



## UNITED COLOURS OF ICELAND

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– Nick Canning, joint MD, Iceland

# Iceland stores could get new look to match new website colours

### Andrew Don

Iceland has revamped its website with new corporate colours that could gradually be phased in across its estate.

The in-house designed website makes use of burgundy, blue and grey and has been re-engineered for multi-platform use.

Joint managing director Nick Canning said it was designed to better show the range changes the group had made online and in store for spring – “a bit more modern, a bit more welcoming and a bit more approachable.”

Iceland wanted to ensure there was “consistency” across the customer experience no matter what device they



Iceland's revamped site is “a bit more modern”

were using to access the site, he added.

“In terms of technology, it's not a huge shift forward, but it was bringing it all in under one banner. In store imagery has changed to match the new site colours but not the fascias,” said Canning. “We've got 840 shops all across the UK – changing every one of those fascias is a

mammoth task. We are not looking at it at the moment but never say never. We'll see how it goes and we will be testing a few as we go.”

He added the company was “absolutely” keeping its values the same and denied the redesign denoted Iceland was moving upmarket.

“This is about making sure the customers understand this is a brand that is a mix of price and quality, and getting that balance right,” he said.

Iceland started looking at what customers thought of the brand a year ago. It has significantly expanded its range since, including a new exotic meats range.

## world news



**US:** Yucaipa, the firm that acquired Tesco's Fresh & Easy c-store chain, is set to close about 50 of its 200 stores in California, Nevada and Arizona. “Fresh & Easy has spent much of the past year and a half since transitioning to new ownership transforming into a new business focused on delivering a new vision of modern convenience,” Yucaipa said in a statement. “The company is now in a better position to rationalise its store base and divest locations that do not meet the criteria of Fresh & Easy's model of modern convenience.”



**Thailand:** Tesco Lotus has launched a new promotional campaign that has slashed the price of fresh food products to wholesale prices. The THB600m (£12.4m) campaign involves up to 50% price cuts on more than 100 lines including fruit & veg, meat and fish. “We are confident the Cheap as Wholesale project will reduce cost-of-living burdens for Thai consumers, as many people are facing reduced income but high household debt,” said chief commercial officer Sompong Rungnirattisai.



**Hungary:** French retailer Auchan has been fined HUF1bn (£2.5m) by Hungary's Competition Office (GVH) for charging suppliers to stock its products. GVH said it had charged about three quarters of its non-food suppliers a listing fee between 2006 and 2014. Auchan said in a statement: “Our company did not breach the law, therefore we will use all accessible legal means to prove that, and we trust that the court will see clearly.”



**New Zealand:** Fonterra has blamed continued volatility in international dairy prices for a 14% drop in sales to NZ\$9.7bn and a 16% fall in half-year profits to NZ\$183m. Chairman John Wilson said the results were “below our farmers' expectations”. “Our half-year results are a snapshot of tough conditions in dairy with variable production, demand and pricing. There was also the challenge of generating profit from inventory made in the previous financial year when the cost of milk was higher, but sold in the first quarter of the financial year when global dairy prices were falling.”



**US:** E&J Gallo has acquired J Vineyards & Winery for an undisclosed sum. J Vineyards produces a range of sparkling wines, pinot noir and pinot gris. The acquisition includes J Vineyards' Healdsburg winery and more than 300 acres spread over nine vineyards within the Sonoma Coast and Russian River Valley. “We are very excited to add the J Vineyards & Winery brands to our premium portfolio of wines,” said Roger Nabedian, senior vice president and general manager of Gallo's premium wine division. “The brand's contemporary elegance has a unique position in the marketplace.”

# Scotmid Stockbridge store wins Convenience Retailer of Year

Scotmid's store in Stockbridge, Edinburgh, was crowned Convenience Retailer of the Year 2015 at last week's Convenience Retail Awards.

The store also walked away with Best Multiple Store for the third consecutive year, as well as Best Customer Service at the awards run by Convenience Store magazine in association with The Grocer.

Store manager Craig McAulay said he was “gobsmacked”. “I think we won because we're



McAulay: giving something different to customers

trying to give something different to the customers, and we've given them what they asked for, such as an artisan local bakery,” he said.

Scotmid operations director Kevin Plant added: “Stockbridge is

the latest offering of our premium black format, which combines smart design with an upmarket range and strong focus on delicious local produce. We're delighted the store has been recognised for its consistently high standards.”

Other winners included Warners Budgens Moreton-in-Marsh, which won Best Large Store, and Costcutter Bromsgrove, which won Best Small Store. Spar Oxford Road, Manchester was awarded Best Independent Store.