

SHOPPERS TAKE ACTION TO REDUCE COSTS OVER HALF OF CONSUMERS WORRY ABOUT THE COST OF HOUSEHOLD SHOPPING BILLS

Householders are setting out to cut their shopping bills in a bid to beat the recession according to a survey by MeatMATTERS.com. The survey showed that 58% of consumers have taken action, while a further 24% said, in the last year, they had made more casseroles, stews and soups with leftovers. A further 31% said they were changing their cooking habits to better use leftovers. To help encourage this thrift MeatMATTERS.com has launched the Meat Smart recipe book.

Cuts of meat that our grandparents regularly cooked rarely appear in supermarket trolleys these days. Many of us are ignorant when it comes to using cheaper, forequarter cuts of meat, with two-fifths of us (40%) thinking that lower priced cuts equate to poor quality. 55% of those polled said they were not confident to cook cheaper cuts of meat and a further 25% said they wouldn't even try it! In the current economic squeeze we are all looking to reduce our bills without compromising on taste. However, only one in five of us (20%) are buying different cuts of meat in a bid to save money on the weekly shop.

TV presenter and consumer guru Julia Bradbury, who launches the booklet with MeatMATTERS, said "Times have been really tough for shoppers and many of us have had to reduce household budgets in the past year. What many people don't realise is that it is easy to eat quality meals on a tight budget just by being more savvy about what you buy.

The MeatSMART guide is full of delicious and inspiring recipes using economical cuts of meat that make the most of seasonal ingredients. For each recipe there is advice on

what to ask for when buying forequarter cuts, together with budget tips from top chefs Brian Turner, Lesley Waters, Michael Caines and Phil Vickery.

Other results were:

- 68% of people are still finding cooking an adventure and look forward to enjoying a home cooked meal with their family
- 64% of women were more conscious of reducing their shopping bills ,as opposed to 48% of men
- 53% of those polled claimed their shopping lists had the same staples, but they tried to add some variation each time they visit the shops
- 60% said buying lower priced cuts of meat shouldn't affect the quality

To download your copy of the Meat SMART recipe collection visit

www.MeatMATTERS.com

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