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SPRING INTO SUMMER WITH BERNARD MATTHEWS New and improved Wafer Thin Turkey range

If you're looking for delicious, low fat culinary inspiration to help shift those final winter pounds, then why not check out the new and improved **Wafer Thin Turkey range** from Bernard Matthews?

The range is now even healthier with the introduction of the new *Wafer Thin Turkey Breast*. It's 97% fat free, contains no artificial colours, additives or flavours and is made with 100% turkey breast meat. The ever popular *Turkey Ham* is now even better with an improved unique flavour and it's still 95% fat free. So now you can indulge even more and not feel guilty! And there's a flavoursome new recipe too – *Honey Roast Wafer Thin Turkey Ham* – with a succulent, smoky tang making it ideal for salads, sandwiches and wraps. You can even add it to your favourite hot dishes to spice up mealtimes such as sprinkling it on pasta with cheese sauce, or risotto dishes or try adding to baked potatoes and omelettes. The options are endless.

The rest of the Wafer Thin range have improved recipes too and are free from artificial colours and flavours. And because Turkey is the only meat recognised as a 'Superfood'¹, the Bernard Matthews Wafer Thin Turkey range is ideal for the health conscious. Turkey is naturally low in fat, high in protein and rich in essential boosting

¹ *Superfoods: 14 foods that will change your life* by Dr Steven Pratt

nutrients and vitamins such as Essential B and Zinc which have been proven to enhance energy levels and the immune system.

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So whether you're looking for a quick healthy snack or a hearty meal to feed the whole family, Bernard Matthews Wafer Thin Turkey range is the ideal choice. For a range of mouth-watering recipe ideas, visit www.bernardmatthews.co.uk.

The Wafer Thin Turkey range is available now in all major supermarkets:

Wafer Thin Turkey Breast 140g

Wafer Thin Turkey Breast 280g

Wafer Thin Turkey Ham incl Honey Roast 170g

Wafer Thin Turkey Ham incl Honey Roast 340g

New packaging, with front of pack labelling now highlights the percentage of recommended Guideline Daily Amounts [GDAs] of fat, saturated fat, sugar, salt and calories per serving. The labelling also includes the Food Standards Agency's traffic light colour coding on salt, fat and sugar. Together these will help consumers make an informed purchase.

- ENDS -

For further information, visuals or samples please contact:
DSA PR on 020 7553 3700 or sana@dsapr.co.uk or
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RECIPE SUGGESTION: Turkey Ham & Fish Grills



Ingredients

170g Bernard Matthews Wafer Thin Turkey Ham
Oil

4 cod fillets [unbreaded]

100g grated mature cheddar cheese

4 spring onions sliced at an angle

Seasoning

1. Preheat the grill to high and lightly oil a large shallow ovenproof dish
2. Arrange the fish in the dish slightly spaced apart. Brush with a little oil and grill for approximately 5-10 minutes [depending on the thickness of the fillets]
3. Turn the fish over and top with turkey ham divided between the four fillets.
4. Mix the cheese and onions together and scatter over the turkey ham. Season and return to the grill until the turkey ham and cheese browns lightly
5. Serve with a crispy salad or new potatoes and vegetables

DID YOU KNOW?

- **In 2006, Bernard Matthews' Wafer Thin Turkey Ham was voted the winner of Slimming Magazine's 'Best Meat Award' for the sixth consecutive year.**
- **In 2006, Slimmer Magazine voted Bernard Matthews' Wafer Thin Turkey the winner of the 'Editor's Choice Award'.**