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BERNARD MATTHEWS FARMS ADDS NEW FLAVOUR TO ITS TOP SELLING FAMILY FAVOURITE GOLDEN DRUMMERS

With tough economic conditions and the pinch of the credit crunch being felt by all, frozen food, and in particular frozen breaded poultry, is seeing a resurgence as shoppers are attracted back to the category by familiar trusted brands and great value for money.

As one of the most recognised brands in frozen breaded, with an 11.3%* share, Bernard Matthews Farms is aiming to capitalise on this category growth with the launch of a Southern Fried flavour variant of its top selling Golden Drummers.

Says Bernard Matthews Farms Senior Brand Manager, Kate Drew: "Southern Fried is the second most popular flavour variant in frozen breaded products, worth over £40 million**, and one that consumers are very familiar with. With the launch of Southern Fried Drummers we're confident we have a winning combination and we believe the new variant will add incremental sales to our hugely popular original Golden Drummers."

Now coming up to its 25th anniversary, Golden Drummers is the UK's original frozen breaded turkey product, still selling over 9 million packs a year. It remains the fifth best selling frozen breaded poultry product and is outperforming the market at 36%* year on year growth in value.

The 340g pack of six Southern Fried Drummers is available now, rrp £1.79. Like original Golden Drummers and Mini Kiev's, the new variant is made with 100% British turkey and contains no artificial flavours, colours or preservatives.

- The total UK Frozen Food market is currently worth £4.97 billion and growing at 7.1% YoY, and is worth £1.2 billion at 9.13% growth in the last quarter (TNS 22 Feb 2009)
- Total frozen breaded is worth £246.8 million at 22.7% growth YoY and is worth £63.5 million at 30.2% growth in the last quarter*
- Bernard Matthews Farms Golden Drummers ranks 5th in frozen breaded poultry products and is growing at 36.1% YoY growth in value*

* IRI w/e 21st Feb 2009 ** IRI 52 weeks 1st November 2008

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