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meatup02

**Point-of-sale Thermometers Reassure Meat Consumers**  
**Visit TM Electronics at MEATUP 2011**

TME will showcase a wide range of budget thermometers at MEATUP 2011, at Stoneleigh Park, Warwickshire on 21<sup>st</sup> and 22 June 2011. Visit Stand 515 to see the full range.

**The move is in response to demand from high-street butchers and meat producers, planning to offer budget thermometers at point-of-sale or as promotional give-aways to reassure their customers about correct temperatures and cooking times.**

UK manufacturer, TM Electronics, has seen an increase in sales of promotional thermometers to high-street butchers and meat producers – especially turkey farmers – looking for ways to enhance consumer confidence, add value and maximize sales.

At **MEATUP 2011** – in addition to its usual range - TME will therefore be promoting a wide range of budget food probes and domestic thermometers, including

- Home Chef Thermometers
- Programmable Cooking Thermometers
- BBQ Thermometers
- Swivel Head Pocket Thermometers
- Gift Pen Thermometers
- Budget digital thermometers
- Budget dial thermometers

*Sales Manager, Ann Gerry, says: “Many of our meat trade customers are looking for ways to reassure consumers about safe food temperatures when cooking meat at home in the oven or on BBQs. Offering a small selection of thermometers at point-of-sale or as a promotional give-away is increasingly popular - useful for high value joints such as a turkey at Christmas. ”*

TM Electronics (UK) Ltd has carefully selected a quality range of budget food thermometers ideal for the domestic market and individual caterers, sold through its sister site [www.thermometersuk.com](http://www.thermometersuk.com)

For more information about the Thermometers UK range, visit [www.thermometersuk.com](http://www.thermometersuk.com) or contact our Sales Team on 08003457661, email [online@thermometersuk.com](mailto:online@thermometersuk.com)

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**Notes to Editors**

**For more information about TME and our presence at MEATUP, please contact Danielle Sensier or Ann Gerry on tel 01903 700651, [sales@tmelectronics.co.uk](mailto:sales@tmelectronics.co.uk).**