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## **BERNARD MATTHEWS CARVING GREATER SHARE OF CHRISTMAS**

With New Golden Norfolk Turkey Joints

Bernard Matthews' Golden Norfolk Turkey has been a consistently popular and trusted Christmas choice with consumers since it launched in 1976. It currently holds 66% of the frozen traditional turkey category at Christmas and the company is expecting to further increase its presence this Christmas by extending consumer choice with the introduction of a range of 1kg Golden Norfolk Turkey Breast Joints.

Building on the equity of the Golden Norfolk Turkey brand, these new premium British joints, which feed between four and five people, have been launched in response to changing lifestyles and the needs of the growing number of smaller households. Providing a speedy, no-fuss, alternative to whole birds, the range maintains the high quality and great taste associated with Bernard Matthews Golden Norfolk turkey at Christmas.

The new range is available in three of the most popular flavour variants: Butter Basted; Pork, Sage & Onion Stuffing; and Bacon Topped with a Pork, Sage & Onion Stuffing. All three joints are butter basted giving a more succulent taste when cooked. The 1kg size also offers a lifestyle-focused range which is ideal for smaller retailers with limited space in their freezer cabinets.

Made with 100% British turkey breast meat and sourced exclusively from Bernard Matthews' farms in East Anglia, the new products all carry the combined Red Tractor and Quality British Turkey logo to substantiate the quality and provenance of the product and demonstrate Bernard Matthews' commitment to British farming. No artificial colours or flavours are added and the range achieves greens and ambers across the board on FSA traffic light coding.

Supporting the launch will be a £1million marketing campaign during the run up to Christmas which will include TV advertising, PR and on-pack and website activity focusing on Golden Norfolk Turkey at the heart of the Christmas occasion.

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Marketing Controller, Gerard O'Mahony says: "In a market with the trend moving toward crowns and joints, our Golden Norfolk Turkey Joint range is the perfect solution. Not only does it offer consumers more choice, but also a stress-free option for Christmas at an affordable price for guaranteed quality and British meat.

"Responding to consumer demand is a fundamental element of our business and creating new options for Christmas was a natural progression for the Golden Norfolk Turkey. We are confident that this range of joints will follow in the footsteps of the Golden Norfolk Turkey as a festive favourite."

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