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## **BERNARD MATTHEWS GIVES LUNCH THE WOW FACTOR WITH NEW DELI RANGE**

Swiftly following the relaunch of its Carvery Cuts, cooked meats category leader, Bernard Matthews, is now repositioning its **Deli** sub-brand with a range of healthy, yet tasty poultry products with a fresh, new, updated look to the packaging.

The new range includes **Deli Fillets** in four great flavours – Chargrilled Chicken, Flamegrilled Turkey, Tikka Turkey and Caesar Turkey – and two **Deli Slices** variants in Chicken and Tikka Chicken. Made from 100% breast meat, 97% fat free, and full of flavour, the new Deli range will appeal to today's health conscious consumer.

Says Category Director, Julia Guy: "We created our new Deli range with the aim of communicating versatility, adding value to the category and inspiring use for different meal occasions. These products are a cut above standard sliced cooked meats and we believe they will have a great appeal for consumers looking for the 'deli experience' within convenient yet healthy meal solutions. The range is great for sandwiches but we believe our consumers will be much more imaginative and try them in wraps, salads, pitta bread and simple recipes."

In a pre-packed cooked meats category worth nearly £1.6 billion, Bernard Matthews currently has a 10.5% share (IRI Infoscan 52 w/e to 30.12.06). Cooked meat sales are up year on year and Bernard Matthews is committed to driving category growth in 2007 through product innovation and a £4.5m media campaign. As part of this campaign, there will be advertising and PR support for the **Deli** range, taking place later in the year.

Both Deli Fillets and Deli Slices are now available in the major multiples.

Bernard Matthews Deli Fillets are available in packs of 130g and 200g and Deli Slices in packs of 140g.

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