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TOMMY COOPER AND PUNS MAKE AN IMPRESSION ON BOOTIFUL BRITAIN

Chip shops with pun-tastic names, football chants and being able to do Tommy Cooper impressions are among the more quirky qualities that make Britain unique and 'Bootiful' according to new research.

The list also includes eating barbecues in the rain, wearing socks and sandals and producing stars as diverse as Barbara Windsor and Stephen Fry, it added.

The study, commissioned by Bernard Matthews Farms, looked into the country's unique characteristics to find what makes modern Britain 'Bootiful'. It found 65% of people can do impressions of British personalities with Tommy Cooper (34%) the most popular followed by Catherine Tate's 'Am I bovvered' (33%) and catchphrase king Bruce Forsyth (30%).

The very British ability of using puns in the names of shops – like In Cod We Trust for a chippie or British Hairways for a barbers – are also traits which set the country apart.

Other home-grown quirks relate to the weather, said the poll of 1000 people, from visiting the seaside even when it is not sunny, to the other extreme – getting sunburnt after a solitary day of good weather.

Even our top bug bears, such as road works, are viewed fondly - more than six in ten Brits admitted that even the sight of cordoned off traffic lanes with no sign of workmen is a peculiarly British trait that adds to the unique character of the nation.

If this suggests a lack of national pride, nothing could be further from the truth. 77% of all adults, rising to 82% of those over 60, love their home country, claiming Britain is a 'beautiful' place to live. This figure is highest in Wales and the South West and lowest in London and Scotland.

Almost six in ten (59%) believe the British are unique, 42% say they 'love Britain's eccentricities' and 41% say it is the quirky things that make the country beautiful - or 'Bootiful' as the famous Bernard Matthews Farms saying goes!

Matt Pullen, Marketing Director at Bernard Matthews Farms, said: "We all know about our rich history and colourful culture. With the famous Bernard Matthews Farms 'Bootiful' catchphrase set to make a comeback to our screens this weekend, we wanted to find out about the more offbeat qualities that make Britain such a wonderful country.

"It seems we relish and take pride in the things that make us different, whether it's to do with the weather, style or humour – who knew so many people could do an impression of Tommy Cooper or Catherine Tate for instance?"

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LISTS:

Ten Most Unusual things that make Britain 'Bootiful'

Being able to do a Tommy Cooper impression
Puns for shop names (British Hairways, In Cod We Trust etc)
Novelty doorbell tunes
Reality TV stars who are famous one day, forgotten the next
Age old traditions that serve no purpose (eg Black Rod)
Tradesmen wanting three sugars in their tea
Orange fake tanned girls
Wearing shorts as late in the year as possible
Penalty shootouts
Ant & Dec

Notes to Editors:

Bernard Matthews Farms

Since Bernard Matthews launched his business in 1950 with just 20 eggs and a second-hand incubator, the brand has been synonymous with providing top quality cooked meats, fresh and frozen breaded and traditional turkey products at affordable prices for all.

Today, *Bernard Matthews Farms* proudly upholds its original values; 100% British turkey meat remains at the heart of the brand and no artificial colours, flavours or unnecessary artificial preservatives are used.

Bernard Matthews Farms turkey is Quality British Turkey (QBT) and Assured Food Standards (Red Tractor) certified and the Company's farming practices are also in line with the Farm Animal Welfare Councils' Five Freedoms.

The farms and factories are open to regular unannounced inspections from independent bodies such as DEFRA, the RSPCA and representatives of all major UK supermarket retailers at any time during the year. Through long-standing and constructive association with these organisations, Bernard Matthews Farms is at the forefront of driving the standards of best practice in turkey farming.

Bernard Matthews Farms **Corporate website** – www.bernardmatthews.com

Bernard Matthews Farms **Consumer website** – www.bernardmatthewsfarms.com