



November 2007

BERNARD MATTHEWS FOR THE BIG DAY

Star of the Christmas dinner table for over 50 years, in coming weeks Bernard Matthews will be emphasising its place at the heart of the big day. The company begins a seasonal through-the-line campaign based around a £½ million spend on national TV for its Golden Norfolk Turkey, plus on-pack incentives and £100k online activity.

A new TV commercial hits the screens on 7 December and runs to Boxing Day. The ad focuses on Bernard Matthews Golden Norfolk Turkey as the perfect Christmas centrepiece, supported with the message that it is the 'Turkey for the Big Day'.

Reprising the popular 'Never on a Sunday' theme tune used for the brand's recent cooked meats TV commercial, the ad opens with strong branding, and a delicious Golden Norfolk Turkey, set against a background of falling snow. Shots show a perfectly cooked Golden Norfolk Turkey with close-ups focusing on the carving of the bird, and the succulence of the meat. The soundtrack adds to the festive mood with lyrics demonstrating the versatility of turkey over the festive season and the British origins of the Golden Norfolk Turkey range.

The seasonal marketing plan also includes an on-pack promotion starting on 29 November which features 350,000 limited editions of the 'Merry Little Book of Christmas Dinners'. The latest Bernard Matthews 'Little Books of Inspiration', this guide contains tips for planning a stress-free Christmas dinner, and defrosting, cooking and serving the perfect Christmas turkey.

The company has also spent £100k on web activity which includes Christmas pages on the brand website, and web advertising through placement of banners and skyscrapers on selected popular sites targeted at women aged between 25 and 44.

Marketing Director, Matt Pullen, says, "Turkey is at the core of the Bernard Matthews brand – we've been at the heart of the Christmas dinner for the last 50 years - so it's essential for us to put major support behind our British hero, the Golden Norfolk Turkey and to highlight our turkey know-how during the festive season. We want our consumers to be reminded that 'Christmas isn't Christmas without a Bernard Matthews turkey'."

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*Bernard Matthews' Golden Norfolk Turkey has been a consistently popular and trusted Christmas choice since it launched in 1976. It currently enjoys 66% (IRI Data, 12 w/e 30th Dec 06) of the frozen traditional turkey category at Christmas

*The UK frozen turkey market is currently worth £37.1million (TNS World Panel 52 weeks ending 5 November 2006)

*Bernard Matthews Golden Norfolk Turkey has been the top selling whole bird for 30 years (TNS World Panel 52 weeks ending 5 November 2006)

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