



## **Bernard Matthews Farms Launches New Marco Pierre White Range 'Marco's Steaks' and 'Marco's Joints'**

Bernard Matthews Farms (BMF) is cementing its relationship with brand ambassador Marco Pierre White by launching a new range of chilled turkey products – *Marco's* - created by the chef. Available from the end of January, the launch will benefit from a total £10m marketing spend on the Bernard Matthews Farms brand in 2011.

The new range is BMF's first branded entry into the ready-to-cook fresh turkey market. It is key to its business strategy of doubling turkey consumption over the next ten years, by encouraging reappraisal of the Bernard Matthews Farms brand and bringing new consumers into the fresh turkey category.

Marco's will comprise of a selection of turkey breast steaks, *'Marco's Steaks'*, and larger roasting joints, *'Marco's Joints'*.

Made using 100% British turkey and high-quality fresh ingredients, *'Marco's'* has been developed in response to the changing eating habits of Britons<sup>1</sup> in recent years, which has seen at-home dining occasions increase, but preparation time and scratch-cooking decrease.

Bernard Matthews Farms Marketing Controller, Rajinder Sahota says: "Our research shows that consumers are increasingly looking for exciting and inspirational dishes that can be delivered to the table with minimal preparation and fuss. We believe this new range does exactly that.

Raj continues: "Marco's is an incredibly important launch for us and in working with the chef we plan to drive reappraisal of Bernard Matthews Farms, attract a wider spectrum of customers and significantly grow fresh turkey as a whole."

Marco Pierre White added: "Turkey is one of my favourite meats and I want my new range with Bernard Matthews Farms to inspire consumers to think about cooking with it all year round. Turkey is ideal for today's modern lifestyles as it works well with so many different flavours."

*Marco's Steaks* are skinless turkey breast coated in four different lightly flavoured crusts with a complementing sauce. *Marco's Joints* comprise of either a turkey breast or turkey thigh joint, filled with a traditional sage and onion stuffing and served with a classic turkey gravy.

The £10m integrated marketing activity includes a major TV and print advertising campaign starring Marco Pierre White, sampling and PR.

As well as being made with 100% British turkey, all Bernard Matthews Farms products are Quality British Turkey and Red Tractor certified.

### **FULL PRODUCT RANGE**

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<sup>1</sup> In Home Consumption 12 m/e Feb 2010

## **Marco's Steaks**

- 'Marco's' Turkey steaks with a Parmesan and Rosemary Crust, served with a Creamy Parmesan and White Wine Sauce
- 'Marco's' Turkey Breast Steaks with a Black Peppercorn Crust, served with a Creamy Peppercorn Sauce
- 'Marco's' Turkey Breast Steaks with a Porcini Mushroom Crust, served with a Creamy Mushroom Sauce

RRSP: £3.49 each  
Contents: Two steaks 335g

## **Marco's Joints**

'Marco's' Turkey Breast Joint with a Traditional Fresh Sage and Onion Stuffing, served with a Classic Turkey Gravy

RRSP: £6.00 each  
Contents: 1 turkey breast joint, 600g

'Marco's' Turkey Thigh Joint with a Traditional Fresh Sage and Onion Stuffing, served with a Classic Turkey Gravy

RRSP: £6.00 each  
Contents: 1 turkey thigh joint, 650g



**-ENDS-**

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## **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 is 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](http://www.bernardmatthews.com)

Bernard Matthews Farms **Consumer website** – [www.bernardmatthewsfarms.com](http://www.bernardmatthewsfarms.com)