

The logo for Iceland, featuring the word "Iceland" in a white, sans-serif font. The text is centered within a rectangular background that has a color gradient from red on the left to orange on the right.

ICELAND ADD THEIR SUPPORT TO BFFF's 60TH

BFFF is delighted to have **Iceland Foods** as the sponsor of the event brochure at the 60th anniversary Gala Dinner Dance. This special occasion, which incorporates the 2008 Awards for New Products, will take place on Thursday, 12th June at the London Hilton on Park Lane and marks the 60th year of the frozen food industry. The event is already fully sold out and will be attended by the leading companies of every sector of the frozen food industry.

Iceland Buying Director, Nigel Broadhurst, stated, *“Malcolm Walker started Iceland in 1970 which means we have been a leading company and a household name for over half of the frozen food industry’s history. With nearly 700 stores and a significant share of the UK frozen food market, our position speaks for itself.*

“As strong supporters of the work which BFFF undertakes for the frozen food industry and as regular winners of BFFF awards over the 21 years of the awards scheme, it is natural for Iceland to pledge our support on such a very special occasion.”

BFFF is highly appreciative of the Iceland’s support and recognises Iceland’s foresight and generosity on this very important milestone in the history of our £7 billion industry and in the history of BFFF itself.