



## **WHAT'S NEW AT BERNARD MATTHEWS?**

There have been a lot of developments at Bernard Matthews recently. We're extremely proud to announce that **from August 2008, all Bernard Matthews branded turkey products will be 100% British.** But that's not all – high farming and agriculture standards, new and improved products and clearer labelling mean that Bernard Matthews really is the number one choice this Christmas.

### **OUR FARMING STANDARDS**

The welfare of our birds is of paramount importance to us.

We work to the highest internationally accredited standards for farming and rearing turkeys – The Quality British and Farm Assured (Red Tractor) standards for agriculture and welfare.

We also support the Farm Animal Welfare Councils (FAWC) Five Freedoms:

1. Freedom from hunger and thirst
2. Freedom from discomfort
3. Freedom from pain, injury or disease
4. Freedom to express normal behaviour
5. Freedom from fear and distress

Our farms are open to unannounced inspections from independent vets and representatives of Defra, the RSPCA, and many of the major UK supermarket retailers.

We are also working towards freedom foods accreditation for our free range turkey flocks - you might not know this but we are the largest farmer of free range turkeys in Britain.

### **OUR PRODUCTS**

We understand the importance of being able to choose healthy, tasty and convenient food for the family. That's why we've undergone a major programme of improvements right across our product range.

We have a team of product development chefs continuously striving to come up with new and exciting recipes whilst improving our old favourites – and ensuring that they are still as delicious as always.

- We've been lowering salt, fat and saturated fat levels across our range of products, where it does not compromise on taste and enjoyment.
- We do not use hydrogenated fats or Mono Sodium Glutamate (MSG).
- None of our products contain any artificial colours or flavours.
- We have removed all unnecessary artificial preservatives.

## **OUR LABELLING**

We have also recently introduced new labelling on our packaging, putting customers in control of choosing which products suit their needs, and to help them maintain a healthy balanced diet:

- There are clear GDAs on the front of packs which show the percentage per serving / by weight (in grams) of the recommended Guideline Daily Amounts (GDAs) of fat, saturated fat, sugar, salt, and calories. You will see these as egg-shaped symbols across the bottom of every pack.
- These GDAs are combined with colour-coded 'traffic-light' system to make these codes easy to read: green (low), amber (medium), red (high) as recommended by the Food Standards Agency (FSA).
- In addition, we are now using clear symbols to highlight key messages about some of our products which we know are important, such as "Low in fat", "100% breast meat" and "No artificial colours, preservatives or flavours".
- Finally, our packaging all carries a statement of origin as to the source of the meat. All of the turkey meat we use in the Bernard Matthews brand will be British turkey from our own farms across East Anglia from the end of August.

~ENDS~

For more information please contact:  
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