

Dear Sonya,

Thank you for your letter of 27 March to our CEO Tarsem Dhaliwal, who has asked me to reply on his behalf.

We are doing our very best to reserve all our online delivery slots for the elderly, vulnerable, and people who are self-isolating; our website now features a pop-up asking customers to confirm that they fall into one of these categories before they can place an online order. Clearly those unable to leave their homes because of M.E./C.F.S. fall into the 'vulnerable' category.

As with all other online retailers, we are conscious that demand for our service currently exceeds supply, but we are working hard to increase the number of online delivery slots available. We have recruited several thousand additional store assistants and home delivery drivers in the last two weeks to achieve this, and expect to see a significant improvement in the availability of our online delivery service in the days and weeks ahead.

The priority shopping period for elderly and vulnerable customers in our Iceland stores was always offered at the discretion of individual store managers, who best understand the needs of their local communities and are also the best judges of their ability to enforce a priority period effectively. There have regrettably been far too many instances in which our store colleagues have been subjected to abuse, intimidation and even physical assaults by able-bodied members of the public unwilling to respect the advertised priority period. In the light of this, and the Government's advice that elderly and vulnerable people should remain in their homes, there has been a significant reduction in the number of Iceland stores offering this priority period in the last week, and customers should check with their local store.

All our 121 The Food Warehouse stores across the UK currently do offer a priority shopping period for elderly and vulnerable people from 8am to 9am each day, and can be located via this website: <https://www.thefoodwarehouse.com>

We have always urged colleagues to show compassion and recognise that people may have hidden disabilities when seeking entry to stores during priority shopping periods, though if people affected by M.E./C.F.S. are able to download and carry a document demonstrating that they are indeed in need of access to these periods it might prove helpful to them.

Best wishes

Keith

**Iceland**

Keith Hann  
Director of Corporate Affairs