



Our Healthy Food Footprint

2021/22

Doing it Right
Iceland

Our Healthy Food Footprint

Our specialism in frozen food allows us to provide healthy, nutritious and tasty products at affordable prices to our customers. Freezing is Nature's pause button: an entirely natural process that allows us to capture products in their peak condition as soon as they are picked, caught or made. Whilst locking in the nutrients and minimising the need for preservatives or additives required to preserve fresh products.



88% of own label food sold at Iceland is healthy



142,959 tonnes of fruit and vegetables sold



Methodology



Iceland UK

Refers to all Iceland and The Food Warehouse stores and depots in the UK.



Fruit and Vegetables

Refers to the annual sales, based on tonnages, of all fresh, frozen and ingredients within composite Iceland own label products.



Healthy

Based on annual sales in tonnage of Iceland own label product sold. Iceland's healthy food footprint was calculated using the Government's Food (Promotion and Placement) (England) Regulation 2021 product categories and the UK Government's nutrient profiling model¹, based on annual sales in tonnage of Iceland own label product sold. Iceland's healthy food footprint was calculated using the UK Government's nutrient profiling model. Products classified as healthy score <4 NPM for food items and <1 NPM for drink items

The data used in this footprint is for financial year 2021/22 (27th March 2021 to 25th March 2022) and covers all Iceland own label products sold in UK Iceland and The Food Warehouse stores.

Use of data

Iceland is principally a high street seller of frozen food. The data we publish is not designed to be and should not be used for comparison with other retailers operating different business models. It would be inconsistent, inaccurate and would not be a fair comparison of any retailer to do so.

¹https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/216094/dh_123492.pdf

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