



**30<sup>th</sup> July 2008**

**BERNARD MATTHEWS ANNOUNCES MAJOR BRAND RE-LAUNCH**

Bernard Matthews has announced a brand re-launch which will incorporate a new identity, supported by a series of new product launches in response to the growing demand for healthier, convenient and affordable food. This initiative, which will take place over the next few months, comprises three key elements: a refocus on British Turkey farming and production in East Anglia, a commitment to delivering products that better meet the needs of consumers today, and championing British Agriculture.

The new identity '**Bernard Matthews Farms**' will see the brand reconnect with its British farming origins and reflect 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 specialism in turkey farming. The new identity will roll out across all packaging and will also be adopted corporately at Bernard Matthews' Great Witchingham headquarters, its operations in Norfolk and Suffolk, and on the Company's transport fleet.

As of September 1<sup>st</sup> 2008 all Bernard Matthews branded turkey products will be made with 100% British turkey from its farms across East Anglia, firmly placing British provenance and farming back at the heart of the business. All the new and existing favourite Bernard Matthews products have benefited from lower saturated fat and salt levels and the removal of artificial colours and flavours, but without compromising on taste.

The re-launch will be spearheaded by an exciting new frozen product range for consumers looking for healthy, convenient and great tasting food as well as a transformed and reinvigorated portfolio of cooked meats, leveraging the provenance, quality and taste credentials of the 'Golden Norfolk' turkey, a product that has been at the heart of countless Christmas dinners for over 30 years.

As the nation's largest free range turkey farmer, Bernard Matthews will also extend its offering of free-range turkey products to satisfy a growing consumer demand.

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**For further information please contact:**

Ann Cunnane or Sos Every, DSA Ltd Tel: 020 7553 3700

Email: [ann@dsapr.co.uk](mailto:ann@dsapr.co.uk) or [sos@dsapr.co.uk](mailto:sos@dsapr.co.uk)