



A TOUCH OF GOLD FOR BERNARD MATTHEWS FARMS' COOKED MEATS

This September there is exciting news from Bernard Matthews Farms, which is re-launching its entire Cooked Meats range and extending it to include 100% British **Golden Norfolk Turkey** and **free range** products.

The Golden Norfolk Turkey has been a family favourite for over 30 years. Hugely popular at the Christmas dinner table as whole birds and joints, it will now be available for the first time as Cooked Meats for every day family meals.

As the largest free range turkey farmer in the UK, Bernard Matthews Farms is also introducing free range Golden Norfolk Turkey products to the Cooked Meats range.

With products that are tasty, healthy and affordable for all and for every occasion, the new Cooked Meats range offers you plenty of choice, whether it's Wafer Thin slices or chunky Fillets you're after, Carvery Cuts or Free Range.

Golden Norfolk Turkey Cooked Meats



Choose from quality British 100% turkey breast meat products including slices, carvery cuts and thick cut fillets: why not try **Golden Norfolk Turkey Breast**, **Golden Norfolk Carvery Cut Turkey Breast** or **Golden Norfolk Lemon and Cracked Black Pepper Turkey Breast Fillets**?

Free Range Golden Norfolk Turkey Cooked Meats



Free range Cooked Meats made from 100% breast meat include **Free Range Golden Norfolk Carvery Cuts Turkey with a buttery baste**, **Free Range Golden Norfolk Carvery Cut Roast Garlic & Herb Turkey Breast** and **Free Range Golden Norfolk Carvery Cuts Honey Roasted Turkey Breast**.

All the turkey in the Bernard Matthews Farms Cooked Meats range is now 100% British turkey meat from turkeys reared on the company's very own farms across Norfolk, Suffolk and Lincolnshire. The products are all low in saturated fats, (none of them contain more than 4% and some as little as 1%). They have no artificial colours or flavours and, wherever possible, no added preservatives.

All packs carry clear nutritional information on the front of the packs, combining both Guideline Daily Amounts (GDAs) and the Food Standard Agency's Traffic Light scheme, to enable you to make the right choice for you and your family.

Bernard Matthews Farms is also proud to work to the highest standards of animal welfare and is 'Quality British' and 'Farm assured' (Red Tractor) accredited.

Turkey is one of the healthiest meats available. It is low in fat and high in protein so it's great as part of every day meals for the family. The Bernard Matthews Farms Cooked Meats range is both tasty and convenient, as well as being incredibly versatile. It can be enjoyed in a variety of hot and cold recipes for all meal occasions, from delicious lunch dishes to easy evening meals.

For recipe ideas, visit www.bernardmatthewsfarms.com.

Notes to Editors:

GOLDEN NORFOLK TURKEY COOKED MEATS, pack sizes and RSPs

- Golden Norfolk Free Range Carvery Cut Turkey Breast, 100g @ £2.99
- Golden Norfolk Free Range Carvery Cuts Turkey Breast with a buttery baste, 120g @ £2.79
- Golden Norfolk Free Range Carvery Cuts Honey Roast Turkey Breast, 120g @ £2.79
- Golden Norfolk Carvery Cut Turkey Breast, 100g @ £2.49
- Golden Norfolk Carvery Cut Roast Garlic & Herb Turkey Breast, 100g @ £2.49
- Golden Norfolk Turkey Breast Slices, 100g @ £1.79, 180g @ £2.99
- Golden Norfolk Honey Roast Turkey Breast Slices, 100g @ £1.79
- Golden Norfolk Sage & Onion Turkey Breast Slices, 100g @ £1.79
- Golden Norfolk Finely Sliced Turkey Breast, 100g @ £1.79
- Golden Norfolk Flamegrilled Turkey Breast Fillets, 150g @ £2.49
- Golden Norfolk Lemon & cracked black pepper Turkey Breast Fillets, 150g @ £2.49
- Carvery Cut Chicken Breast, 110g @ £2.49
- Carvery Cut Mango, Chilli & Lime Chicken Breast, 110g @ £2.49
- Turkey Breast Slices, 100g @ £1.49, 200g @ £2.59
- Honey Roast Turkey Breast Slices, 100g @ £1.49
- Sage & Onion Turkey Breast Slices, 100g @ £1.49
- Chicken Breast Slices, 100g @ £1.49, 200g @ £2.57
- Roast Chicken Breast, 120g @ £2.15
- Oven Baked Pork Ham, 100g @ £1.49
- Honey Roast Pork Ham, 100g @ £1.49
- Wafer Thin Turkey Ham, 200g @ £1.49, 400g @ £2.89
- Wafer Thin Honey Roast Turkey Ham, 200g @ £1.49, 400g @ £2.89
- Wafer Thin Turkey, 200g @ £1.49, 500g @ £3.00
- Wafer Thin American Fried Chicken, 100g @ £1.19
- Wafer Thin Pork Ham, 100g @ £1.09
- Honey Roast Ham & Turkey Breast Saddlepack, 200g @ £1.49
- Wafer Thin Turkey Ham & Turkey Saddlepack, 280g @ £1.39

Bernard Matthews has re-launched as **Bernard Matthews Farms**. This new identity is being supported by a series of new product launches in response to the growing demand for healthier, convenient and affordable food from today's consumers. The new identity sees the brand reconnecting with its British farming origins and reflecting its capability as a business that delivers from 'farm to fork'. The new logo and packs are simple, fresh and contemporary with the turkey weathervane representing the Company's expertise in turkey farming. The new identity will be rolling out across all packaging including the new Cooked Meats range.

For more information, please contact:

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