



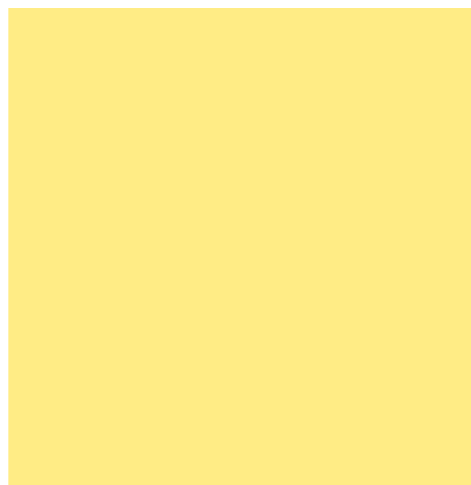
John Smith,
300 Warwick Road,
Donner Estate,
Exeter,
EX33 4GH

Get your

LOVE
Summer
LOVE
Pork

activity kit

See inside for details



LOVE
Summer
LOVE
Pork

Business Reply
Licence Number
NT235B



Instor Marketing Services Ltd
IMSL House
Benton Park Road
NEWCASTLE UPON TYNE
NE7 7BR

Contents of the Love Summer Love Pork kit

Posters 594 x 840mm



Poster 297 x 420mm



Summer Cuts 210 x 297mm

Recipe Cards 160 x 225mm



Love Summer Love Pork Campaign Highlights

- Backed by a variety of consumer, trade and foodservice activities the Love Summer campaign starts in June and goes through until September covering BBQ's, Picnics and Al Fresco eating occasions
- The 6 new recipes in this set are part of a new recipe book which features 18 new recipes in total and is available to download from the lovepork.co.uk website
- Along with the Lovepork website activity (which features the campaign) there will be regional radio and press competitions, plus magazine features. Also, pubs and restaurants will be carrying the recipes on their menus and some are also taking part in the **Score with Pork** activity over the Football period. For more information go to www.porkforaterers.com
- For picnics we want to highlight the amount of pork related food often used at this time - so a renaming of Picnics to PIGnics campaign will be launched. This gives you a chance to promote all those porky favourites like pork pies, sausage rolls, freshly sliced ham and cocktail sausages
- And finally, the kit also contains a cutting specification which highlights the cuts featured on the recipe cards. For even more pork cutting information go to www.porkforbutchers.co.uk and click on **Cuts & Products**

Everyone at BPEX wishes you a long, hot and prosperous summer.

To contact BPEX with any queries or comments please email retailenquiries@bpex.org.uk

HOW TO ORDER

Ordering by post: detach, fold and moisten your completed form and send to to the address overleaf - no stamp required.

Ordering by email: email your details and order to bpexposkitrequest@imsluk.com

ORDER FORM

The Love Summer Love Pork kit consists of 25 sets of 6 recipe cards, one each of the posters and a pork cuts specification guide.

If you wish to receive a kit please tick the box

Email: _____

Tel: _____

Fax: _____

If any of the details above are incorrect or you would like to add any further contact information please amend accordingly.

To order further sets of recipe cards (25 packs in each set) please tick the number of sets required

1 2 3 4 Kit available while stocks last.