



May 2007

## **BERNARD MATTHEWS' FLAVOURSOME NEW SPIN ON COOKED MEATS**

Bernard Matthews has created a unique new **Rotisserie** range to add to its premium sliced cooked meats portfolio. Launching now, the new range represents key elements of the company's brand refresh programme, underlining Bernard Matthews' commitment to improving its products and driving innovation and quality within its categories.

Available in three variants - Roast Turkey, Roast Chicken and Roast Ham - both the turkey and chicken variants contain 100% breast meat, while the complete range boasts no artificial colours, flavourings or preservatives as well as achieving three greens on the FSA traffic light system.

Research conducted by Bernard Matthews has shown that consumers are willing to pay more for premium, flavoursome products. The Rotisserie range benefits from a unique cooking method whereby the meat is rotated as it's cooked, creating a self basting effect to deliver succulence and flavour, whilst preserving the natural health benefits of the meat. With all the taste and versatility of a deli product, plus the added convenience of a pre-packed cooked meat, Bernard Matthews is confident that the new range will raise standards in cooked meats and ultimately grow the category.

Says Bernard Matthews Category Director, Julia Guy: "The cooked meats category is increasingly demanding more flavoursome options and our Rotisserie range is all about flavour. We have identified an opportunity for major growth within the pre-packed premium sector - a market worth over £1.5 billion – and are confident that the new range will be key in driving more premium and versatile products into the category, moving away from the traditional view of such products as simply sandwich fillers."

Marketing Director, Matt Pullen, adds, "This new range is a key component of the Bernard Matthews brand refresh strategy to deliver new product development that better meets insight driven consumer needs and continues our commitment to bringing great tasting, healthier and more premium products to market."

/...

2/...

NEW Bernard Matthews Rotisserie is available in three variants including Roast Turkey, Roast Chicken and Roast Ham.

- Ends -

**For further information please contact:** Annie Todd or Rosie Harries at DSA PR on 020 7 553 3700.