



**Consumer version- consumer affairs focus*

PRESS RELEASE

FOR IMMEDIATE RELEASE

Sunday Lunch on decline as Brits shun roast in favour of fast food fix

Red Tractor launches campaign to Save Sunday Lunch

A new study has shown that people are nearly 20%¹ less likely to cook a roast than we were 10 years ago, possibly indicating people's misconception that preparing a Sunday lunch is expensive and time consuming. Red Tractor has announced the launch of its "Sunday Lunch Heroes" campaign to celebrate Britain's culinary heroes while championing to save the Sunday lunch, which is in decline.

There has also been a substantial decline in family groups spending Sunday together, according to research conducted by Kantar Worldpanel. Since 2008, statistics have shown a 15.7%² decrease in Sunday lunch consumption as well as 6%³ decrease in those who stated that they like to eat Sunday lunch. With this in mind, Red Tractor is on a mission to save the beloved tradition of the Great British Sunday lunch, while demonstrating to consumers that preparing Sunday lunch with good quality food needn't be expensive or labour intensive.

Backed by ITV chef, Dean Edwards, families are being encouraged to keep the roast firmly on the table and get cooking with quality food, which consumers can find by looking for the easily identifiable Red Tractor logo when shopping. Speaking about his involvement, Dean said: "As a busy Dad I am thrilled to be getting behind this fantastic campaign. Sunday lunch is a wonderful tradition, which we are desperate to save and I am delighted to be providing some new recipes for people to try at home. Preparing a delicious roast dinner is a great way to celebrate fantastic food with family and friends. A roast is a great value meal- any leftovers can be used in cottage pies, casseroles or sandwiches, providing a quick and easy dinner option for the work week, making the Sunday Lunch go further. By looking out for the Red Tractor logo when shopping, you can be confident that your food is safe and has been assured to high standards."

Shoppers are being encouraged to take part online, where they will find inspirational Red Tractor recipes, prizes and giveaways including a fantastic competition to win a Sunday lunch cooked by Dean in the winner's home! To view a selection of mouth-watering recipes, which feature a wide range of Red Tractor ingredients, visit www.redtractor.org.uk/sundaylunch .

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For more information on The Red Tractor please contact Ashley Dow or Kat Simon at Green Row on 020 8960 8950 or katherine@greenrow.co.uk.

Notes to Editors:

References 1-3: Research obtained from Kantar Worldpanel

Research gathered from 11,000 individuals during a two week period, twice a year. The consumption details were recorded from February 2010 – February 2011.

About Dean Edwards:

Dean, who first shot to fame as a finalist on Master Chef in 2006, has since gone from strength to strength with time spent working in a Michelin star restaurant, and residency on 'This Morning', he is now chef on ITV's 'Lorraine'.

About Red Tractor:

Red Tractor, run by not-for-profit organisation Red Tractor Assurance, is recognised as the UK's leading quality food assurance mark guaranteeing food safety, quality and traceability. Put simply, Red Tractor means Great Food, Great Farming.

Red Tractor is backed by farmers and growers, food producers, processors and packers who are independently inspected to ensure they are meeting high standards of production relating to food safety and hygiene, animal welfare and environmental protection.

High profile support comes from the government, leading supermarket chains and many of Britain's food brands and restaurants.

The Union Flag in the Red Tractor logo provides an independently verified guarantee to consumers of the product's provenance/origin and shows the food is fully traceable back to British farms.