



18th November 2008

**Bernard Matthews Farms – proud to serve 100%
British Turkey at the BBC Good Food Show**

Stand S80: Bernard Matthews Farms will be exhibiting at the BBC Good Food Show in Birmingham from 26 – 30th November. As the UK's largest food and drink festival, the 5-day event is the premier destination for foodies across the country to come together and learn more about their favourite brands.

And with so much to tell visitors, the timing couldn't be better for **Bernard Matthews Farms**. With all their branded turkey products now made with 100% British turkey from their own farms across East Anglia, along with a new brand identity reconnecting the company with its British farming origins, they have a lot to be proud of.

Highlights on the first day include Bernard Matthews Farms brand ambassador, **Sharron Davies**, being on the stand to help serve up delicious hot turkey rolls and talk to visitors about the versatility of turkey. Independent nutritionist, **Dr Carrie Ruxton**, will also be there to showcase the company's NEW, healthier* frozen turkey range under the sub brand *Big Green Tick*.

Bernard Matthews Farms employees will also be on hand for the duration of the show serving up free samples of 100% British turkey, handing out money-off coupons and answering any questions visitors may have.

**When compared to comparable competitor products in the market place.*

Notes to Editors:

Both Sharron and Carrie will be available for interviews throughout the day – to set up a time contact Kate Carthew from DSA PR on either 020 7553 3700 / 07988 126769 or kate@dsapr.co.uk.

Alternatively, simply come along to the stand on the day:

- Bernard Matthews Farms stand number: **S80, Hall 20**