

4 June 2026

The Rothesay Foundation and Iceland Foods launch Benefits Boost campaign to help older shoppers access over £37 million in unclaimed support

- **Benefits Boost is funded by a £1.8 million commitment from the Rothesay Foundation and aims to support 7,500 Iceland customers in applying for unclaimed benefits**
- **New campaign offers free benefits checks and application forms support for Iceland customers aged 66 and over**
- **Iceland customers who have benefited from the service so far have seen an average annual benefits boost of c.£5,000**

The Rothesay Foundation and Iceland Foods have launched Benefits Boost, a new initiative to help older customers check and claim financial support that they may be entitled to and could be missing out on - with the potential to unlock over £37 million in additional annual income for customers nationwide.

The campaign is backed by a £1.8 million commitment from the Rothesay Foundation which is funding the free and confidential benefits support service for Iceland customers aged 66 and over.

The service is designed to make it easier for customers to access financial support by providing hands-on, practical support, including checking what benefits they may be entitled to, helping customers complete application forms and supporting them through the claims process.

Customers can access the service via a free, dedicated phone line where expert advisers from Kinly, a leading UK benefits support organisation for older people, provide personalised end-to-end support to ensure eligible customers successfully access the benefits they are entitled to.

This type of support would normally come at a cost but is being provided free to customers thanks to the funding from the Rothesay Foundation, whose mission is to improve the quality of life for older people in need. The initiative is designed to make checking and applying for benefits easier, friendlier and more accessible for Iceland customers.

The initiative comes as many older people continue to miss out on benefits and allowances that could help with everyday costs such as food, health, energy and housing. Government estimates show that only 62% of those entitled to Pension Credit received it in the last financial year. A key reason for this is often the application process itself - for 80% of older people, this is

the main barrier to receiving the benefits they are entitled to, based on previous campaign findings.

Customers who have benefited from the Benefits Boost service so far have seen an average annual increase of around £5,000. More than 7,500 Iceland customers are expected to benefit from the campaign, unlocking over £37 million in additional support for older shoppers.

Richard Walker, Executive Chairman of Iceland Foods, said:

“At Iceland, we see every day how hard household budgets are being squeezed, particularly for older customers on fixed incomes.

“What makes this issue so frustrating is that some people may be missing out on support they are already entitled to. Benefits Boost is about making it easier for older customers to check, get help with the process, and claim what may already be theirs. This is practical, simple and could make a real difference to people’s lives.

“It has been great to partner with the Rothestay Foundation on this campaign given its commitment to empowering older people in need, with its funding helping thousands of people access vital financial support.”

Tallulah Woods, Campaigns Manager at the Rothestay Foundation, said:

“The Rothestay Foundation is dedicated to improving the quality of life for older people in need which is why we’ve committed £1.8 million to this important partnership with Iceland to help as many pensioners as possible claim the crucial state benefits that they are entitled to.

“Too many older people are missing out on financial support that could help them live more securely and independently because they’re struggling to navigate the application process. This partnership is designed to make it easier for people to understand what they may be entitled to and get help claiming it.

“The Benefits Boost service is free, confidential and delivered by real experts who will help you through the process in a friendly and practical way.”

This is a free service available to Iceland customers aged 66 and over.

For more information, please visit: iceland.co.uk/benefits-boost

To get in touch and access support, please call: 0330 053 2617

ENDS

Notes to editors

*Pension Credit qualifying age is linked to State Pension age. GOV.UK provides a State Pension age tool that allows people to check their State Pension age, Pension Credit qualifying age and free bus travel eligibility. The Pension Credit qualifying age is currently linked to State Pension age and is currently 66, rising to 67 between April 2026 and March 2028.

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ABOUT THE ROTHESAY FOUNDATION

The Rothesay Foundation was established in 2019 by Rothesay, the UK's largest pensions insurance specialist.

The Foundation's mission is to help secure and improve the quality of life of older people in need in the UK, enabling them to live their lives in a happy, safe and fulfilling way. The Foundation partners with charities and other organisations to make this possible, helping them to deliver their vital work in this area.

Web: www.rothesay.com/foundation/

ABOUT ICELAND

Iceland Foods is recognised as the UK's leader in frozen food and operates over 950 stores across the country, including The Food Warehouse locations, together with a multi-award-winning online shopping service.

It prides itself on being a convenient and friendly place to do the family's weekly shop, as well as meet everyone's daily top-up shopping needs for fresh, chilled, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Iceland was voted the UK's favourite online grocery service at the Good Housekeeping Awards in 2021 and 2022. The retailer was also named the UK's Best Online Supermarket in a survey by consumer champion Which? in 2022.

Iceland and The Food Warehouse enjoy exclusive partnerships with a range of leading brands including Blue Dragon, Cathedral City, Harry Ramsden's, Myprotein, Slimming World, Mumsnet, Ninja and TGI Fridays.

Iceland has always been a responsible retailer, operating under its 'Doing it Right' ethos. Recognised as the only UK supermarket to rank in The Sunday Times Best Place to Work for 2024 and 2025, Iceland is dedicated to doing the right thing in its supply chain and in the way it treats its people and customers. Iceland is also committed to minimising its impact on the environment and contributing to the communities where it operates by regenerating high streets, creating jobs, providing outstanding customer service and giving generous support to a range of good causes.

ABOUT THE FOOD WAREHOUSE

Founded in 2014, The Food Warehouse is part of Iceland Foods, which operates over 950 stores across Britain, including The Food Warehouse locations. All 200 Food Warehouse stores are large format stores with a car park, providing the value and convenience of a wholesale store without the hassle of membership.

The Food Warehouse is opening new stores up and down the country in retail parks and larger shopping districts. Each store is given a high-quality warehouse style fit out and covers between 10,000 and 25,000 sq. ft. of retail space. The Food Warehouse offers great value, family-favourite products across frozen, chilled, fresh, branded grocery and homeware lines. With big deals, big choice and big packs across many big brands, customers can make great savings with bulk deals where savings are passed directly onto shoppers.

ABOUT KINLY

Kinly is a social purpose organisation with a clear mission to help older people live independently for longer.

They operate a national phone-based support service that helps people to navigate and unlock the Government benefits and services available to them. The core focus is developing technology and data-driven support that maximise social impact and "access for all" at-scale, for a demographic that often finds support difficult to access.

Kinly is a company registered in England and Wales under the name of Healthspan Technologies Ltd (Company No. 15728029).