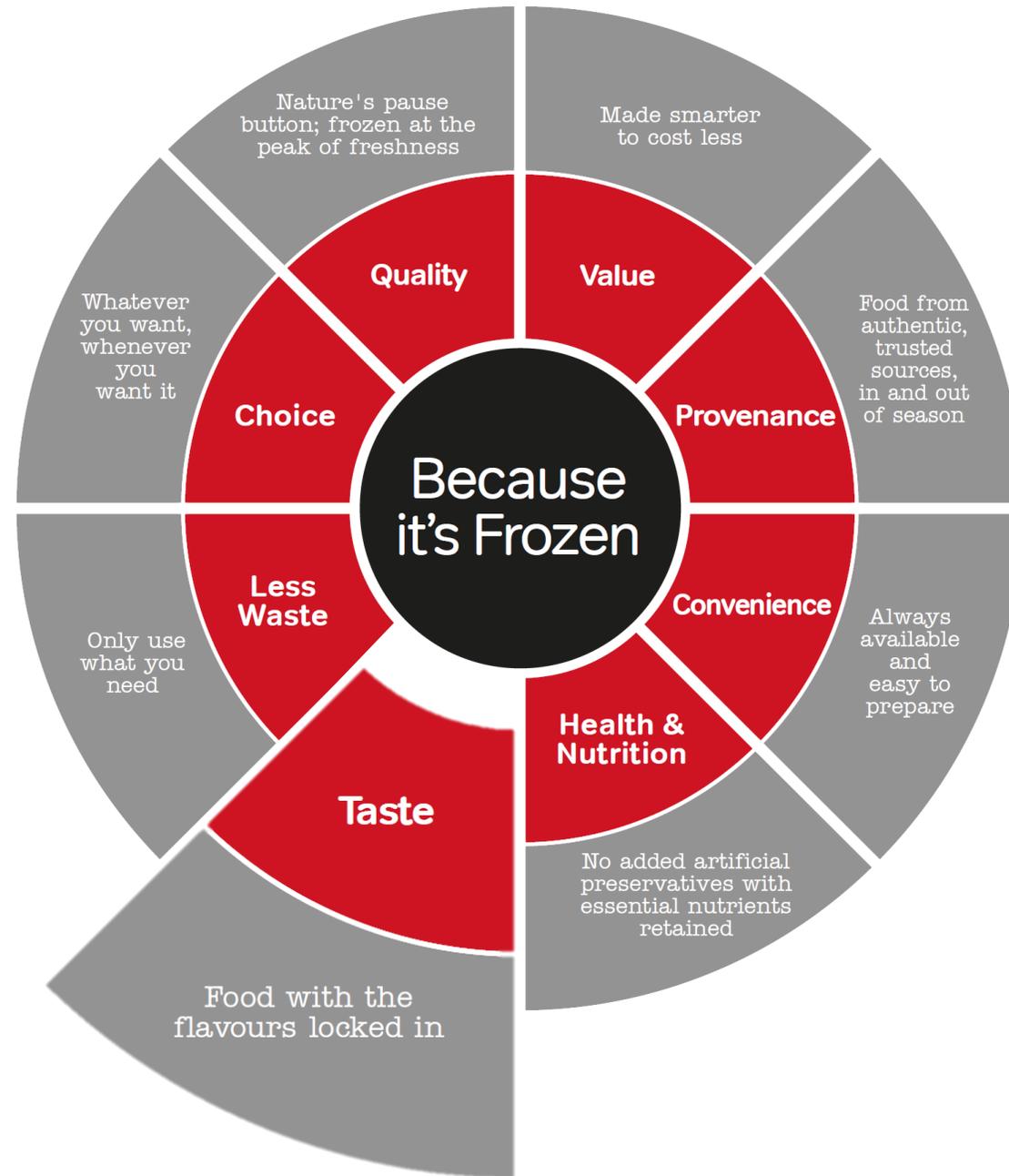


# Less waste



**It's estimated that frozen food can reduce household food waste by as much as 47%.**

**Eating more frozen food could help families save up to £250 a year by cutting waste.**

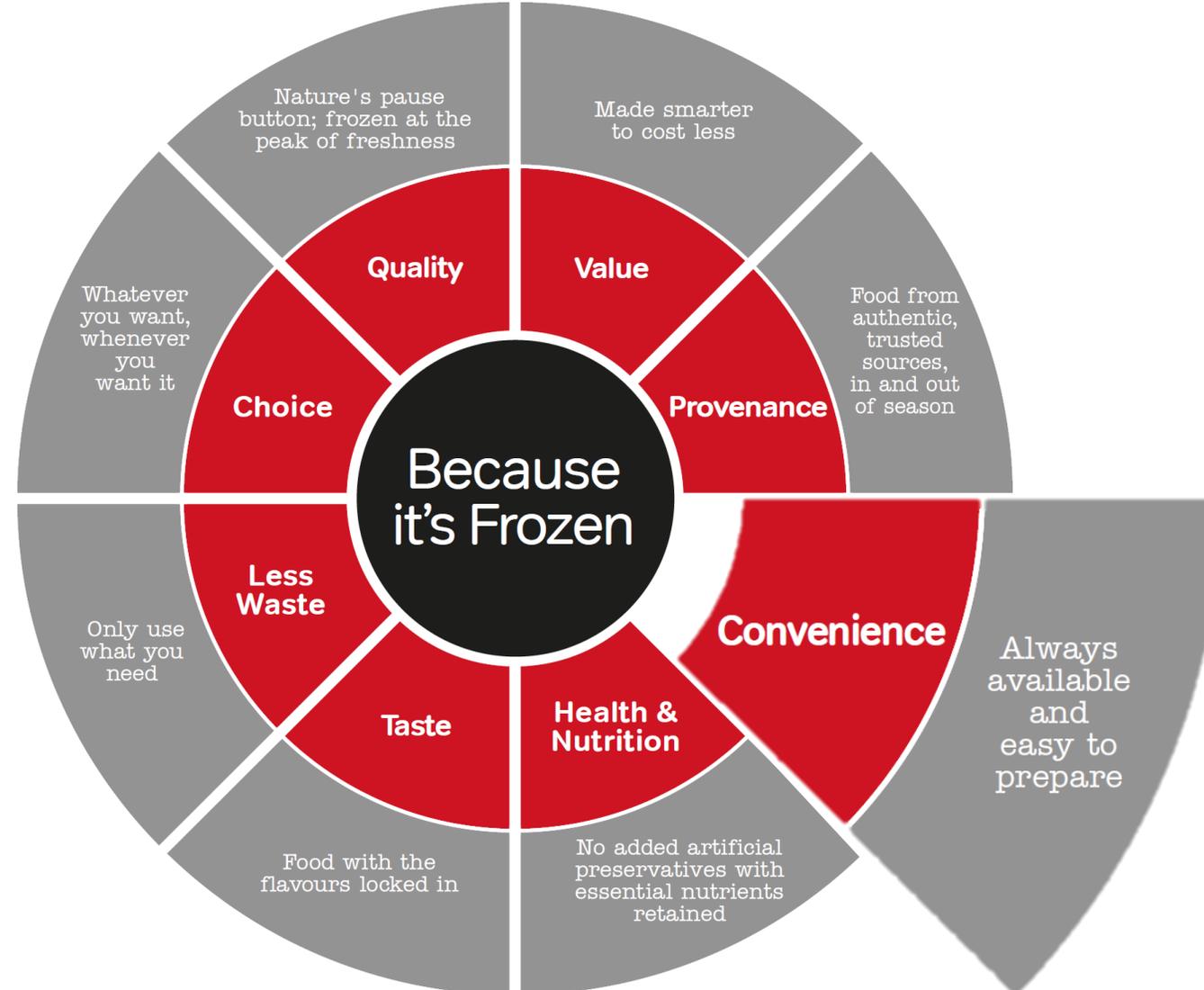


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# Taste

A top-down view of a wooden cutting board featuring a large roasted meat platter. The meat is sliced into several thick, tender-looking pieces, with a dark, charred exterior and a pinkish-red interior. A small metal pitcher containing a dark, rich sauce sits to the right of the platter. The background is a dark wooden surface.

Research has proven that – contrary to the belief of many chefs – the taste and texture of frozen products are just as good as fresh.



# Convenience

A top-down view of a wooden surface. In the center is a silver pan filled with a vibrant red tomato soup, garnished with several fresh basil leaves. Surrounding the pan are various fresh ingredients: a whole head of garlic, several red onions, a bunch of fresh basil, and several whole and sliced cherry tomatoes. The background is a rustic, weathered wooden table.

Consumers have become more interested in the natural integrity of food and are keen for it to contain fewer additives.

Pressure on time, variable cooking skills, low confidence and the demand for fresh tasting, unprocessed food are all issues that frozen can address.

# Slimming World

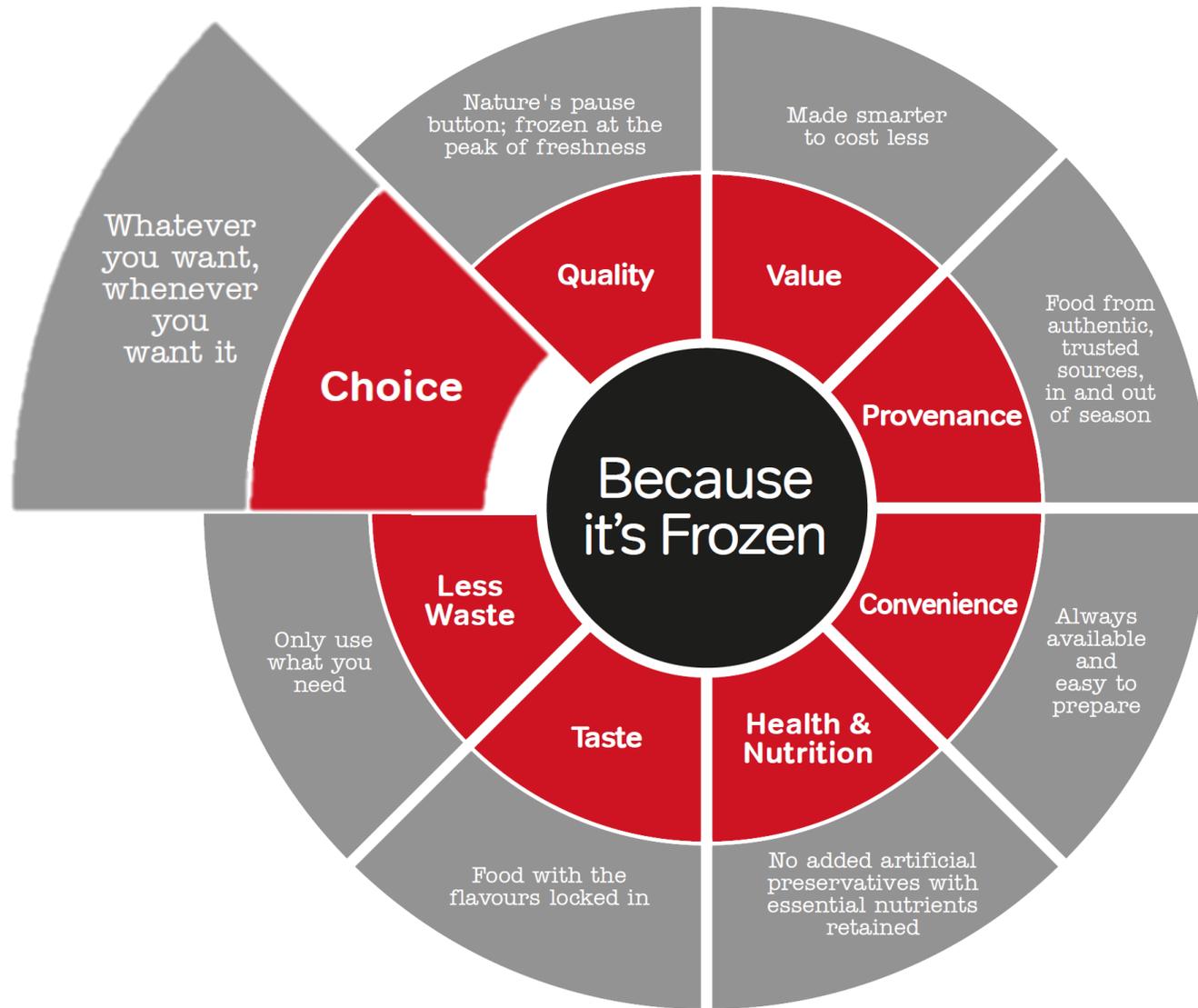


In an industry first, the meals feature the recipe on the packaging so people can recreate the recipes at home.



In their first week on sale 1.4m meals from the Slimming World food range were sold in Iceland stores.



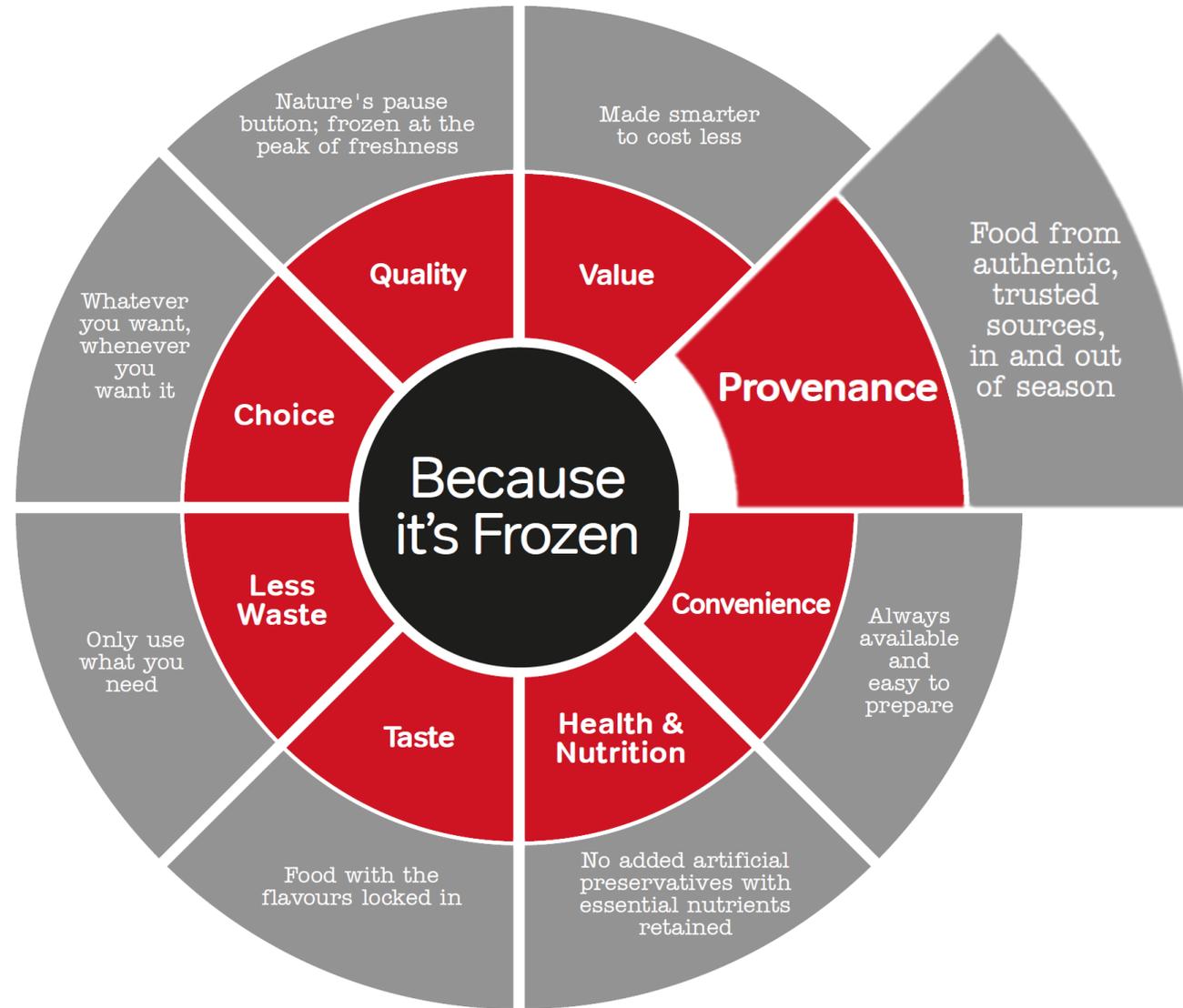


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# Choice



**Planning meals and thinking up innovative ways of what to cook with what's in the freezer can be built into family activities, stimulating and boosting the imagination.**



# Provenance

Iceland remains committed to providing safe, nutritious and ethically sourced food, bringing it to our tables from across the world

All of Iceland's products are labelled using standardised methods on the pack with a complete list of ingredients, along with their nutritional value as consumed.



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