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Bernard Matthews packs health benefits into new kids sub brand

Bernard Matthews is driving innovation into the children's lunchbox sector with an addition to its cooked meats range under the sub-brand **Packed Munch**. Available in store from the end of March, the range includes turkey products with added Omega-3 and calcium to provide healthy, quick and easy lunchbox solutions.

Bernard Matthews sees in Packed Munch an ideal opportunity to grow a declining children's sliced meat sector and is confident that its new range can increase the market by 25% and reach £2million+ sales in its first full year.

Says Marketing Controller, Gerard O'Mahony: "Other categories have shown how the kids opportunity can be developed to add incremental growth and I believe we can do the same by adding functionality to cooked meats, especially with Omega-3, which has now become mainstream."

Designed to offer parents a nutritious and versatile sandwich component for lunchboxes, the Packed Munch range consists of three variants, all with functional health benefits: Turkey Breast Slices with Calcium, Turkey Ham Slices with Omega-3 and Turkey Breast Slices with Omega-3. All three products are low in fat and contain no artificial colours or flavours, and two of the three are made from 100% breast meat. Range extensions are planned for later in the year.

Bold pack designs aim to promote a 'fun' factor for children whilst balancing parents' need for assurance of the nutritional value of the product. Featuring illustrated characters along with key GDA information and functional statements, the packs will have strong impact on shelf.

Says Gerard O'Mahony: "Two key elements of our strategy are to make products that fit with our core turkey business and that are right for today's consumers. With Packed Munch we're addressing both the practical and health needs of parents. For time-poor parents convenience is key and they are becoming extremely conscious of what they put in their child's lunchbox, particularly with schools taking an active role in lunchbox policing. The challenge lies in finding healthy options that kids like and that won't be coming back home in the lunchbox and Packed Munch is the ideal solution to that problem – you could call it stealth health."

Bernard Matthews Packed Munch

Pack size: 80g
RRP: £1.00

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