

## **BRITS TO BIN £4 BILLION IN FESTIVE FEASTS THIS XMAS**

Despite feeling the pinch over the past year, almost two in five Brits (38 per cent) will be spending a whopping £4.4 billion on festive feasting this Christmas, but worryingly over a quarter (27 per cent) of Christmas food shopping will end up in the bin, according to a survey by Lloyds TSB Insurance.

The survey shows that despite having tightened the purse strings throughout the year, Brits are still prepared to push the boat out at Christmas time, with almost half (44 per cent) of adults saying Christmas excess is fine, as its a time to celebrate. But rather than enjoying all those hard earned tasty Christmas titbits, much of our festive food will end up being spoilt and wasted due to freezer breakdowns.

Phil Loney, Managing Director, Lloyds TSB Insurance said: “Fridges and freezers are some of the hardest working appliances in the home and we rely heavily on them at this time of year. Our survey shows that nearly two in five (37 per cent) of Brits never have enough room to store all the Christmas food shopping. It’s this overloading that can cause freezers to break, resulting in spoilt food and misery at Christmas dinner tables across the country. But by following our simple advice, you can greatly reduce the risk of freezer breakdown, and food and money wastage.”

To help homeowners to keep their freezers working efficiently, Lloyds TSB Insurance has compiled an ‘at a glance’ freezer care guide. But should you still be unlucky enough to suffer from festive freezer meltdown, Lloyds TSB Insurance Home Solutions policy can help remove the financial strain – it offers freezer cover for spoilt food of up to £500.

### **Freezer Care Guide**

- **The real ice.** Don’t allow ice to build up inside freezers. Defrost your freezer regularly according to the manufacturer's instructions.
- **Hotting up?** Set your freezer to the correct temperature so that it doesn't need to work overtime. The optimum temperature is between minus 18 and minus 22 degrees.

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- **If you can't stand the heat....** Don't locate your freezer next to a heat source such as a cooker as it will need to overcompensate for the warm temperatures.
- **Fill her up!** A well stocked – but not overstocked - freezer is more energy efficient. Just make sure nothing obstructs the door causing it to defrost.
- **Room to breath.** Allow air to circulate freely around the freezer.
- **House-proud.** Make sure the door seal is kept clean and disinfected.
- **Wrap up warmly.** In the event of a power failure, keep the freezer door shut and cover the unit with blankets and duvets to keep the cold air inside.
- **Food safe.** If you experience a power failure which lasts for more than eight hours the food will be spoilt – do not try to cook and eat it.

For more information on Lloyds TSB Home Solutions Insurance visit your local branch.

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### Notes to Editors:

- 1,949 adults were surveyed by Tickbox.net during November 2005.
- Populations figures sourced from [www.statistics.gov.uk](http://www.statistics.gov.uk)
- Regional statistics as follows:

	East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
% spending £4.4 billion on festive feasting	39.6%	38.6%	41.2%	50.6%	38.6%	15.4%	38.6%	35.5%	39.7%	33.9%	34.9%
% who say Xmas excess is fine	43%	47.4%	40.1%	52.9%	43.3%	38.5%	46.2%	45.6%	44.4%	38.7%	44.6%
There's never enough room in my fridge to store all the Xmas food	362%	39.2%	33.2%	33.3%	37.6%	38.5%	37.4%	35.9%	31.7%	34.7%	40.6%

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