

Press Statement – 25 April 2014



Bernard Matthews appoints new Chief Executive

Bernard Matthews is very pleased to announce the appointment of Rob Burnett as its new Chief Executive.

For the last twelve years Rob has been Chief Executive of S Daniels PLC and latterly Hain Daniels. He has considerable brand experience with New Covent Garden Soup, Johnson's Juice, Linda McCartney, Hartleys and many more. He has also had major involvement with retailer brands.

Prior to this Rob had sales and general management roles with Albert Fisher PLC, including Managing Director for the Seafood Division and Group Commercial Director. Rob will join the business on the 30th June and his commercial and production experience is ideal for the business.

Rob Burnett said: "I am excited to be joining a big brand with the reach of Bernard Matthews and the potential to reinvigorate it to support our valuable customers."

"We are delighted to have Rob joining us to continue and accelerate the recovery of our business which is well underway," said David Joll, Bernard Matthews Executive Chairman.

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For media information please contact:

Pete Joyner/Chris Baines on 01603 706560
Shorthose Russell