



5 May

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### **Bernard Matthews Holdings acquires Lincs Turkeys**

*Bernard Matthews Holdings (“Bernard Matthews”) is pleased to announce that it has acquired Lincs Turkeys. Lincs Turkeys, an established turkey farmer, with sales of approximately £23 million in 2008, is based in rural Lincolnshire and specialises in free range and fresh turkey products. The acquisition follows a period of extensive due diligence and completed on 30 April 2010.*

*Commenting on the acquisition Jeff Halliwell, UK Managing Director of Bernard Matthews said:*

*“We are delighted to have been able to acquire Lincs Turkeys, a successful and profitable company with an excellent corporate brand. Lincs Turkeys brings additional skills and expertise to the Group, which will enhance and support our long term growth plans. It will allow us to expand our offering in the fresh and free range turkey markets, areas of particular importance to Bernard Matthews, as we continue to promote the health benefits of turkey.*

*“Lincs Turkeys will continue to be run as a stand-alone business within Bernard Matthews Holdings, retaining its own corporate identity and name, and we have no immediate plans to introduce any significant changes. Lincs Turkeys employs an impressive and knowledgeable team, who we look forward to welcoming into the Group. We are pleased that John Martin has agreed to stay on and continue to be involved in the business.*

*“This is great news for one of Norfolk’s leading brands, as it demonstrates the business’ commitment to future growth.”*

*John Martin, Lincs Turkeys’ Managing Director, added:*

*“We are proud to be joining forces with Bernard Matthews, especially at this exciting time when the Bernard Matthews Group is growing and developing. For Lincs Turkeys, this is a transformational opportunity, which will benefit both our customers and colleagues alike. Lincs Turkeys and Bernard Matthews are an excellent strategic fit and by combining our inherent strengths we will be able to develop a stronger business. Our joint knowledge and turkey expertise will enable us to better capitalise on the opportunities ahead and drive turkey consumption in the UK all year round.”*

*This acquisition follows a number of significant developments for the Bernard Matthews business in 2010 including Marco Pierre White becoming an ambassador for turkey and the launch of a new £5 million marketing campaign, bringing back the iconic ‘Bootiful’ slogan and promoting the benefits of turkey as a perfect protein.*

**- Ends -**