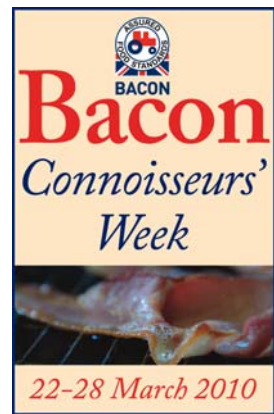


MAKING THE MOST OF...

BACON CONNOISSEURS' WEEK

22-28th MARCH 2010



For over a decade BPEX has run a variety of campaigns, including Bacon Connoisseurs' Week and British Sausage Week, to raise awareness of the quality and variety of pork products produced in Britain, to encourage consumers to purchase best quality produce and in so doing support the pig industry.

A key element of our campaigns are product competitions which and provide Multiple Retailers, Butchers and independent retailers with an opportunity to be awarded 'best in class'. Over the years thousands of butchers and retailers have entered these competitions, and benefited from reaching the final stages.

Not only do these competitions provide entrants with competition winning opportunities, but they also provide a platform to not only generate good publicity for your business, but also help drive people to the shop and increase sales. So do take a look at the Competition flyer and consider entering one of your bacon varieties into our Bacon Connoisseurs Week competition. But don't delay – the closing date for email/paper entry is 10th February. A separate competition entry form is attached should you wish to email in your entry.

Entering your product into the Bacon Connoisseurs Week competition is just one way of getting involved though. Below are some additional ideas of what you could do in store or in your local area to generate media interest in your business and thus raise its profile in your locality. The key thing with any activity is make sure you tell your customers and the local media (newspapers, radio stations, TV stations). That way you will get maximum value for your time and effort.

As well as some useful ideas for promoting Bacon Connoisseurs Week and your business and its products we have also included a template press release for you to use to inform local media about your event. Ideally send this out 2 weeks before, and then call the newspaper/radio station a couple of days before to check that they received the release and ask whether they will be covering the event. Of course we'd love to know about your event as well, so please complete the fax back form and either fax your information to 01372 824582 or alternatively email details to info@baconweek.co.uk

Promotional Ideas

1. A special delivery for your local radio stations

To celebrate Bacon Connoisseurs' Week why not hand deliver hot bacon sandwiches with your own special bacon cure to your local radio station? All you need to do is call the radio station a couple of days before you want to go in, explain it's Bacon Connoisseurs' Week and as a local producer you want to deliver bacon butties in celebration. Agree a day and a time and make sure you take information about your shop with you. Any additional information about the week can be found on www.lovepork.co.uk.

2. Do your customers know best?

When you enter the Bacon Connoisseurs' Week or British Sausage Week competitions, why not encourage your customers to help you create an award-winning bacon cure or sausage? You can put posters in your shop asking customers to tell you their ideas, hold a judge day where you create the top five cures or sausages and taste them to decide which one to enter. Invite the editor of your local newspaper to be on the judging panel along with a local hero or your oldest customer.

3. Supporting your local community

You can use the BPEX campaigns to help support your local community in a number of different ways:

- i. During Bacon Connoisseurs' Week sell a special bacon cure to raise money for a local charity
- ii. Deliver hot bacon sandwiches to a local homeless shelter, retirement home or hospice during the week
- iii. See if there is a cause a local radio station or newspaper supports and offer to help using your specialist skills

Remember, with all these activities; let your customers and the local newspaper know what you are doing.

4. How-to-cure bacon demonstrations

Though bacon curing is one of the country's oldest traditions, most people don't actually know how to cure bacon or what goes in to it, so why not show them? You could hold an evening event at your shop and invite your customers to attend and learn how to cook bacon. You could also demonstrate some bacon recipes – there are lots available on www.lovepork.co.uk/our-recipes. Your event only needs to last an hour, and you can offer drinks and samples to your customers. Again, invite the local media to also attend.

5. Educating children about what's in their food

Many children nowadays have limited knowledge about where their food comes from. You could contact a local primary school and offer to give a short talk / demonstration in the assembly to show children how bacon/sausage or if more practical, invite a selected number to tour your farm as part of the week.

6. Your favourite recipes

Many local newspapers have food pages once a week or once a fortnight. Why not contact them with your favourite bacon or sausage recipe? Do you have the secret to the perfect full English?

Does your Sausage & Mash triumph over all others? Contact your local paper about a month before Bacon Connoisseurs' Week or British Sausage Week and send them your best recipes to include on the food pages.

7. Your customers' favourite recipes

Why not also get your customers involved? Run an in-store competition to find the best local bacon and sausage recipes in the area, with the winner receiving a luxury food hamper including produce from your shop. Ask the editor of the local newspaper to judge the competition and feature the winning recipes.

8. Making the most of competitions

When you enter one of the BPEX Bacon Connoisseurs' Week or British Sausage Week competitions, make sure your customers and the local newspapers know. BPEX will generate publicity around the competitions, and if you are selected as a finalist let your local media know – but you can help too! Put posters up in your shop to tell customers and contact your local newspaper to generate local support for your business.

9. Competitions to drive new customers

Partner with a local newspaper and offer to give away a month's supply of pork, sausages and bacon in celebration of Bacon Connoisseurs' Week. Competitions in local newspapers are a very cost effective way of advertising, because you just need to provide the prize not pay for the space. Contact your local newspaper promotions department who will be able to provide you with more information about what they can offer you. You may need to contact them approximately two months before the weeks to book the space and agree the prize, so this would be a good idea for British Sausage Week. Most competitions will run with a simple question and multiple choice answer mechanic, which you can make relevant to your business.

10. Make your business the star!

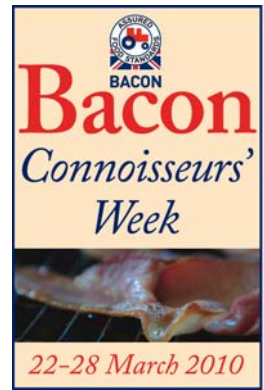
Newspapers generally run two types of stories – news and features. News is something that has happened or something that is happening, and features are less connected to hard news, but they do need what we call a hook. Bacon Connoisseurs' Week and British Sausage Week are two great hooks to make your business a star! Firstly, look at what is interesting about your business:

- i. Do you produce all your own products in store?
- ii. Has your business been in your family for decades?
- iii. Did you learn your butchery skills from a previous generation?
- iv. Have you been in business for 10 years, 20 years etc, i.e. is this an anniversary year?
- v. Have you always been on the same site, i.e. the same place on the high street?
- vi. Have you won awards?

The list is endless because there will be multiple reasons to why your business is interesting! Contact your local newspaper features department and talk to them about why they should feature your business, i.e. because it is Bacon Connoisseurs' Week or British Sausage Week and what is interesting about your business. Newspapers love to support local businesses, so if you have done some research for them and have an interesting story to tell they are sure to be keen to cover it.

EXAMPLE PRESS RELEASE
BACON CONNOISSEURS WEEK 22nd-28th MARCH 2010

CELEBRATE BACON CONNOISSEURS WEEK WITH A SCRUMPTIOUS BACON TASTING



Date: Monday 22nd March

Time: 11am

Place: John Smith Butchers, 4 High St, Nowhere

To mark Bacon Connoisseurs Week, the biggest celebration of one of the country's finest treasures, local butcher XXXX will be offering discerning customers the chance to taste a tempting variety of quality bacon cures on Monday 22nd March. *Sentence about your special bacons.*

From 22nd-28th March many independent butchers and producers across the country will be holding events to celebrate the week.

- Bacon Connoisseurs Week has been established to celebrate some of the finest bacons we have on offer in Britain. Many Butchers and producers are justifiably proud of their expertise and heritage in Bacon curing and this celebratory week has given them the chance to blow their own trumpet!
- From an appreciation of bacon's rich heritage, through to enticing the uninitiated into trying the delicious varieties of cures on offer, Bacon Connoisseurs Week will celebrate the popularity of quality bacon in style.

To find out more about Bacon Connoisseurs Week, log onto www.lovepork.co.uk where you'll find lots more information, fabulous bacon recipes as well as some surprising bacon facts!

-Ends-

For further information please contact:

John Smith

Anna Terrell/Ekta Sopal

John Smith Butchers

Bacon Connoisseurs Week Press Office

Tel: 0000 12345

Tel: 020 7861 3154

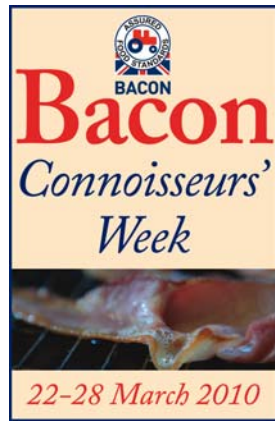
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ON 02476 478903

BACON CONNOISSEURS WEEK 22nd-28th March 2010 - EVENT DETAILS

If you are planning your own bacon event we would love to hear about it. Please fill in the details below and return to;

Lisa Wilson, BPEX, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL



Name/address of where event is being held:

Contact name:

Telephone number:

BRIEF DETAILS OF YOUR EVENT/PROMOTION

Date of event:

Type of event e.g. bacon tasting / sale of special bacon with proceeds to go to charity:

Are you raising money for any charity? If so, which charity and how much are you aiming to raise?

Do you intend to contact your local media? Yes or No

Or would you like the Bacon Connoisseurs Week press office to help you with this? Yes

If you would like us to send you further supplies of promotional material please tick here