



28th March 2007

SUPERFOOD FOR SUPERHEROES

Bernard Matthews Snares Spider-Man For Biggest Ever Cooked Meats On-Pack Promotion

This spring Bernard Matthews kicks off its Brand Refresh programme with its biggest ever consumer promotion event. Spinning out across the Deli range and 'Meal Centre' frozen family favourites, this exciting on-pack promotion ties in with the imminent launch of Spider-Man 3, which is tipped to be the hottest family film of 2007.

Superhero 'Spider-Man' has been signed up to carry turkey's Supermeat* credentials and Bernard Matthews is using this blockbusting promotion to engage target consumers and as the launch pad for its new packaging and improved recipes. An extensive marketing support package including TV advertising, outdoor poster panels, shopping centre sampling and PR will guarantee massive consumer awareness and demand for this major 'Superfood for Superheroes' on-pack event.

The 'Superfood for Superheroes' promotion will run on over 25 million Bernard Matthews packs from the 2nd April for an eight week period. With a massive £5 million prize fund offering family trips to New York, Home Cinema Systems, state of the art Sony Ericsson mobile phones and six different mobile phone screensavers.

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This is the first time that Bernard Matthews has tied in with such a major licensed property. Spider-Man 2 was the biggest grossing film of 2004, with Spider-Man 3 predicted to do even better, and the level of investment in the campaign underlines Bernard Matthews' commitment to the brand and its support for the retail sector.

Matt Pullen, Bernard Matthews Marketing Director says: "We are thrilled to be linking up with Sony films and the launch of Spider-Man 3 which is in cinemas from 4th May. With the film tipped to be such a major family film in 2007, we believe the promotion will bring real value and increased sales to the categories featuring the promotion." He continues "Spider-Man is timeless, entertaining and hugely successful, with appeal for all the family, and the character is spot on for our brand strategy. With our new improved recipes the Bernard Matthews Spider-Man promotion is a perfect way for us to help Mums get their superheroes ready for action."

National TV advertising from 16th April for a four week period will drive instant awareness among the target audience, plus outdoor poster advertising featuring Spider-Man to inspire customers at point of purchase. A sampling road show will visit five major shopping centres from 14th April to create an interactive environment for consumers to gain awareness of the Spider-Man promotion and to sample favourites such as Wafer Thin Turkey Ham and new Wafer Thin Turkey Breast, now with 100% breast meat, while '25p off' coupons will drive purchase.

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The promotion reaffirms turkey as the Supermeat amongst meats and positions Bernard Matthews as a brand that has responded to consumers' wishes for better tasting healthier choices with lower fat and salt, removal of artificial colours, flavourings and preservatives (where possible) and the removal of hydrogenated fats. Matt Pullen says "We will continue to invest in improving our products on an on-going basis and ensure the Bernard Matthews brand remains at the heart of everyday eating occasions".

To continue its Brand Refresh programme Bernard Matthews will be following this promotion with exciting new brand advertising in June.

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NOTES TO EDITORS:

- 'Deli' Cooked Meats products including the on-pack promotion include: Wafer Thin Turkey Breast, Wafer Thin Turkey Ham, Wafer Thin Honey Roast Turkey Ham, Wafer Thin Turkey, Wafer Thin American Fried Chicken, Norfolk Turkey Breast slices, Sage & Onion Turkey slices, Honey Roast Turkey slices, Chicken Breast slices, Oven Baked Ham slices, Honey Roast Ham slices
- 'Meal Centre' Frozen Family Favourites products including the on-pack promotion include: Golden Drummers, Crispy Crumb Turkey Breast Steaks, Crispy Crumb Turkey Burgers, Dinosaurs, Mini Kievs and Mini Golden Drummers
- Shopping Centre locations for sampling include: Metro Centre, Gateshead; The Centre, Milton Keynes; Meadowhall, Sheffield; Brent Cross, Hendon; Chapelfield, Norwich
- * *Superfoods: 14 foods that will change your life* by Dr. Steven Pratt. Skinless turkey breast which is low in fat, high in protein and essential nutrients and vitamins, is the only meat recognised as a Superfood.

For further information please contact:

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