Food Waste

2024 - 25

Doing it Right
Iceland

In 2024/25 we redistributed 2,932 tonnes of food including over 6.6 million meals to communities

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Redistribution hierarchy

1. **Reduce to clear**
   - Daily reductions
   - Seasonal clearance

2. **Colleague giveaway**

3. **Put to use within the local community**
   - Olio
   - Local charities

1. **Bread to animal feed**

1. **Any final surplus sent to anaerobic digestion**

Our targets

We do not send any unsold food to landfill.

Instead, we offer it free of charge to our store colleagues, put it to good use within the community, send to animal feed, or as a last resort have it processed into energy though anaerobic digestion.

We are proud signatories to the **Courtauld Commitment 2030**, which has brought together organisations across the food industry to reduce the environmental impact of food and drink. Iceland is also a signatory to the **WRAP/IGD Food Waste Roadmap**, and we signed the government's 'Step Up To The Plate' pledge in May 2019.

In line with the UN's Sustainable Development Goals SDG 12.3, we have set ourselves the target to achieve a 50% reduction of food waste in our own operations by 2030, measured against our 2017/18 baseline year.

Whilst we fell short of our redistribution target in 23/24 due to removing our 'Free on Last Day of Life' delivery initiative, in 24/25 we surpassed our target and will aim to maintain this progress next year.

	Target	Progress
2021/22	Redistribute 1 million meals to local communities. In December 2021, we updated this target to 2 million meals	Achieved over 2 million
2022/23	Redistribute 3 million meals to local communities	Surpassed 3 million and hit 5 million
2023/24	Redistribute 6 million meals to local communities	Redistributed over 5.7 million meals
2024/25	Maintain redistributing over 5.7 million meals to local communities	Redistributed over 6.6 million meals
2030	Reduce Iceland's food and drink waste by 50%	38% reduction to date

Our progress

In 2024/25 we sold **1,203,947 tonnes** of food to customers. Through numerous channels we redistributed **2,932 tonnes** and **5,762 tonnes** were sent to anaerobic digestion. This food waste equates to **0.48%** of the food Iceland handled.

In our baseline year of 2017/18, we recorded 10,354 tonnes of food waste in our operation, equivalent to 0.78% of the total food sold that year.

0.48% represents a **38% decrease** in food surplus produced from our baseline year 2017/18 and a 12% reduction from our previous financial year.

Of the food surplus produced we redistributed **33%.**

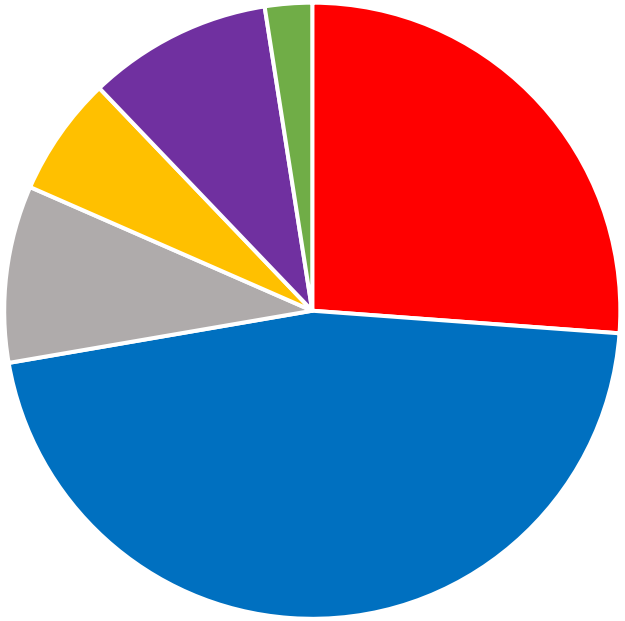
Sold **1,203,947 tonnes**

2,932 tonnes redistributed

5,762 tonnes sent to anaerobic digestion

Our specialism in frozen food and small high street stores mean we have relatively small amounts of surplus food available at the end of each day in store. Over the last year we have continued to update our processes and increased the number of charity relationships we have to redistribute this food surplus throughout local communities.

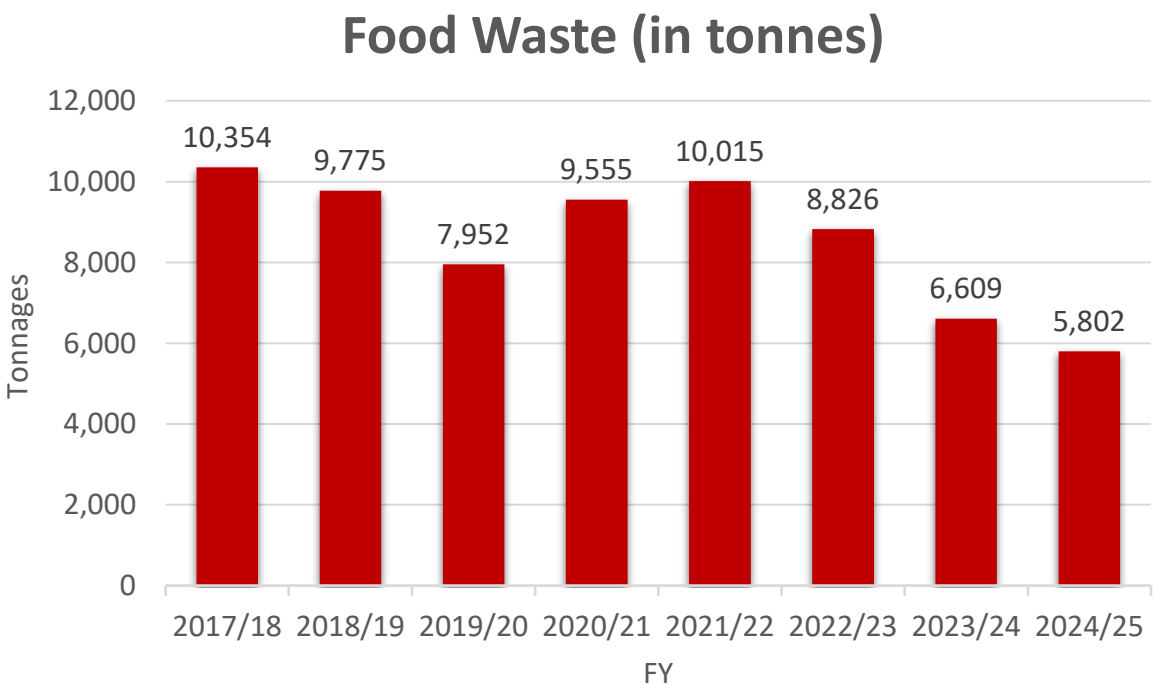
Food surplus produced by category

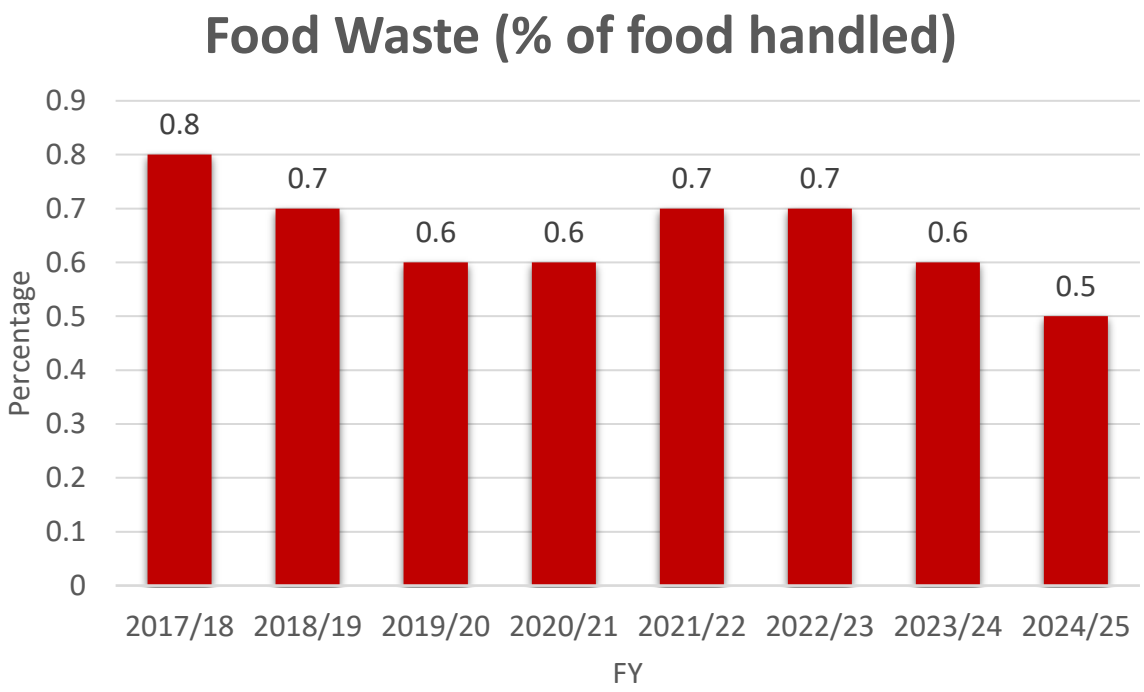


Produce Chilled Bread Frozen Grocery Depot

Year on Year Progress

Our food waste tonnages are reflective of any food surplus that is not redistributed for human or animal consumption but is instead sent for anaerobic digestion. For FY 2024/25 Iceland Foods sent **5,762 tonnes** of food waste to anaerobic digestion, this is equivalent to **0.48%** of the food Iceland handled.





We follow WRAP guidelines to work out food waste as a % of the product handled, this is tonnes of food wasted divided by tonnes of food sold + tonnes of surplus redistributed +tonnes of food waste.

**We do continuously update and improve data capture, categorisation and reporting our reporting year on year – this should be noted in drawing any comparisons*

How we're taking action to reduce food waste…

Colleague Giveaway - Hello Taste, Goodbye Waste

At Iceland, we always prioritise our colleagues and our colleague giveaway scheme allows store colleagues to take home, free of charge, surplus food at the end of trading each day. This is not only another step to save food which may have otherwise gone in the bin but also supports our frontline colleagues and increases engagement on reducing food waste in stores.

We are reviewing and updating our "Affoodable" blog which helps customers with leftover recipe ideas, tips on saving money and also how to reduce their food waste. These mini blogs help educate Iceland customers and colleagues around areas such as correct food storage, foods you can and can't freeze, and how to use your freezer efficiently.
Affoodable Recipe Blog | Affoodable money saving tips (iceland.co.uk)

The power of frozen

Our focus on frozen food helps to cut waste throughout the supply chain, in stores, and in customers' homes. As well as saving customers money (approx. 30% saving on food bills), research by Manchester Metropolitan University found that British families could reduce food waste by nearly half (47.5%) by eating frozen food. We continue to use these insights to inform our ongoing marketing and buying strategies to help our customers to plan, prepare and store food effectively.

As Iceland specialises in frozen foods, the shelf life of most of our products is to up to two years. We continue to work with suppliers across our supply chain to develop new packaging, transportation and storage approaches to keep products safer and fresher for longer. To avoid waste, we are also improving our forecasting and ordering system.

How we're taking action to reduce food waste…

Food labelling

In line with WRAP guidance, we are reviewing and amending our food labelling and home storage instructions to reduce unnecessary food waste for customers. This includes moving away from 'display until' and 'best before' food labelling on more products, as we increase flexibility on home freezing and storage guidance.

Fridge Life

Fridge life launched in March 2025, with the aim of demonstrating to customers that they do not need to put frozen products in the freezer. Fridge life storage information explains to customers which frozen food products can be put in the fridge and how long they can be stored there. Our aim is to make frozen food accessible to more people as we know that families save money and reduce food waste by choosing frozen food, yet access to a freezer is far from universal across the UK. A QR code on pack will take you through to our website for more information. Fridge Life - Iceland & The Food Warehouse

Move to Julian codes

We are continuously reviewing our use of Julian codes (an alternative method of formatting date codes) to assess where we can further roll this out across more fruit and veg products. This can save waste within the home as customers will base quality off their own sight/smell/taste rather than the Best Before or Use By date.

Food Waste Reduction Projects

Olio Lucky Dip Bags

In 2024/25 we launched a new trial with our redistribution partner Olio that aimed to reduce food waste in stores by giving customers the opportunity to buy a 'lucky dip bag' of mystery reduced priced items at a set low price. Customers reserved their bag on the Olio app and then came to the store to buy it.

This originally was trialled in a number of stores around Manchester but its success has meant we will extend the trial across more stores in both Manchester/London next year.

Gander/Olio Reduction Sell Through

We also trialled a further food waste reduction initiative in collaboration with both Olio and Gander. Gander is an app that allows people to browse reduced items in their area online, maximising sales and reducing waste. We ran two versions of this trial in Bristol and London, which demonstrated that there is demand for reductions both in our customer base and Olio's.

Download the Olio app to keep up to date with our partnership

Second reduction

We have been trialling this initiative across North and South Wales, where we do a second reduction of yellow sticker items to 50p.

This is only applicable to chilled products but does exclude meat and poultry products.

By doing this we improve our sell through therefore this is being rolled out across further stores in May 2025.

Food Redistribution - Stores

Over 2,477 tonnes of food has been given away to store colleagues and local charities

Iceland is passionate about giving back to the community and works with a number of local charities at store level. Through these partnerships we are able to redistribute maximum food surplus through a volunteer network, food which may have otherwise gone to waste. Surplus is redistributed to those who need it most whilst also building relationships within the community. Our store charity partnerships continue to grow as we tackle the cost-of-living crisis.

We are always looking for ways to further reduce food surplus, such as improving existing schemes, forming new partnerships and engaging in new business models to reduce food waste.

olio – Your local sharing app

FOOD CYCLE

ALTON COMMUNITY CUPBOARD

BANC BWYD PWLLHELI FOODBANK

Liverpool Zero Waste

Cre8

Newtown Food Surplus – Feeding Bellies Not Bins

gratitude!

tummies not trash

Wigan Deanery Trust – BELIEVING IN WIGAN

Tasty NOT Wasty C.I.C.

Food Redistribution - Depots

Over 310 tonnes of food has been given away to our depot charities

We continue to maximise the volume of food surplus that is being distributed from our depots across the UK, as a result of this our depots now have both national and local charity connections to facilitate best food redistribution to both communities and individuals.

We continue to work with charities and encourage charities to collaborate with each other, to understand how we can redistribute more of the surplus food from our depots and supply chain.

Warrington foodbank

City Harvest LONDON RESCUING FOOD, PEOPLE & PLANET

UKHARVEST

FEEDING BRITAIN A HUNGER FREE UK

IN IT TOGETHER HIS

the BIG DIFFERENCE

FareShare fighting hunger, tackling food waste

Community Shop

The bread and butter thing.

"City Harvest is incredibly grateful to Iceland for their surplus food donations, which help to provide a wide variety of quality foods to thousands of Londoners in need every week! Their continued support plays a vital role in our mission of reducing food waste and alleviating food poverty."
-Jamie Dyck, Food Sourcing Manager at City Harvest

COMPANY SHOP GROUP

Food Redistribution - Iceland & City Harvest

City Harvest Surplus Food Impact Report

Iceland

By choosing to provide surplus food to City Harvest, **Iceland** has nourished hundreds of thousands of people across London experiencing food poverty.

Your **April 2024 to March 2025** donations equal:

116 TONNES
FOOD PROVIDED

to City Harvest's food rescue operation

275,229
MEALS DELIVERED

to charities feeding their communities

339 TONNES
GHG EMISSIONS PREVENTED

by rescuing food for human consumption

Your donations bring hope and opportunity to hundreds of thousands of people who are unable to access or afford nutritious food. Food poverty is when you have to make hard choices: 'Heat or eat?', 'Commute to school/ work or eat dinner?'.

Providing free, healthy food to community partners feeding some of London's most vulnerable residents enables these organisations to stretch their budgets further to offer additional, vital services to those who require them.

EQUALS

*We base our impact calculations on **WRAP**'s recommendation of 420g as an 'average' meal size.*
*City Harvest GHG data is informed by the **FoodMatters** 12-category emissions calculator.*

www.cityharvest.org.uk

Food Redistribution

Iceland & Olio Impact

4.7 million+
Meals contributed to total redistribution

64,000
Households fed

950
Iceland & Food Warehouse Stores

1,900+ tonnes
of food waste saved

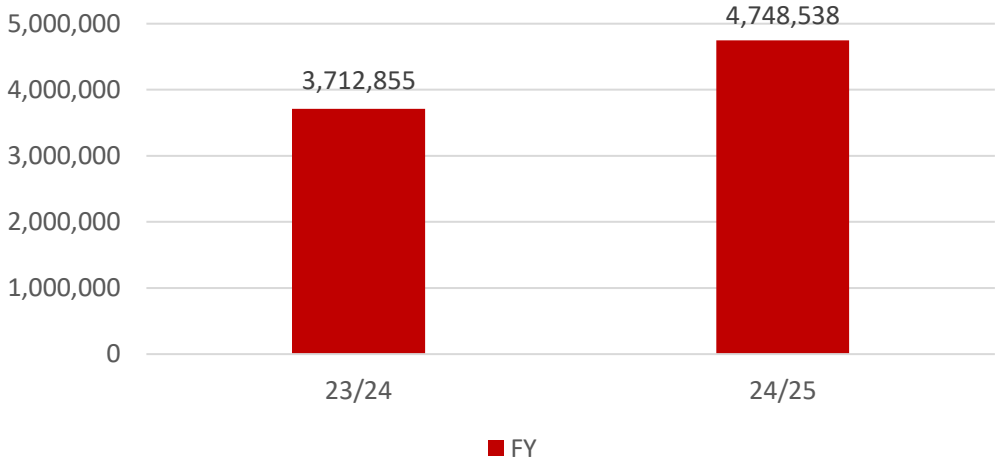
Environmental Impact

6,882,257Kg
CO2 emissions avoided

1,202,582Kl
Water saved

316,106
Equivalent trees planted

24,643,766
Car miles off the road



"Myself, Tessa [Olio co-founder] and the whole team at Olio are very proud to count Iceland as one of our partners.

From working together on surplus redistribution to exploring new, innovative ways to sell more discounted food, we value Iceland's unwavering commitment to sustainability and innovation. And this commitment has resulted in an impressive 8 million meals being rescued and shared with local people since we started working together in 2023.

There's never been a more important time for businesses to take action on food waste - and we'd love for more to follow in Iceland's footsteps."

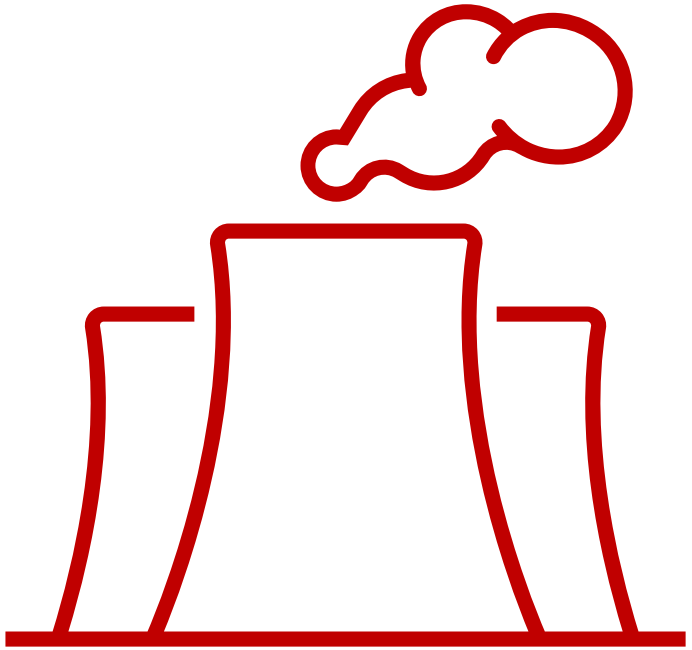
-Saasha Celestial-One, CoFounder of Olio

Food surplus reduction carbon saving

In 2024/25 we redistributed 2,932 tonnes of food surplus. 2,789 tonnes of this food was redistributed for human consumption (to colleagues and local communities). This food redistribution equates to a carbon reduction of 12,645 tCO2e, assuming all redistributed food is eaten and replaces the need for equivalent food purchases and food production.

We continue to work with our partners to increase food redistribution through colleague giveaway, Olio, charity partnerships and to animal feed.

	Tonnes of food surplus redistributed	Carbon reduction achieved through redistribution
Total	2,932	12,645 tCO2e



The tC02e saved is calculated by looking at the total amount of tC02e that would have been released into the atmosphere by storing, transporting the food, and the methane that is not released (as the food has not been thrown away).
We have used wrap guidance to calculate this (4.3128kg of CO2e is save per 1kg [Estimates of Food Surplus and Waste Arisings in the UK (2017) | WRAP]

Our Food Surplus footprint

Total Food Surplus Produced

Produce	Chilled	Bread	Frozen	Grocery	Depot	Total (Tonnes)	Total (%)
2,275 tonnes	4,010 tonnes	807 tonnes	546 tonnes	841 tonnes	215 tonnes	8,694 tonnes	0.72%

Total Food Surplus Redistributed

	Redistributed	Animal Feed	Total
Tonnes	2,789	143	2,932
Meals	6,639,013		6,639,013

Iceland has taken reasonable steps to ensure that its reporting is accurate at time of publication. We are continuously looking at ways to improve our reporting processes, accuracy and consistency to ensure our data is as transparent as possible. Any improvements in our reporting will be reflected in our methodology and against historic data where possible.

Methodology

The data in this report is for the financial year 2024/25 (**30 March 2024 to 28 March 2025**) and covers all Iceland own label products sold in Iceland UK, The Food Warehouse stores and depots in the UK.

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.

Iceland UK

Refers to all Iceland and The Food Warehouse stores (nearly 1,000) and depots (5 depots) in the UK.

Product Data

We report our data by category, product packaging weight is excluded from total tonnes. Handled food is equivalent to food sold, surplus redistributed and food wasted (anaerobic digestion). Meals is equivalent to 420g average as recommended by WRAP.

Our stores

We use a bottom-up approach; all store-level waste products are scanned out as individual units on our internal systems. We then use an average unit weight by category (calculated via our Supply Chain database) and multiply together to deduce a total waste figure, measured in tonnes. Our sales data is generated in the same way with units sold multiplied by the average category weight. The weight of any surplus food is measured by third-party sources (detailed below). We use this combined external data to calculate our actual ‘food waste’ by subtracting it from the food waste tonnage measured by our internal systems.

Our depots

We record the units wasted and then multiply this by an actual case weight from our Supply Chain database.

Animal Feed

Data is taken directly from SugaRich’s reporting spreadsheet. Information on tonnage and number of loads is based on the weight of container when entering their processing site

Charity data

Data is provided by our charities for collections from depot, who calculate weight data by item on their internal systems or weigh products on receipt of collection.

Food Waste Report 2024/25

www.sustainability.Iceland.co.uk

Doing it Right
Iceland