



September 2010 Trade product press release

Bernard Matthews Farms Launches Tastes of Britain Turkey Range

Bernard Matthews Farms has launched a new range of products into its frozen portfolio in response to the growing trend for eating in¹. The 'Tastes of Britain' range, which is made with 100% British turkey, offers consumers popular British flavours to enjoy in their own homes.

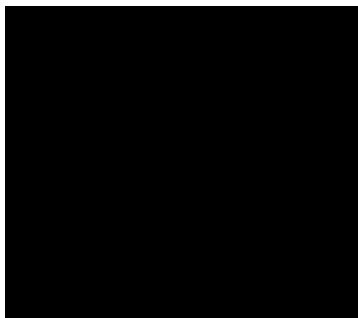
The range includes three turkey steaks, coated in a light and crispy batter, infused with classic British flavours - beer batter, cheese & onion and salt & vinegar.

In addition to the steaks, the range includes curry bites – which are small pieces of turkey breast in a curry flavoured batter - perfect for those sharing moments and a great freezer staple.

As well as being made with 100% British turkey, all Bernard Matthews Farms products are Quality British Turkey and Red Tractor certified. Recent research shows that 48%² of consumers feel it's important to know the origin of food.

Bernard Matthews Farms Brand Manager, Charlie Papworth says: "The Tastes of Britain range is being launched to appeal to a wide spectrum of consumers by offering flavours that the British people love. There is an increased interest in British foods² and we expect to see this interest grow as we approach the 2012 Olympics."

Bernard Matthews Farms 'Tastes of Britain' Beer Battered Turkey Steaks
RRP: £1.69
Contents: Two steaks 200g

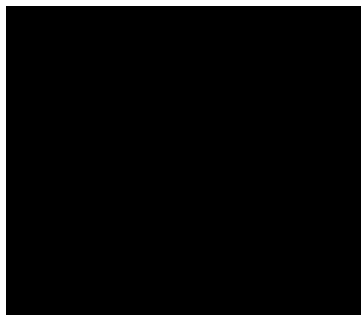


The pub lunch, one of Britain's great institutions, is being brought to the dinner table courtesy of Bernard Matthews Farms 'Tastes of Britain' Beer Battered Turkey Steaks. The steaks, which can be cooked in 20 minutes, combine a light and crispy beer flavoured batter with the rounded flavour of turkey breast, providing a quick treat for two.

Bernard Matthews Farms 'Tastes of Britain' Salt & Vinegar Battered Turkey Steaks

RRP: £1.69

Contents: Two steaks 200g



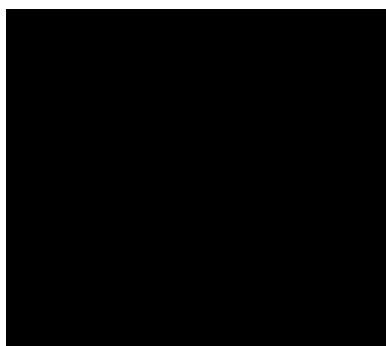
From Brighton to Blackpool, Liverpool to Margate, no British coastal resort would be complete without a good old fashioned chippy. That's why Bernard Matthews Farms is offering 'Tastes of Britain' Salt & Vinegar Battered Turkey Steaks, which combine the salt and vinegar taste of Britain's favourite seaside meal with succulent turkey breast.

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Onion Battered Turkey Steaks

RRP: £1.69

Contents: Two steaks 200g

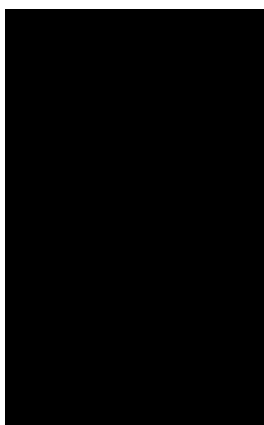


From crisps to pasties, cheese and onion is a classic British flavour. For those who don't fancy pastry or potato, Bernard Matthews Farms is launching the 'Tastes of Britain' Cheese & Onion Battered Turkey Steaks. A perfect meal for two, the steaks mix the distinctive tastes of cheese and onion with the subtle taste of turkey.

Bernard Matthews Farms 'Tastes of Britain' Curry Bites

RRP: £1.69

Contents: Ten bites 200g



An adopted British favourite, curry has become a popular dish and has even been adapted in chip shops to suit British tastes. The Bernard Matthews Farms 'Tastes of Britain' Curry Bites are small pieces of succulent turkey breast, coated in a curry flavoured batter. The bites are perfect as a snack to share, dipped in mango chutney or as a main dish served with rice and salad.

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- 1) Kantar World Panel – In Home Consumption 12 m/e Feb 2010
- 2) Kantar World Panel – Annual Attitudinal Survey Nov 2009

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

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

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