

Wednesday 21 October 2026

PRESS RELEASE

**ROTHERSAY FOUNDATION AND ICELAND FOODS HELP OLDER SHOPPERS
UNCOVER £17 MILLION IN UNCLAIMED BENEFITS AHEAD OF WINTER**

- **Over 4,100 Iceland customers aged 66 and over have received a free benefits check through the Benefits Boost campaign, funded by the Rothestay Foundation**
- **Over 70% of those who received a benefits check were found to be missing out on support they may be entitled to, with average unclaimed support worth c. £5,600 a year**
- **£1.8 million commitment from the Rothestay Foundation provides both free benefits checks and full application support for Iceland customers aged 66+**
- **The Benefits Boost campaign has identified c. £17 million in annual unclaimed support with £4.2 million now in payment**

As households begin preparing for higher winter costs, the early findings of the Rothestay Foundation and Iceland's Benefits Boost campaign are an urgent reminder of the financial support that hundreds of thousands of low-income pensioners are eligible for but not claiming.

Since launching the Benefits Boost campaign earlier this year, the Rothestay Foundation and Iceland have helped older customers uncover around £17 million in annual unclaimed benefits.

More than 4,100 Iceland customers aged 66 and over have received a free benefits check with over 70% found to be missing out on support they may be entitled to, worth an average of £5,600 a year.

The campaign goes beyond simply identifying benefit entitlement. Campaign findings show that, for 80% of older people, navigating the application process is the main barrier to receiving the support they are entitled to. Benefits Boost has already enabled more than 2,100 customers to receive one-to-one support from specialist advisers at Kinly, including help completing forms and progressing claims.

This type of support would normally come at a cost but is being provided free to Iceland customers thanks to a £1.8 million commitment from the Rothestay Foundation, making it easier and more accessible for older customers to check and apply for benefits.

The support is designed to be quick and practical. In many cases, specialist advisers can identify potential unclaimed income in as little as 10 minutes, with benefit applications often submitted within 48 hours of a person's first conversation.

The initiative is already making a significant difference. Of the support identified through the campaign so far, more than £4.2 million has been secured for customers who have received successful outcomes from the Department for Work and Pensions (DWP).

More than 7,500 Iceland customers could benefit from the campaign, with over £37 million in additional state support forecast to be unlocked.

Tallulah Woods, Campaigns Manager at the Rothestay Foundation, said: “Hundreds of thousands of older people are missing out on financial support that could help them live more securely and independently. Benefits Boost aims to change that by making it easier for Iceland’s older customers to claim the benefits they are entitled to by providing practical, expert help to navigate what can often be a complex claims process.

“With winter around the corner, this support is more important than ever. The results so far show the difference Benefits Boost is making, and we would urge those eligible customers who have not already accessed the support to do so - it could make a real difference to their everyday lives.”

Richard Walker, Executive Chairman of Iceland Foods, said: “Too many older customers are missing out on money they’re entitled to. Benefits Boost is helping change that, uncovering support that can make a real difference as winter approaches.

“No one should have to worry about paying for the essentials, which is why we’re so pleased to be partnering with the Rothestay Foundation to achieve our shared goal of helping older people get the support they’re owed.”

In recognition of the ongoing challenges faced by many pensioners, Iceland also offers a range of initiatives designed to support older customers, including a 10% discount for over-60s every Tuesday.

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, which is rising from 66 to 67 between April 2026 and March 2028.

MEDIA CONTACTS

For the Rothestay Foundation – Temple Bar Advisory: Alex Child-Villiers +44 (0)7795 425580 or Sam Livingstone +44(0) 7769 655437 or rothesay@templebaradvisory.com

For Iceland – Tangerine Communications: icelandpress@tangerinecomms.com

ABOUT THE ROTHESAY FOUNDATION

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

The Foundation's mission is to help secure and improve the quality of life for 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 2026, as well as 2025 and 2024, 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).