



FROM TRADITIONAL FAVOURITES TO NEW FREE RANGE GOLDEN NORFOLK TURKEYS, BERNARD MATTHEWS FARMS HAS ALL THE HELP YOU NEED TO PULL OFF A PERFECT CHRISTMAS DINNER!

This Christmas, you can look forward to a whole host of festive activities, from getting the relatives together to decorating the Christmas tree to giving and receiving some lovely presents. But if there's one thing that the whole family will be anticipating with plenty of excitement, it's Christmas dinner, and that of course means tucking into some delicious turkey!

Turkey lies at the heart of the festive season's celebrations and gives Christmas that traditional warmth and familiarity we so love. It's something that Bernard Matthews Farms has been passionate about since the company first started rearing turkeys in Norfolk in the 1950s, and with over 55 years experience, Bernard Matthews Farms really is the expert when it comes to preparing the perfect Christmas dinner.

The Bernard Matthews Farms Golden Norfolk Turkey range has a great selection of frozen **British whole birds, crowns** and **joints** to suit all tastes, budgets and family sizes, whether you want to entertain the masses with a whole bird, or try something smaller for just the immediate family:

Golden Norfolk Turkey



This is the UK's favourite frozen, oven-ready turkey and has been for over 30 years! If you're anxious about pulling off the perfect Christmas dinner, then don't be. All you have to do is defrost your Golden Norfolk Turkey, pop it in the oven, and sit back, content in the knowledge that you've a delicious meal on its way. What's more, this bird is self-basting, so you can be sure of a mouth-watering and succulent meal with minimal effort.

NEW Golden Norfolk Herb Basted Turkey



A twist on the traditional Golden Norfolk Turkey, this bird is ideal for those families who love their trusted favourite but would like to try something a little different this year. This easy to roast turkey has been basted with a carefully chosen blend of rosemary & thyme to ensure a deliciously tasty and wonderfully succulent turkey. What's more, you'll find nothing else like this available in shops.

Golden Norfolk Free Range Turkey



For an extra-indulgent Christmas meal, why not try the Golden Norfolk Free Range Turkey? Our free range turkeys roam in the heart of the Norfolk countryside and are fed on a cereal-based diet, containing locally sourced wheat from East Anglia. And of course, there's plenty of sunshine, fresh air and TLC too.

NEW Golden Norfolk Free Range Butter Basted Turkey Breast Joint.



If you'd like to buy free range this year but have a smaller number of mouths to feed, the NEW Golden Norfolk Free Range Turkey Breast Joint is just the thing for you. It has been butter basted to ensure the meat is juicy and succulent and is just the right size for a smaller family, and you can cook it from thawed or frozen for extra convenience.

All products in the Bernard Matthews Farms Golden Norfolk Turkey range are made from turkeys reared on our own farms in Norfolk, Suffolk and Lincolnshire. All the meat is **100% British**, and the

products carry the Quality British Turkey (QBT) and Farm Assured Food Standards (Red Tractor) symbol showing our commitment to high welfare and agriculture standards and support for British farming. They contain **no artificial colours, flavours or preservatives**.

What's more, turkey is a high in protein, low in fat meat so this Christmas, an extra slice or two is positively recommended.

With over 55 years experience in turkeys at Christmas, Bernard Matthews Farms also has a lot more help to offer this yuletide. Whether it's tips on planning in the run up to Christmas, preparing the main meal itself or figuring out what to do with those turkey leftovers (if you're lucky enough to have any!), Bernard Matthews Farms has all the Christmas expertise you need to lend you that 'helping hand'. Simply visit www.bernardmatthewsfarms.com and download the **Merry Little Book of Christmas Dinners** for a stress-free, enjoyable Christmas!*

Notes to Editors:

Bernard Matthews Farms Golden Norfolk Turkey , available in Tesco, Morrisons, Sainsbury's, Nisa, Farmfoods, and Netto		
Small	serves 4 - 6 people	RRP £23.99
Medium	serves 8 - 10 people	RRP £29.99
Large	serves 12 - 14 people	RRP £39.99
Ex Large	serves 16 - 18 people	RRP £47.99
Bernard Matthews Farms Golden Norfolk Herb Basted Turkey , available in Morrisons		
Medium	serves 8 - 10 people	RRP £35.99
Bernard Matthews Farms Golden Norfolk Free Range Turkey , available in Morrisons.		
Small	serves 4 - 6 people	RRP £31.99
Medium	serves 8 - 10 people	RRP £39.99
Bernard Matthews Farms Golden Norfolk Free Range Turkey Breast Joint , available in Morrisons.		
1kg	serves 4-5 people	RRP £9.99

- * **Please note that subject to the retailer and the time of year, there will be some fantastic promotions available on the whole range of Golden Norfolk Turkeys.**
- * The Quality British Turkey and Red Tractor logo guarantee high standards of food safety, traceability and bird welfare. It is the only fully accredited turkey standard that meets the UK Accreditation Scheme standards and EU standards.
- * Christmas website goes live mid-November 2008.

For more information, high res visuals or samples please contact Sana Van Dal – sana@dsapr.co.uk or Kate Carthew – kate@dsapr.co.uk, tel: 020 7553 3700