



10th February 2009

**BIG GREEN TICK TURKEY DRUMMERS
VOTED PRODUCT OF THE YEAR BY OVER 12,000 UK
SHOPPERS!**

As a busy mum, you can find yourself spending up to 24 hours juggling many everyday pressures, from work commitments to looking after the family. It's no wonder that mealtimes can sometimes bring extra worry. Wouldn't it be great if there was a product out there that was healthy, tasty, and yet still quick and easy to serve up at mealtimes?



That's exactly why Bernard Matthews Farms launched the healthier frozen turkey range Big Green Tick in September 2008, which helps mums to feel less guilty and happier about serving frozen tasty convenience products to the family. But don't just take our word for it - Big Green Tick Turkey Drummers have been voted top Product of the Year in a survey of over 12,000 fellow shoppers!*

Winners of Product of the Year are voted for across a range of categories including Beauty, Drinks, Snacks, Household Cleaning, Men's Grooming, Make-Up, Alcohol and Frozen food, are the latest products deemed 'must haves' by UK shoppers, who felt that each item was in some way groundbreaking.

And the Big Green Tick Range, which includes Drummers, Dippers, Steaks and Burgers, really does tick all the boxes: all products in the range have been checked and approved by independent nutritionist Dr Carrie Ruxton**. Made from 100% British turkey breast meat, they have a unique breadcrumb recipe that makes them over 70% lower in fat than similar products in the freezer cabinets.

When you see that Big Green Tick on the packs, you can be reassured by what it stands for:

- ✓ Low in saturated fat
- ✓ 100% British turkey breast meat from Bernard Matthews Farms own farms in Norfolk, Suffolk and Lincolnshire
- ✓ No artificial colours, flavours or preservatives
- ✓ No hydrogenated fat
- ✓ No compromise on taste or quality
- ✓ Green Guideline Daily Amounts (GDA) where possible

Big Green Tick is available now from most major supermarkets.

www.bernardmatthewsfarms.com

www.productoftheyear.co.uk

- ENDS -

NOTES TO EDITORS:

- *Bernard Matthews Farms Big Green Tick Turkey Drummers, voted the top *Product of the Year* in the frozen healthy eating category by 12,026 people in a TNS annual survey.
- ** Dr Carrie Ruxton is an independent nutritionist who regularly contributes to national newspapers and women's magazines.
- Product of the Year is the UK's largest independent survey into product innovation with over 12,000 consumers voting in a survey conducted by TNS. The initiative has been running in the UK since 2005. The awards are a culmination of results for FMCG innovation including product function, design and packaging. Research (TNS survey 2008) shows that 40% of UK shoppers recognise and trust the *Product of the Year* logo and 49% state they are more likely to purchase the products showing the logo, mostly due to the fact the awards have been given a seal of approval by like-minded shoppers. Average winners sales increase by 10-15%.

For further information, please contact:

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