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BERNARD MATTHEWS FRESHENS UP FRESH ADDED VALUE

Bernard Matthews is relaunching its popular 'meal centre' fresh added value products with a more focused range, improved recipes and the promise of 100% British sourcing for the turkey lines.

The simplified line up of eight products now includes Breaded Escalopes, Sauce Topped Escalopes, Crispy Steaks and Goujons. The improvements, part of the company's strategy to set the brand back on track with good-tasting products that appeal to today's consumers, include increased meat content across the range and no artificial colours or flavours.

Provenance is also central to Bernard Matthews' recovery plans and the meal centre range, like all the company's products, now carry a country of origin statement on-pack. Earlier in the year the company announced that all Bernard Matthews brand turkey will be 100% British by August.

"We know we have to create products that respond to consumers' changing attitudes to food," says Bernard Matthews Marketing Director, Matt Pullen. "Our fresh added value products have a loyal following. They provide convenient and tasty family food and they are an important part of our business. With this higher meat content, cleaner labelling and 100% British-sourcing for the turkey products, we've now brought them up to date.

"This relaunch is a further step in the right direction for Bernard Matthews. All our turkey will be 100% British by August and we're working on some very exciting and innovative product developments across the business for the following months."

- ENDS -

NOTES TO EDITORS:

- With over 20 years experience in breaded poultry products, Bernard Matthews is the largest and one of the longest standing brands in the sector. It is the No. 1 branded offering in the fresh

breaded meal centre category, with 15.6% share of a market worth £154.1 million*, and is in growth.

* data source source IRI w/e 19/04/08

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