



INCREASED MEDIA ATTENTION ON FROZEN

The Delia Smith TV programme and her book have brought with it an increased level of media interest in the frozen food category. We've seen in recent weeks many publications discussing the merits of fresh versus frozen. I have been involved in part of a radio Essex discussion on when frozen is better than fresh, I contributed to an article for The Mail on Sunday, we've provided information for BBC Breakfast News and recently there have been articles in The Sun, The News of the World Magazine, The Times Online and Talk & Retail websites which have all been positive to frozen. It is most encouraging that media coverage is beginning to pick up on some of the positive messages that within the industry we know very well but we still need to work much harder at getting those same messages across to consumers.

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