



Swap to turkey with “Change Your Meat, Not Your Menu”

UK families are being encouraged to make turkey the meat of choice in their kitchens with the launch of a new campaign - Change Your Meat Not Your Menu.

Change Your Meat Not Your Menu aims to inspire all of us who cook, and in particular Mums, to swap to turkey in their weekly meal planner. Turkey is high in protein and a great alternative to other meats. It's versatile, tasty and perfect for everyday meals, and turkey breast meat is also low in saturated fat.

In fact, recent research shows that turkey can be easily substituted in eight of the UK's favourite meals. So, by simply swapping turkey in place of another meat in your favourite dish, such as spaghetti bolognese just once a week, you can reduce your saturated fat intake by up to two thirds (11g) per portion¹.

Celebrity chef, Marco Pierre White will front the campaign alongside Olympic gold medallist, Rebecca Romero and nutritionist, Dr Carrie Ruxton. Collectively known as the “Talking Turkey Taskforce”, the trio today launched www.ChangeYourMeatNotYourMenu.co.uk.

Supported by turkey company, Bernard Matthews Farms, the fun and easy-to-use site shows users just how simple it is to swap to turkey. Packed full of cooking tips, delicious recipe suggestions, nutritional information and active lifestyle hints, www.ChangeYourMeatNotYourMenu.co.uk is a comprehensive site that encourages you to try new ways of cooking with this tasty meat. An interactive “sat-fat calculator” will also help families calculate how much they can reduce the saturated fat in their diet just by swapping their usual meat for turkey, once or twice a week.

Commenting on the campaign, Rebecca Romero says, “It's important for me to eat healthily to help me get the most from my training but I like to enjoy my food too. For me, turkey is the perfect protein – turkey breast is not only low in saturated fat but it holds the flavour of spices, herbs and sauces really well so not only is it tasty but it's easy to incorporate into my diet”.

“The Change Your Meat Not Your Menu campaign has some great ideas on how to include turkey in a tasty, healthy balanced diet with minimal fuss and effort”.

Dr Carrie Ruxton adds, “As a mum of two myself, I know the biggest struggle at meal times is trying to cook something different and healthy but more importantly, that all the family will actually eat.

¹ McCance & Widdowson “The Composition of Foods, 6th edition” (2004). Royal Society of Chemistry: Cambridge

“This campaign shows that by simply changing one ingredient, your family can enjoy a delicious meal with a range of health benefits. For instance, as well as being low in saturated fat, cooked turkey contains 34g of protein per 100g and just one portion of turkey will meet the niacin requirement of an average man or woman”.

Marco explains why he is encouraging the nation to eat more turkey, “Turkey is the nation’s favourite roast on the most important family day of the year, so why not all year round? Turkey has more flavour, more texture than chicken, but for many the only association with turkey is Christmas or Easter, which is down to tradition and nostalgia.

“Consumers traditionally roast turkey but there are many other ways to prepare this majestically delicious bird. I want to show the great British public how perfect the great bird is for today’s modern lifestyles – as it is versatile, healthy and affordable.”

Visit www.changeyourmeatnotyourmenu.co.uk today to find out how simply swapping your meat can help create healthier, tastier meal times for your family.

Ends

Further Information:

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Notes to Editors

Website – www.changeyourmeatnotyourmenu.co.uk

Marco Pierre White

After leaving Allerton High School in Leeds without any qualifications, White decided to train as a chef.

He began his training in the kitchen at the Hotel St George in Harrogate, North Yorkshire and later at the Box Tree in Ilkley, West Yorkshire. Arriving in London as a 16-year-old with "£7.36, a box of books and a bag of clothes" he began his classical training as a commis under Albert Roux and Michel Roux at Le Gavroche, a period that would lead Albert to describe him as "my little bunny".

At 24, Marco became Head Chef and joint owner of Harveys with a kitchen staff that included the young Gordon Ramsay and Heston Blumenthal.

He was awarded his third Michelin star at the age of 33 - the first British and youngest chef ever to achieve this.

Dr Carrie Ruxton

Dr Carrie Ruxton is a well-known independent nutritionist who regularly appears in print media, radio and TV. As a busy mum to two young children, Carrie also has a keen personal and professional interest in promoting the benefits of a healthier, active lifestyle for all but without the preaching.

Rebecca Romero

Rebecca Romero is an Olympic gold medallist and World Champion in the sport of rowing. In 2008, she became World and Olympic Champion in the sport of Cycling making her the first British woman in history and the second woman in history to win medals in two different sports at the Summer Olympics.

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