

PULLED PORK CAMPAIGN GOES LIVE WEDNESDAY 10TH FEB

- TV campaign ad will premiere in the break of Britain's best loved soap opera, **Coronation Street**, on Wednesday, 10th February
- Other TV ad highlights include: **Mr Selfridge** and **Jamie & Jimmy's Friday Night Feast**
- The TV campaign is supported by a digital advertising, social media and PR activity
- Recipes currently feature in Good Food Magazine, Olive and Woman & Home and Delicious with spot ads featuring in weekend newspaper magazine supplements
- Over 1,700 display kits, comprising of posters, window vinyls and recipe booklets, have been sent to independent butchers across the country
- Over **one million** shoulder joints available in retailers will be stickered with our 'Perfect for Pulled Pork' sticker
- **500,000** recipe booklets available to consumers showing how delicious and easy pulled pork is to cook at home



AHDB
PORK