



ICELAND AND THE FOOD WAREHOUSE ANNOUNCE PARTNERSHIP WITH THE BIG LUNCH

- Iceland and The Food Warehouse's partnership with The Big Lunch will support UK's annual big date that brings millions of people together across the UK to share friendship, food and fun
- The annual event was launched by Eden Project in 2009 and this year will take place from 5 June

April, 2021 – Iceland and The Food Warehouse have announced their partnership with The Big Lunch 2021 – the UK's annual big date to celebrate and give thanks to neighbours and communities.

The supermarkets will support the event that is running from 5 June.

Launched in 2009 by the Eden Project, The Big Lunch connects people and encourages friendlier, safer neighbourhoods where people start to share more. Across the UK as a whole, over six million people take part each year.

Iceland and The Food Warehouse has almost 1,000 stores across the UK and has been serving communities on the doorstep of their stores for over 50 years.

Communities from up and down the country are being encouraged to get back together and find moments to connect through The Big Lunch's events and networks, and can sign up for their free Big Lunch pack full of tips and ideas on hosting their own event.

Richard Walker, Managing Director of Iceland Foods, said: "The Big Lunch is a brilliant annual event that has been bringing neighbours together across the UK for more than ten years. Iceland and The Food Warehouse stores sit in the heart of communities throughout the country and I'm delighted that we've been able to partner with The Big Lunch for 2021.

"The past year has been challenging for everyone and The Big Lunch will be the ideal opportunity to reconnect with neighbours, friends and family."

Peter Stewart, Eden Project Executive Director said: "We're delighted to announce our exciting new partnership with Iceland Foods as headline sponsor and partner of The Big Lunch for 2021. The big date for The Big Lunch 2021 is 5-6 June and we'll be working together with Iceland to help the nation reconnect as we emerge from lockdown.

"People in communities right across the UK have been through a lot over the past 12 months. This year there are more reasons than ever to get together and here at The Big Lunch we are making big plans to help the nation reconnect safely as social restrictions start to reduce.

"We're thrilled to be working with Iceland, together we can inspire millions of people across the UK to hold a Big Lunch and make positive local connections in their communities."

To find out more go to thebiglunch.com or follow @edencommunities on Facebook, Twitter and Instagram.

About The Big Lunch



PARTNERED BY

Iceland | the food
WAREHOUSE

The Big Lunch is the UK's annual big date to celebrate and give thanks to our neighbours and communities. Started in 2009, it's an idea from the Eden Project that each year brings 6 million people together, made possible by The National Lottery and supported by new headline sponsors Iceland Foods. People meet, chat and have fun in their neighbourhoods, annually fundraising £8m for local causes they care about. This year, there are even more reasons than ever to get together and enjoy The Big Lunch as the big date on 5-6 June kicks off a Month of Community, offering a feast of opportunities to share friendship and fun, and make positive local connections where you live. Her Royal Highness The Duchess of Cornwall has been Patron of The Big Lunch since 2012.

About Iceland

Iceland is recognised as the UK's leader in frozen food and operates nearly 1,000 stores across the country, together with a multi-award-winning online shopping service. It represents 2.5% of the UK grocery market. It prides itself on being a convenient and friendly place to do the family's weekly shop, as well as meet everyone's daily top-up shopping needs for fresh, chilled, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Iceland has won multiple awards for the quality of its food and service. Recent honours including being named Best Online Retailer and Best Frozen Food Retailer at the Retail Industry Awards 2018, Community Retailer of the Year at the Retail Week Awards 2018, Online Retailer of the Year at the IGD Awards 2017, and Online Supermarket of the Year at the Grocer Gold Awards 2017. Iceland's online shopping service was also named the UK's best in the 2016, 2017 and 2018 Which? supermarket surveys. Iceland has ranked as one of the UK's Best Big Companies to Work For in each of the last 12 years and was number one in both 2012 and 2014. Iceland was also named best UK supermarket for customer service in the 2018 and 2019 UK Customer Satisfaction Index.

Since 1970, Iceland has been proudly demonstrating to shoppers just how the Power of Frozen can deliver an extensive choice of high quality, great-tasting food from fine sources around the world at great value prices, while naturally generating low levels of food waste. Research conducted by Manchester Metropolitan University suggested that switching to frozen food can reduce household food bills by as much as £1,500 a year.

Always committed to doing the right thing for customers, communities and the environment, Iceland was a pioneer in removing artificial colours, flavours and nonessential preservatives from its own label food in the 1980s, and in banning genetically modified ingredients in the 1990s. In 2018 it committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023, and to remove palm oil as an ingredient from its own label range by the end of 2018.

About The National Lottery

The National Lottery is the largest community funder in the UK and proud to award money raised by National Lottery players to communities across England, Scotland, Wales and Northern Ireland. National Lottery players raise £30 million each week for good causes throughout the UK. Since June 2004, they have made over 200,000 grants and awarded over £9 billion to projects that have benefited millions of people.