

Client: Iceland Foods Ltd
Source: The Independent (Main)
Date: 03 September 2012
Page: 48
Reach: 133449
Size: 92cm2
Value: 1347.8



Ex-Iceland man Foley comes in from the cold

By **NICK GOODWAY**

The frozen food chain Iceland is ramping up its continental expansion with the appointment of its first international business director.

Paul Foley, who oversaw the establishment of the cut-price supermarket Aldi in the UK, is returning to Iceland, where he ran its South-east England business 23 years ago. It marks a reunion with Iceland's chief executive, Malcolm Walker, who was his boss then.

Mr Walker said: "I was very sorry to lose Paul in 1989. It has not been easy to persuade him to come back and work for us, and I am absolutely delighted that he has agreed to do so. His exceptional track record and skill set make him the ideal person to lead Iceland's development outside the UK, whether that be through exports, fran-



Malcolm Walker: 'The global potential of the brand is huge'

chising, acquisitions or store openings. The global potential of the Iceland brand is huge."

Iceland recently started its first eastern Europe retail chain in the Czech Republic.