



1 March 2007

BERNARD MATTHEWS ADOPTS GDA AND TRAFFIC LIGHT LABELLING

Bernard Matthews has announced its intention to adopt both the FSA's front of pack traffic light signpost labelling and the FDF's GDA [Guideline Daily Amounts] across its Bernard Matthews branded portfolio in the Deli, Meal Centre and Traditional categories.

Over the past nine months, Bernard Matthews has been working to achieve the FSA's desired targets for the reduction of salt and fat. This activity, dovetailed with the company's investment in a continuous product improvement programme, will result in the removal of all hydrogenated fats and the removal of artificial colours, flavours and preservatives [where possible] without compromising on taste and quality. The new nutritional communication will roll out on pack from March onwards.

Matt Pullen, Marketing Director of Bernard Matthews said: "We have been working intensely for some time on the improvement of our entire product offering. This will ensure we have a great tasting range of products which can form part of a healthy balanced diet and lifestyle."

All Bernard Matthews packaging will now show the percentage per serving / by weight [in grams] of the recommended Guideline Daily Amounts [GDAs] of fat, saturated fat, sugar, salt and calories.

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It will also colour code green [low], amber [medium] and red [high] as recommended by the Food Standards Agency [FSA] to help customers select a healthy balanced diet.

Matt Pullen concludes: "Our reasoning for adopting both labelling options is that GDAs on their own may not be easy for some consumers to understand, which is why we are over-laying them with colour-coding.

'We will continue to look for opportunities to reduce the levels of salt and fat in our products, along with eliminating artificial additives, but without compromising on great taste."

- ENDS -

For further press information contact: Annie Todd or Rosie Harries at DSA PR on 020 7553 3700 or via email annie@dsapr.co.uk

NOTES TO EDITOR

- Bernard Matthews launched his business in 1950 with 20 turkey eggs and a second hand incubator.
- Today, the company is global with an annual turnover of over £450 million and employs around 7,000 worldwide.
- Bernard Matthews is a household name with a prompted brand awareness of 88% and spontaneous awareness of 59% (*Source: Brandface Quantitative Brand Tracking to June 2006*)
- Bernard Matthews is present in over 15.6 million households, that's 63% of all UK Households (*Source: Brandface Quantitative Brand Tracking to June 2006*)
- Bernard Matthews is a top 5 UK food brand.
- Bernard Matthews represents 65% of all UK frozen turkey purchases (*Source: AC Nielsen Scantrack Aug 06*)
- One pack of Wafer Thin Turkey Ham is sold every second, a staggering 38 million packs a year making it the best selling product in the cooked meats category.
- Bernard Matthews holds five of the Top 10 selling products in the £252m Frozen Breaded Poultry market.