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How to cook the perfect Christmas Turkey TME and Bailey's Turkeys lend a helping hand

Every Christmas, there is an added pressure on the home cook to produce the perfect turkey dinner. Consumers are prepared to pay a premium for a quality, free-range bird but want to do it justice by getting the cooking 'just right'. Thermometer manufacturers, TM Electronics (TME) have teamed up with quality meat producers, Bailey's Turkeys to lend a helping hand.

TME are temperature specialists, supplying food thermometers to a wide range of industries including meat producers and retailers. Bailey's are a leading regional producer of free-range turkeys, supplying high street butchers across the North West of England for over 50 years.

Partner, Michael Bailey is passionate about the perfect Christmas Turkey. *"We believe that breed, rearing and welfare are all key to a great tasting bird - but not all cooks are confident about cooking larger meat joints. Getting the temperature right is one of the best ways to ensure the bird is not overdone while still being safely cooked. That's why we're offering a simple thermometer to use at home - it's stainless steel, re-usable and has clear readings for different meat types like 'rare beef' as well as poultry. Our butchers are enthusiastic about the new product - and when we tested it ourselves we got perfect results!"*

TME predicts an increased demand for thermometers from domestic meat retailers. Popular items - **which can be own-branded** - include digital meat probes as well as conventional dial thermometers which can be left in the oven. These compact, affordable thermometers can be included in existing packaging as a give-away or low-cost extra. Alternatively, they can be marketed at point of sale, along with a range of domestic cooking thermometers like programmable meat thermometers, BBQ probes and home chef thermometers.

TME's MD, Tom Sensier, is confident that this kind of partnership is a natural next-step for high-street butchers and quality meat producers. *"Traditionally, the local butcher has always given the best advice to the not-so-confident cook. Assuming the quality of the meat is first class, using a thermometer is one of the easiest ways to ensure a good result, helping our partners in the meat industry to add value to their product and to keep their customers coming back for more!"*

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TME's thermometer range for all kinds of meat and fish products can be viewed at

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