



Bernard Matthews Unveils Brand Refresh Campaign

Million pound campaign introduces new logo and new look

3 August 2013 - Bernard Matthews, Britain's No.1 turkey producer, has today announced an exciting brand refresh, to coincide with the retailer Back to School season. Supported by a multimedia campaign that will cover national press, outdoor, online and in-store, the new food-focused look, starting with cooked meats, will begin rolling out to all major supermarkets from 8 August 2013.

The new activity includes:

- A new modern Bernard Matthews logo
- An eye catching new pack design for all its cooked meats, frozen and fresh breaded poultry products
- Innovative new cooked meat lines
- Million pound marketing investment.

The contemporary new logo and pack design gives the brand a new identity and provides excellent visibility on shelf. The new design has also been developed to reinforce the brand's provenance and quality, its farming heritage and showcase the great taste and versatility of the products.

At the same time, Bernard Matthews is also introducing new flavours to its cooked meat lines starting with Wafer Thin Turkey Curry and Hickory Smoked Turkey Breast Slices.

The first press ads will kick off in October, supported by outdoor, digital and in-store activity.

The new packaging will also include the Government's new traffic light labelling system to help people make healthier choices.

Deborah Ewan, Bernard Matthews Commercial Director, says "Our new brand refresh gives the brand a distinctive new look, excellent stand out on shelf and a real point of difference. It also reinforces our farming heritage and product provenance, something that customers have continually told us is important to them. It is also essential that we support and create awareness of the new branding, and so we are delighted to be running a million pound campaign to showcase this new look and the launch of exciting new products. "

-ends-