



18 June 2007

BERNARD MATTHEWS ACTS TO REASSURE WITH NEW ORIGIN LABELLING

In response to growing consumer concerns over the origins of meat products, Bernard Matthews is adding further clarity to its new packaging designs by including origin labelling on all its products.

By the end of the year every product line within the Bernard Matthews portfolio will carry a statement of country of origin on pack to clearly identify where the meat was sourced. For example, the following label will appear on products using only British meat:



The new labelling will roll out from the beginning of July to cooked meats packs, followed by the remainder of the portfolio, including frozen.

In addition to the new origin labelling, Bernard Matthews' top selling products Wafer Thin Turkey Ham and the new Honey Roast Wafer Thin Turkey Ham, which are made from only British turkey, will feature the new combined Red Tractor and Quality British Turkey logo on the front of pack to substantiate the quality and provenance of the product and demonstrate Bernard Matthews' commitment to British farming. Other products in the range will also carry this logo where they are made from only British turkey.



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Says Marketing Director, Matt Pullen: "We continue to be driven by changing consumer needs, and transparency of information and clear and simple packaging are key elements of our brand development strategy. This new labelling will help our consumers make a more informed choice and reassure them about the origins of the products they purchase in their weekly shop."

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