



# CASE STUDY

## Iglo Group

Iglo Group is the largest branded European frozen food company with three iconic brands; Birds Eye, Findus (in Italy) and Iglo. The Group produces, markets and distributes branded frozen fish, vegetables, poultry and ready meals across Europe where it is the market leader in seven of its European markets. The Group's brands are meeting the growing demand for great tasting, easy to prepare, nutritious food that is less wasteful and good value for money.

### In 2006, the Permira funds invested in Iglo

- Iglo Group is Europe's market leader in frozen food both in terms of sales and brand recognition.
- Since the Permira funds' investment, Iglo acquired the Findus brand in Italy, as well as expanded into Russia and Central and Eastern Europe.
- Launched Forever Food Together, a Corporate Social Responsibility programme which captures the role that frozen food can play in tackling fundamental challenges facing society, including food waste.

#### Interview with Sinead Noble, Director of Corporate Affairs and PR Iglo Group

*Can you tell us a bit about Iglo Group, in terms of what the business does as well as its international presence?*

Our mission is to make better meals together and we do this by creating great tasting food to be enjoyed every day, at meal, by everybody. Our quality food frozen food is always delicious, easy to prepare and offers consumers a great choice of food for every meal occasion. We produce, market and distribute branded frozen food products in 12 markets across Europe where we are market leaders in seven of our markets. Our core brands, Birds Eye, Findus and Iglo are synonymous with frozen food in the UK, Ireland, Italy, Germany, Austria, Belgium, the Netherlands, Portugal, France, Russia, Switzerland and Hungary.

*Have you increased your international impact or made any new acquisitions since the Permira funds' investment?*

We look at appropriate opportunities when they arise - either in new markets where we can deploy our portfolio or in new products that we can roll-out across our existing markets that will enable the business to grow. We have a proven ability to integrate acquired businesses as was demonstrated when we acquired the Findus brand in Italy from Unilever in 2010.

*Can you tell us about your production and/or distribution centres in the UK and how the UK-side of the business works in relation to the rest of the business?*

Iglo Group's head office is based in Feltham, United Kingdom, where we employ 155 people and we have a factory in Lowestoft which is also the home of our R&D centre, where we employ up to 800 people. The UK

has the highest frozen food consumption per capita in Europe and is one of our top three largest markets, with our Birds Eye products present in 95% of British households. Birds Eye employs 149 people in the UK.

*Could you tell us about Forever Food Together, your sustainability initiative aimed at tackling food waste?*

Forever Food Together is Iglo's Corporate Social Responsibility programme which is an integral part of our strategy.

It captures our vision of the role that frozen food, and we, can play in tackling fundamental challenges for society. It also reflects the trust that people have in our brands, and the recognition that with it comes an ongoing responsibility. We do this through always providing fully traceable, safe, top-quality, nutritious food, and through doing so in a responsible way.

The Forever Food Together programme is built around three goals, or promises to our consumers that set stretching targets for our business over the next five years.

**Goal 1:** By 2020, we will educate consumers across Europe about the unique advantages of freezing and frozen food and help tackle food waste

**Goal 2:** By 2020, 100% of our innovation will help consumers make healthier meal choices

**Goal 3:** By 2020, 100% of our food products will be responsibly sourced and prepared



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Sinead Noble,  
Iglo Group

