



**October 2009**

## **SOUTHERN FRIED GOLDEN DRUMMERS NAMED BEST MEAL SOLUTION IN BRITISH TURKEY AWARDS**

Bernard Matthews Farms Southern Fried Golden Drummers has won a prestigious industry accolade just six months after its launch. Announced at the annual British Turkey Awards on 24 September, Southern Fried Golden Drummers won top prize for Best Meal Solution, a new category addition to the awards this year. Four other Bernard Matthews Farms products came in as finalists in other categories.

Introduced in April, Southern Fried Golden Drummers has capitalised on the resurgence in the frozen food market, and in particular frozen breaded poultry, as shoppers in the current economic climate have been attracted back to the category by great value for money from familiar trusted brands. Growth in the frozen breaded category remains strong at +17.8% value growth (IRI, 12 wks to 5 September), with Bernard Matthews Farms outperforming the market at +19.4% value growth (IRI 12 wks to 5 September).

Says Bernard Matthews Farms Senior Brand Manager, Kate Drew: "Golden Drummers is the UK's original frozen breaded turkey product, introduced over 25 years ago and still selling over 9 million packs a year. On top of that, Southern Fried is the second most popular flavour variant in frozen breaded products, so we had every reason to be confident in our new variant.

"Performance of Southern Fried Golden Drummers has been excellent, with distribution now at 53%, and it has added impressive incremental growth to original Golden Drummers. Golden Drummers are tasty, convenient and highly affordable and they're loved by all the family, so we're thrilled to win the Best Meal Solution category in the British Turkey Awards for our new variant."

With an rsp of £1.79 for a pack of six, Southern Fried Golden Drummers are made with 100% British Turkey and contain no artificial flavours, colours or preservatives.

- The total UK Frozen Food market is currently worth £5.13 billion and growing at 5.4% YoY, and is worth £1.2 billion at 3.4% growth in the last quarter (TNS 6 Sept 2009)
- Total frozen breaded is worth £267.9 million at 21.6% growth YoY and is worth £64.1 million at 17.8% growth in the last quarter (IRI 5 September 09)
- Bernard Matthews Farms Golden Drummers ranks 3<sup>rd</sup> in frozen breaded poultry products and is growing at 8.6% YoY growth in value (IRI 5 Sept 09)

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**BRITISH TURKEY AWARDS 2009  
BERNARD MATTHEWS FARMS PERFORMANCE**

**WINNER in Best Meal Solution Category**

- Bernard Matthews Farms Southern Fried Golden Drummers

**FINALISTS in the following categories**

- Best Convenience Product – Bernard Matthews Farms Golden Norfolk Herb Basted Turkey
- Best Branded Turkey Product – Bernard Matthews Farms Free Range Golden Norfolk Breast Joint
- Best Ready to Eat Product – Bernard Matthews Farms Golden Norfolk Turkey Breast Slices
- Best Catering Product – Bernard Matthews Single Turkey Breast Lobes

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