

# Bernard Matthews farms

## BERNARD MATTHEWS FARMS TICKS ALL THE RIGHT BOXES WITH THE NEW BIG GREEN TICK RANGE



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. That's why Bernard Matthews Farms has launched the NEW, healthier frozen turkey range under the sub brand **Big Green Tick**. These nutritious, tasty AND convenient

products include **Drummers, Dippers, Steaks, Seeded Steaks** and **Burgers**, which mums don't have to feel guilty about serving to the family.

After carrying out consumer research, Bernard Matthews Farms discovered that over a quarter of mums and dads say that mealtimes are the point in the day when they feel most pressured, while 62% of mums confess to worrying that they're not giving their children meals that are both tasty and nutritious.

When it comes to choosing what to serve, 63% feel they must choose foods that are low in saturated fats and nearly 8 out of 10 of parents say they feel pressured to banish artificial colours, flavours and preservatives. In particular when buying frozen food, families are most concerned that it is healthy (69%), good value for money (48%) and tasty (46%), with a third of mums concerned that it is not 'real food.'

In response to this, Bernard Matthews Farms is proud to say that the new Big Green Tick Range 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
- ✓ Wherever possible, Guideline Daily Amounts are Green

Simply baked in the oven straight from the freezer for a tasty, easy and quick meal for the whole family, the Big Green Tick range is available at most major supermarkets now.

### **BERNARD MATTHEWS FARMS BIG GREEN TICK RANGE**

	<b>Product Name</b>	<b>Size</b>	<b>RRP</b>
	<b>Turkey Drummers</b>	6 drummers per 276g pack	£2.29
	<b>Turkey Dippers</b>	12 dippers per 276g pack	£2.29
	<b>Turkey Steaks</b>	2 steaks per 200g pack	£2.29
	<b>Turkey Seeded Steaks</b> (Linseed, sunflower, hemp and kibbled sunflower)	2 steaks per 200g pack	£2.29
	<b>Turkey Burgers (unbreaded)</b>	4 burgers per 284g pack	£2.49

**Notes to Editors:**

\*Dr Carrie Ruxton is an independent nutritionist who regularly contributes to national newspapers and women’s magazines.

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