



SHARRON DAVIES CHAMPIONS TURKEY FOR TODAY CAMPAIGN

And Announces National Turkey Recipe Competition

Former Olympian and mother of three - Sharron Davies - is championing the new Bernard Matthews 'Turkey for Today' campaign.

Sharron Davies, who is a huge turkey fan, said: "As a professional swimmer and mum to three growing kids, I know that turkey is a nutritiously nourishing meat that the whole family can enjoy. It is low in fat, high in protein and versatile enough to be dished up at any eating occasion, be it brunch, lunch or dinner. In my view, turkey is the 'supermeat' amongst meats and makes a fantastic ingredient for a range of everyday meals and snacks. That's why I'm proud to support the Bernard Matthews 'Turkey for Today' campaign."

The campaign is supported by a new TV advertisement, which highlights the nutritional low fat attributes of turkey, together with its versatility and convenience as an ideal meat for everyday eating occasions. Viewers will be shown a variety of culinary uses for Bernard Matthews Turkey Breast Slices which will inspire them to recognise that turkey is a meat for today, and every day.



National Turkey Recipe Competition

From mid August, special limited edition packs of Bernard Matthews Turkey Breast Slices will include a free on-pack 'Little Book of Light

Ideas' recipe booklet containing a selection of healthy turkey based meal and snacking options for a range of eating occasions.

2/...

Another booklet is planned for early next year and this time, Bernard Matthews is looking for culinary inspiration from the public. There's the chance for the winners and their recipes to be printed in 1 million booklets, not to mention being presented with a prestigious trophy by Sharron Davies at an awards luncheon in London in November.

Entrants just need to send in their favourite Bernard Matthews turkey based recipe, together with a photograph of themselves holding their dish, from one of the eating occasion categories listed below. The recipes should use any of the Bernard Matthews turkey product range which can include cooked meats such as Wafer Thin Turkey Ham or Turkey Breast Slices or other products such as Golden Drummers or Turkey Escalopes. Stir fries, curries, salads, wraps, pastas, kebabs, risottos, soups, sandwiches ... anything goes. The only other rules when rustling up a recipe is to keep it quick, easy, tasty and above all, creative.

Entry Categories

- * Healthy Eating
- * Alfresco
- * Entertaining
- * Packed lunches
- * Snacks
- * Kids Creations
- * Cooking for Beginners

Postal entries should be sent to:

Turkey for Today
PO Box 1233
NORWICH
NR9 5WN

With the following information:

- Name of Category
- Name of Recipe including ingredients, method and time to prepare
- Photograph of the entrant holding their dish*

- Contact details including name, address, telephone and email address [if applicable]

Alternatively entrants can log onto www.turkeyfortoday.com and post their recipe on-line. Terms and Conditions of the competition can also be found on this site. Closing date for entries is 31st October, 2007.

- ENDS -

For further information, please contact: Sosannah Every or Kate Carthew at DSA PR on 020 7 553 3700.

* Photographs of entrants and their dishes may be published on the www.turkeyfortoday.com web-site