



10th February 2009

BIG GREEN TICK WINS BIG CONSUMER VOTE

Bernard Matthews Farms' Big Green Tick Turkey Drummers has been voted *Product of the Year* in the "Frozen Healthy Eating" category by over 12,000 consumers in this annual survey conducted by TNS.

The awards, launched in 2005, are a culmination of results for FMCG innovation including product function, design and packaging. Winning products were awarded from a range of categories including Beauty, Drinks, Snacks, Household Cleaning, Men's Grooming, Make-Up, Alcohol, Food and Drink categories. The winners are the latest products deemed 'must haves' by UK shoppers, who felt that each item was in some way groundbreaking.

New to the Awards this year, the Frozen category is seeing a major resurgence as consumers are feeling the pinch of the credit crunch and seeking value for money products that will appeal to all the family. Big Green Tick represents a major innovation in frozen food for Bernard Matthews Farms and was developed to meet the needs of today's shoppers with a unique range of convenient products that offer a healthier yet great tasting alternative to other frozen breaded products.

The first product introduction since the company's major relaunch in 2008, Big Green Tick signalled a significant change in the company that would encourage consumers to positively reappraise the Bernard Matthews Farm brand.

Says Big Green Tick Brand Manager, Kate Drew: "We are very proud to have won this consumer-voted award. Product of the Year is all about product innovation and this big vote from the public reinforces our belief that Big Green Tick really does tick all the boxes for busy mums trying to provide nutritious meals for all the family. It also shows that consumers are noticing the changes we're making and that we're beginning to win back their trust."

"The Big Green Tick products are attracting new shoppers to the frozen breaded category and generating incremental spend. Consumer recognition of the product is building steadily, and this important award, plus the continued marketing support we're planning for 2009, will further boost awareness and drive sales."

Introduced by Bernard Matthews Farms in September 2008, Big Green Tick is a 'better for you' range of frozen turkey products. Including dippers, steaks and burgers, as well as the award-winning Turkey Drummers, all products

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.

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The Big Green Tick logo reassures shoppers that the products meet the following credentials:

- ✓ 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
- ✓ Green Guideline Daily Amounts (GDA) where possible

www.bernardmatthewsfarms.com

www.productoftheyear.co.uk

- ENDS -

- 50% of sales of Big Green Tick is coming from current shoppers to the frozen breaded category who are now adding BGT to their usual repertoire and increasing their spend (TNS Total Market 28 Dec 2008)
- An additional 8% spend on BGT is coming from new shoppers to the category (TNS Total Market 28 Dec 2008)

For further information please contact:

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