



PRESS RELEASE

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## **BERNARD MATTHEWS FARMS TICKS ALL THE RIGHT BOXES WITH 'BIG GREEN TICK'**

Bernard Matthews Farms is driving innovation in the frozen food category with the major launch of a new 'better for you' range of frozen turkey products under the new sub brand '**Big Green Tick**'.

Created for today's consumer needs and in response to the growing demand for healthier, convenient, yet great tasting food, **Big Green Tick** products are made from 100% British turkey breast meat and have an unique breadcrumb recipe that makes them over 70% lower in fat than similar products in the market. Saturated fat is as low as 2.4%\* compared with 8.6% in comparable competitor products.

**Big Green Tick** is the first range to appear under the new 'Bernard Matthews Farms' branding and all the products in this range will carry the bold **Big Green Tick** logo along with clear nutritional information and key messages such as 'Made from 100% breast meat' and 'No artificial colours, flavours or preservatives'. The response to **Big Green Tick** has been very positive and will be rolling out across major convenience and supermarket retailers from August.

There are five simple, tasty products\*\* in the range, all of which have been developed, checked and approved by an independent nutritionist and tested by families. All **Big Green Tick** 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
- ✓ Wherever possible, Guideline Daily Amounts will be Green.

Says Marketing Director, Matt Pullen: "The frozen category is seeing a resurgence as more consumers begin to understand that frozen food is good quality, convenient and affordable. We believe **Big Green Tick** offers a unique range of simple, convenient, great tasting mainstream products. This a major new development for Bernard Matthews Farms and signals a really significant change that will encourage consumers to positively reappraise our brand."

Continues Pullen: "Consumers in research found the Tick is instantly recognisable and easily explains what the range stands for, without having to read everything on the label on the pack. We've been hugely encouraged by both consumer and retailer response and we're confident that **Big Green Tick** is ticking all the right boxes and fills a gap in the marketplace. We believe it will bring new consumers to the category and deliver incremental growth for retailers."

Marketing support for **Big Green Tick** will include a £1.3 million spend on National TV in November, along with outdoor, web activity and PR, plus highly targeted exposure at the BBC Good Food Show in November, this follows a new Bernard Matthews Farms brand advertising campaign that breaks in September and runs throughout October.

\* Big Green Tick Turkey Steaks have only 2.4% saturated fat per 100g as sold.

## **\*\* BERNARD MATTHEWS FARMS BIG GREEN TICK RANGE**

### **Golden Drummers**

6 drummers per 276g pack @ £2.29 rsp

### **Turkey Dippers**

12 dippers per 276g pack @ £2.29 rsp

### **Turkey Steaks**

2 steaks per 200g pack @£2.29 rsp

### **Turkey Multi Seeded Steaks**

(Linseed, sunflower, hemp and kibbled sunflower)

2 steaks per 200g pack @£2.29 rsp

### **Turkey Burgers (unbreaded)**

4 burgers per 284g pack @ £2.49 rsp

Ends

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