

FROZEN RETAIL MARKET NOW GROWING 7.0% YEAR ON YEAR

According to the latest data from TNS Worldpanel the retail frozen food market is now within touching distance of the £5 billion mark. The market continues to accelerate in growth and now enjoys a very impressive 7.9% annual growth rate.

Consumers are turning to frozen in their droves as the nutritional goodness of frozen foods becomes better understood, the minimal wastage that frozen offers becomes ever more important and consumers look to frozen to help manage ever shrinking household budgets.

Brian Young, Director-General of BFFF said "The frozen food market has now been in accelerating growth ever since December 2006. The market had been growing before the media frenzy about the credit crunch but has certainly accelerated over the last year."

Young went on to say "The current economic conditions are unlikely to improve in the near future and with rising unemployment, the likelihood of increased taxes, reducing disposable income and worsening job prospects, he believes that even more consumers will turn to frozen for at least the next two years."

The increase in the market is being felt across all categories with eight of the sectors reported by TNS Worldpanel showing accelerating growth whilst only one sector is showing slightly less growth than previously.

It is also true that the retailers who either specialise in frozen or commit to greater space in their stores for frozen are doing particularly well in these difficult times.

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Young believes that the activity that the leading brands are undertaking and the launch of the new consumer website thenewiceage.com are all helping consumers to understand much better about the locked in nutrients in frozen and the minimal waste that it has to offer.

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BRITISH FROZEN FOOD FEDERATION

RETAIL FROZEN FOOD STATISTICS YEAR ON YEAR TO 22 MARCH 2009

Source: TNS Worldpanel



| RETAIL CATEGORIES | Value (000's £) | | | Volume (000's Kgs) | | |
|---------------------------------|---------------------|---------------------|-------------|---------------------|---------------------|-------------|
| | 52 w/e 24 Mar 08 | 52 w/e 22 Mar 09 | % Gain/Loss | 52 w/e 24 Mar 08 | 52 w/e 22 Mar 09 | % Gain/Loss |
| Total Frozen Foods | 4,660,394 | 4,985,904 | 7.0 | 1,974,862 | 1,990,286 | 0.8 |
| Total Ice Cream | 601,631 | 622,802 | 3.5 | 324,803 | 308,499 | -5.0 |
| Frozen Confectionary & Desserts | 261,653 | 273,058 | 4.4 | 80,521 | 80,615 | 0.1 |
| Frozen Fish | 655,077 | 699,904 | 6.8 | 118,707 | 123,717 | 4.2 |
| Frozen Meat & Poultry | 524,643 | 566,274 | 7.9 | 187,823 | 177,563 | -5.5 |
| Frozen Vegetables | 367,219 | 402,766 | 9.7 | 281,894 | 285,486 | 1.3 |
| Frozen Potato Products | 490,033 | 523,781 | 6.9 | 439,679 | 459,626 | 4.5 |
| Frozen Ready Meals | 617,617 | 641,639 | 3.9 | 190,512 | 186,409 | -2.2 |
| Frozen Pizza | 345,566 | 370,777 | 7.3 | 98,376 | 98,951 | 0.6 |
| Frozen Savoury Food* | 796,955 | 884,903 | 11.0 | 252,547 | 269,420 | 6.7 |

*Savoury Food includes Frozen Bread, Frozen stuffing Cooked poultry, Meat Products, Processed Poultry, Savoury Bakery, vegetarian products and Other Frozen Foods



Source: TNS Worldpanel
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