

Iceland International

Group Company Profile 2019





Iceland

Iceland Foods was founded in 1970 by our Chairman Sir Malcolm Walker. Over the past 49 years Iceland have been the UK's leading frozen food supermarket.

- 23000 employees
- 900+ UK stores
- 1000+ total group stores
- 2.1% UK grocery market share
- 15.8% UK frozen market share

£3.3b

Group Annual Turnover

Iceland International accounts for £110 million of annual turnover

Iceland Group

Iceland

850+

UK stores



115

UK stores

Iceland
international

55

Franchise stores

Iceland
Britský supermarket

10

Czech stores

Ireland

26

Ireland stores

Iceland Retail



New Branding

Digital Advertising Displays



New Products

State of the Art Freezers



Modern Approach

Energy Efficient LED Lighting





the food WAREHOUSE

by Iceland

A new concept launched in 2014 offering our customers more choice and a different shopping experience to the traditional Iceland stores.



Larger Stores | 2500 m2



Larger Packs | Bulk and Case Saver Deals



Larger Range | Food and Homeware



Exclusive Products | Innovation

Iceland Distribution

We offer our customers a choice of c.5000 products. The product range is equally split between frozen, chilled and ambient.

To facilitate our large choice of products whilst servicing our UK and International customers we have 5 strategically located distribution centres in the UK.

Our distribution centres are managed by XPO Logistics who are a Fortune 500 company that are in the top 10 of global providers.



International Franchise & Distribution



Iceland International is an integral part of the Iceland Group. The International business has been trading for more than 25 years. Our International franchise stores are the foundations of our business focused on ex-pat markets both in Europe and around the world.

We also work with distributors and retailers giving us presence in more than 2000 stores globally. With an Iceland office in Mumbai and representation in China we are well placed throughout Asia.

Iceland also own and operate 26 stores in Ireland as well as 8 stores in Czech Republic.



Franchise Stores



International
Iceland Stores



Franchise Sales
Contribution



Trading Countries



Total International
Turnover

International Concessions

In 2018 Iceland entered into a strategic partnership with The Range stores in the UK. The idea was to create an Iceland store within The Range store, allowing customers to have a one stop destination for food, home and general merchandise.

As an International business we have been able to mirror this as a concept and extend the opportunity to a number of partners who have wanted to explore the food sector and offer a 'store in store' concession. Each concession is created and remains flexible to ensure it meets the right offering in its set market.



- International concession
- Brand awareness and presence generating
- Flexible in design and offering
- Example of Iceland within The Range
- Replication of UK POS and branding
- Consistent look and feel for the Iceland shopper

Ireland

Iceland have been trading in Ireland since 1996 initially through a franchise operator before reacquiring the business in 2013.

- 26 stores
- Head office located in Dublin
- Support of locally produced products
- 1 new store planned FY20



Czech Republic

Iceland have been trading in Czech since 2011 and are wholly owned Iceland stores.

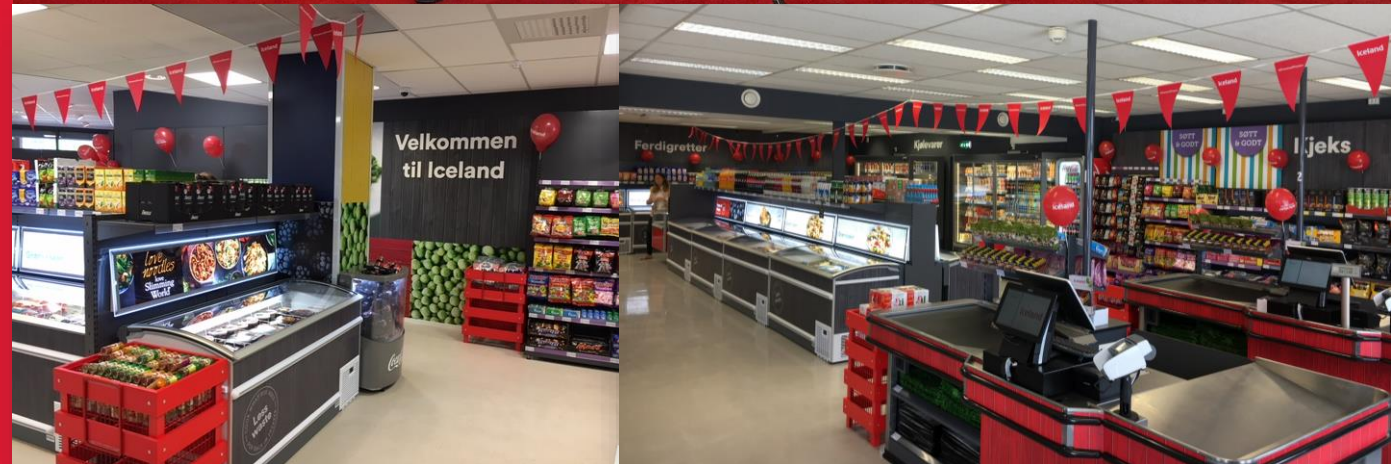
- 10 stores located around Prague
- Head office located in Prague
- 2 new stores planned FY20
- Largest store 1000 sqm



Norway

Iceland Mat has the rights to operate Iceland stores in Norway in 2018. The first store opened in May on the outskirts of Oslo in Asker.

- Frozen – c312 lines ranged from Iceland.
- Grocery – c271 lines ranged from Iceland.
- Chilled – supplied locally, supplementary lines from Iceland.
- 5 stores in total
- Partnerships with Europris and Circle K



Iceland in India

In 2018 Iceland International began trading in India through various retail partners. We are operating a store within store with these retail partners.

- Team of 16 based in Iceland Mumbai office
- Bespoke Indian packaging
- Bespoke Indian marketing
- Working in partnership with retail outlets
- Presence in more than 80 stores



Iceland China

In 2019 Iceland identified a Master Importer to represent the Iceland brand managing all operations throughout China.

We are extremely pleased to have partnered with the Shun Hing Group and are excited by the development plans in China for 2020 and beyond.

This will mark the first entry into Food Retail for the Shun Hing Group who have been the distribution partner for Panasonic for a number of years.

As well as Food Retail and Electricals, Shun Hing also have interests in Advertising, Technology, Logistics and more. We believe our mutual experience will bode well for the future.



Iceland Far East

FY20 is set to be an exciting year of growth for Iceland in the Far East as we begin trading in China and Korea in partnership with major retailers.

We continue to have strong presence in Thailand as well as distribution in Hong Kong whilst working on new business in Japan, Vietnam, Singapore and more.



China



Korea



Thailand

Group Best Sellers by Chamber

Frozen Top 10

PLU	Description	Category
50820	Iceland 500g Beef Lasagne	Ready Meal
66216	Iceland 1.25kg Thin & Crispy Fries	Vegetables
50759	Iceland 320g Thin & Crispy Double Pepperoni	Pizza
50758	Iceland 300g Thin & Crispy Four Cheese	Pizza
66085	Iceland 800g Garden Peas	Vegetables
66214	Iceland 1.25kg Crinkle Cut Chips	Vegetables
66213	Iceland 1.25kg Steak Cut Chips	Vegetables
41585	Iceland 908g Mashed Potato	Vegetables
59368	Iceland 225g Garlic & Cheese Pizza Bread	Pizza
50765	Iceland 365g Deep Pan Four Cheese	Pizza

Chilled Top 10

PLU	Description	Category
61690	Iceland 500g Chicken Fillets	Fresh Meat
72651	Iceland 4 Slice Corned Beef	Cooked Meat
53480	Iceland 1ltr Orange Juice	Chilled Drinks
64836	Iceland 7 Slice Breaded Ham	Cooked Meat
59044	Iceland 500g Beef Mince	Fresh Meat
62724	Iceland Luxury 300g Coleslaw	Fresh Salad
58954	Iceland 3pk Strawberry Trifle	Yogurts & Desserts
61796	Iceland 400g Mature White Cheddar	Cheese
53628	Iceland 1ltr Apple Juice	Chilled Drinks
61891	Iceland 400g Extra Mature Cheddar	Cheese

Group Best Sellers

Pizza

Rank	PLU	Description
1	50759	Iceland 320g Thin & Crispy Double Pepperoni
2	50758	Iceland 300g Thin & Crispy Four Cheese
3	59368	Iceland 225g Garlic & Cheese Pizza Bread
4	50765	Iceland 365g Deep Pan Four Cheese
5	50766	Iceland 346g Deep Pan Double Pepperoni

Ice Cream

Rank	PLU	Description
1	37924	Iceland 4pk Belgian Choclat Majestics
2	68003	Iceland 6pk Strawberry & Vanilla Cones
3	68004	Iceland 6pk Chocolate & Nut Cones
4	67047	Iceland 8pk Rocket Lollies
5	37925	Iceland 4pk White Majestics

Fish

Rank	PLU	Description
1	58033	Iceland 300g North Atlantic Prawns
2	68869	Iceland 10pk Breaded Cod Fishcakes
3	66139	Iceland 16pk Jumbo Tempura Praw
4	73741	Iceland 30pk Fish Fingers
5	66077	Iceland 4pk Wild Pink Salmon Filet

Desserts

Rank	PLU	Description
1	57984	Iceland 6pk Belgian Chocolate Eclair
2	57070	Iceland 12pk Mini Eclairs
3	45068	Iceland 455g Sticky Toffee Cheesecake
4	45067	Iceland 540g Strawberry Cheesecake
5	65158	Iceland 12pk Macarons

Group Best Sellers

Vegetables

Rank	PLU	Description
1	66216	Iceland 1.25 Thin & Crispy French Fries
2	66085	Iceland 800g Garden Peas
3	66214	Iceland 1.25 Crinkle Cut Chips
4	66213	Iceland 1.25 Steak Cut Chips
5	41585	Iceland 908g Mashed Potato

Vegetarian

Rank	PLU	Description
1	55572	Iceland 12pk Mozzarella Sticks
2	69043	Iceland 16pk Vegetable Spring Rolls
3	54086	Iceland 4pk Vegetable Burger
4	54084	Iceland 4pk Cheese & Onion Crispbakes
5	73290	Iceland 10pk Spicy Peppers Tacos

Vegan

Rank	PLU	Description
1	72839	No Bull 2pk Burgers
2	74489	No Chick 2pk Crispy Fillets
3	74485	No Porkies 8pk Sausages
4	74482	No Bull 16pk Meatballs
5	76387	No Chick 8pk Nuggets

Ready Meals

Rank	PLU	Description
1	50820	Iceland 500g Beef Lasagne
2	38821	Iceland Takeawy 375g Chicken Tikka Masala
3	50813	Iceland 500g Chicken Curry & Rice
4	57901	Iceland Takeawy Non Pmp 350g Egg Frd Rice
5	57926	Iceland Takeawy Non Pmp 350g Pilau Rice

Group Best Sellers

Yogurt & Desserts

Rank	PLU	Description
1	58954	Iceland 3pk Strawberry Trifles
2	53737	Iceland 6pk Chocolate Dessert
3	53736	Iceland 6pk Strawberry Dessert
4	58955	Iceland 3pk Fruit Cocktail Trifles
5	68520	Iceland 450g Greek Style Natural Yogurt

Soft Drinks

Rank	PLU	Description
1	53480	Iceland 1ltr Orange Juice
2	53628	Iceland 1ltr Apple Juice
3	64569	Iceland 1ltr Smooth Orange Nfc Juice
4	54403	Iceland 1ltr Mango Juice Drink
5	64570	Iceland 1ltr Orange Bits Nfc Juice

Chilled Salad

Rank	PLU	Description
1	62724	Iceland Luxury 300g Coleslaw
2	54911	Iceland 500g Coleslaw
3	62730	Iceland 300g Cheese Coleslaw
4	62725	Iceland 400g Italian Style Pasta
5	54921	Iceland 500g Reduced Fat Coleslaw

Cheese

Rank	PLU	Description
1	61796	Iceland 400g Mature White Cheddar
2	61891	Iceland 400g Extra Mature Cheddar
3	53724	Iceland 250g Grated Mature Cheddar
4	61804	Iceland 400g Red Leicester
5	58468	Iceland 180g Mature White Cheddar

Power of Frozen



At the heart of the Iceland brand range is frozen food. Our “because it’s frozen” wheel demonstrates the eight key advantages that frozen food can offer consumers and the environment.

•Good food – always

•Quality

•Taste

•Choice

•Provenance

•Convenience

•Less waste

•Health

•Value



12 million tonnes of plastic enters the ocean every year



By 2050 there will be more plastic in the ocean than fish



Over 1500 tonnes of plastic has been removed from Iceland's annual packaging usage

Removal of Plastic

“ Iceland has committed to become the first major retailer globally to eliminate plastic packaging from all of its own brand products by the end of 2023.”

Richard Walker, Managing Director



Palm oil is one of the worlds biggest causes of deforestation



The Orangutan population has halved in the last 15 years



Iceland have reduced our annual consumption of palm oil by 500 tonnes

Removal of Palm Oil

“Iceland has pledged to become the first UK retailer to eliminate palm oil from 100% of its own label products by the end of 2018.”

Richard Walker, Managing Director



Raspberry Pavlova



No Bull Burger



Iceland Awards

Iceland continue to lead the UK market with our frozen food innovation, we constantly strive to create products using the best ingredients whilst maintaining the quality and value our customers expect.

As well as award winning products, Iceland was voted by respected UK food industry publication The Grocer as the Champion of Champions and Innovative Product of the Year winners.

We also hold the accolade of Online Retailer of the Year and Frozen Food Retailer of the Year at the [*Retail Industry Awards*](#).

THE GROCER OWN LABEL ACCREDITATION SCHEME

Iceland triumphs at The Grocer Own Label Awards 2018

By Carina Perkins | 14 May 2018

[The Grocer Awards](#)



Other Interests

As well as Iceland Sir Malcolm and the Executive Board have invested in a number of other business opportunities in areas such as restaurants, healthcare and property.



ENGLAND · ICELAND
MARTIN MILLER'S GIN

INDIVIDUAL
RESTAURANTS

MEDISPA
CHESTER

REYKA[®]
VODKA

**BY
W
AT
ER**

DENISE DUKE



Thank You
