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BERNARD MATTHEWS FARMS FOOTS GROCERY BILLS IN COOKED MEATS ON-PACK PROMOTION

To ring in the new year, Bernard Matthews Farms is launching a £200,000 on-pack promotion giving forty consumers the opportunity to win £5,000 towards their year's grocery shopping.

Instore from the second week of January and running for one month, the 'Win £5,000 Towards Your Groceries' promotion is running on 16 SKUs and approximately 3.6 million packs of Bernard Matthews Farms' recently relaunched Deli lines including its top selling Wafer Thin Turkey Ham and products from the new Golden Norfolk Turkey cooked meats range.

Says Bernard Matthews Farms Marketing Director, Matt Pullen: "This is a really timely and motivating promotion. Budgets are tight at this time of year and health issues also tend to be top of mind just after Christmas. Our Deli range offers affordable, low fat, nutritious yet tasty products for all meal occasions."

Each 'Win £5,000 Towards Your Groceries' promotional pack carries a unique code that consumers enter into a bespoke Bernard Matthews micro-site, www.bernardmatthewsfarms.com/groceries, which tells them instantly whether or not they have won. Winners simply send in the pack label with winning code to claim their £5,000 prize, which will cover a year's groceries based on an average weekly spend of £100.

Continuing the successful Little Books of Ideas series and supporting the theme of the promotion, consumers will now be able to download a Little Book of Healthy Living giving hints and tips on eating healthily on a budget.

Says Matt Pullen: "The promotion is key to our strategy to draw lapsed consumers back to the brand and we're offering a highly attractive prize, especially in the current economic climate. We're also aiming to boost frequency of purchase and drive traffic to the Bernard Matthews Farms website."

All the turkey in the Bernard Matthews Farms cooked meats portfolio is now 100% British turkey meat from turkeys reared on the company's own farms across Norfolk, Suffolk and Lincolnshire. The products are all low in saturated fats, with no artificial colours or flavours and, wherever possible, no preservatives.

- ENDS -

- **Promotional products with rsp:**

Turkey Breast Slices (100g/£1.49, 200g/£2.59)

Wafer Thin Turkey Ham (170g /£1.27, 200g/£1.49, 340g/£1.76, 400g/£2.89)

Wafer Thin Honey Roast Turkey Ham (170g/£1.27, 200g/£1.49, 340g/£1.57, 400g/£2.89)

Chicken Breast Slices (100g/£1.49, 200g/£2.57)

Golden Norfolk Turkey Breast Slices (100g/£1.79, 180g/£2.99)

Golden Norfolk Honey Roast Turkey Breast Slices (100g/£1.79)

Golden Norfolk Sage and Onion Turkey Breast Slices (100g/£1.79)

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