



April 2007

REINVIGORATING THE BERNARD MATTHEWS BRAND – THE BRAND REFRESH CAMPAIGN

Following extensive research* Bernard Matthews is responding to consumer demand for increasingly healthy, great tasting and well balanced foods with the launch of a major **Brand Refresh programme** across its total product range during 2007. The programme, which has been in development for the past nine months, includes the introduction of new and improved recipes, clearer nutritional labelling and consistent brand packaging across the range, whilst continuing to provide flavoursome foods that appeal to all the family.

Identifying Consumers and Usage

The research, conducted by JGS Structural Thinking*, has helped Bernard Matthews to anticipate key consumer trends and to understand the impact of these trends on consumer behaviours. Key drivers are identified as health and wellbeing, indulgence and changing make up of the population.

The Brand Refresh programme has been driven from a deep understanding of consumer behaviours, attitudes and lifestyles analysed in the research, which identified eight key needs-based occasions in the market, from 'shared favourites' to 'fuss free fillers'. It also identified a number of consumer typologies from 'active beginners' to 'anxious troopers'.

Says Bernard Matthews Marketing Director, Matt Pullen, "As a brand, we have to move with the times and reflect changing consumer needs. Our research has given us insight into changing lifestyles and demands. As a result we can better position our brand and product portfolios within the categories in which we compete and we are now ready to roll out our improved ranging, packaging and labelling."

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Improving Our Existing Products

In all communication, Brand Refresh aims to position turkey as a supermeat amongst meats** and to position Bernard Matthews at the heart of everyday eating occasions and as a brand which has responded to consumers' wishes for better tasting healthier choices, with:

- new and improved recipes across the portfolio, with
 - o lower salt and fat
 - o removal of artificial colours, flavours and preservatives (where possible)
 - o removal of hydrogenated fats
- increased range of products made with 100% turkey breast meat

New Product Development

New product development is a core component of the Brand Refresh programme and plans for this year include range extension building on the success of household favourites, such as Wafer Thin Turkey Ham, Golden Drummers and traditional self basting Golden Norfolk Turkey, plus the launch of the following products which will be available to retailers from March 07:

- new Wafer Thin Turkey Breast made with 100% breast meat
- new Wafer Thin Turkey Ham Honey Roast

Developing New Sub Brands and Growth Streams

The company will also be launching new products and sub brands including Bernard Matthews Deli... and Carvery Cuts. The unique positioning and appeal of the Deli... products targets newer audiences, such as those identified as 'active beginners' and those looking for 'healthy sustenance'. Bernard Matthews is also creating new growth streams in the kids and 'healthier foods' sectors as well as developing new opportunities in free range and, potentially, organic to ensure the company reflects market demands and continues as a front-runner in new product development.

Consistent Packaging Across the Brand

A significant element of the Bernard Matthews Brand Refresh programme includes the introduction of clear and simple visual brand architecture that provides structure and consistency to the packaging across all categories. All packaging will be colour coded by meat type, bringing consistency to the brand and benefiting retailers by creating more on shelf impact.

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The new packaging will also continue to reflect the company's heritage and Norfolk roots and there will be a much stronger visual emphasis on food values.

Highlighting Nutritional Benefits

In line with healthy eating messages, Bernard Matthews will include both FDF's GDA nutritional panels and the FSA's traffic lights coding to help consumers make a more informed choice. In addition, on pack icons will highlight key consumer reassurance messages, such as 'low fat', 'made with 100% Breast Meat' and 'No Artificial Additives'.

As part of the supermeat message, the Brand Refresh programme also aims to continue to communicate the message that turkey is not only low in fat and high in protein, but also an incredibly versatile meat that is as relevant every day as it is at Christmas.

Investing Heavily in Marketing Support

During 2007 Bernard Matthews is investing heavily to support its retail, wholesale and foodservice Customers, with a committed £7 million spend on TV and press advertising. Exciting and engaging on-pack promotions are planned throughout the year for many of the hero products, both adult and kids, and a strong PR campaign is in place to support the key messages and help drive consumer demand.

Says Matt Pullen: "Our product range was due an overhaul and the 'brand refresh' programme represents a huge and very worthwhile investment and commitment for the business. We have an obligation to ensure the Bernard Matthews brand is relevant to today's consumers and to bring real value and sales back to the categories in which we compete."

In advance of the Brand Refresh programme Bernard Matthews will be implementing a communication programme aiming to restore consumer confidence following the outbreak of Avian Flu at one of the company's farms. The recovery plan will include a hard-hitting national press and radio advertising and PR campaign and loyalty schemes and further details will follow.

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For further press information, please contact: Annie Todd or Rosie Harries at DSA PR on 020 7553 3700

NOTES TO EDITOR:

- Research carried out by JGS Structural Thinking with 1500 consumers nationwide and 14 consumer groups between July – September 2006
- Skinless Turkey Breast is named as one of the 14 Superfoods by Dr. Stephen Pratt in his top selling book 'SuperFoods', and is the only meat product included.