

12th June 2003

RETAIL SECTOR

Retail Product of the Year

30 ICE CREAM CHOCOLATES

from

ICELAND FOODS PLC

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BFFF PARTY TIME FOR ICELAND FOODS

At a Presentation Ceremony held at a Gala Dinner Dance at the London Hilton Hotel on the 12th June, the British Frozen Food Federation announced that the winner of the **Retail Product of the Year** Category of the **Retail Sector** for 2003 is **30 ICE CREAM CHOCOLATES from ICELAND FOODS PLC.**

In a fiercely competitive retail ice cream market, both producers and the multiples are searching for new ways to take a bigger share of the market. Combining the evergreen popularity of ice cream and exploiting the demographics which are making party food so popular, Iceland have come up with a real winner with their '30 Ice Cream Chocolates'. The 300 ml pack contains 15 vanilla flavoured dairy ice cream chocolates with strawberry sauce, all covered in white chocolate. It also contains 15 chocolates with chocolate flavoured dairy ice cream with caramel sauce, all covered in milk chocolate.

The products carry the usual Iceland promise that they are made with no genetically modified ingredients, artificial colours or flavours.

The product sells at £1.99 RSP and has been under offer at 3 packs for £5, presenting fantastic value and a great novelty idea, particularly for entertaining.

As Iceland re-group with a cohesive strategy for their operation, it is clear that their new product development team are fully focussed on the market place and back to winning ways in the BFFF Awards, where they have a strong track record.

CONTACTS

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