

# LOOK!

Bell Food Group Employee Magazine

02 2018



*All signals to growth*

BELL  
FOOD  
GROUP



# Business areas of ready-made meals offer growth opportunities

Dear colleagues,

Following the takeover of Hügli and Sylvain & CO in the first half of 2018, we continued our growth strategy within the area of ready-made meals. The two aforementioned enterprises optimally complement our range of ready-made meals and strengthen our intention to win a greater share in the ready-meals market which offers growth opportunities and high profit margins. I kindly welcome our colleagues from Hügli and Sylvain & CO in Bell Food Group and I'm pleased with the successful co-operation.

The market of gastronomic services is becoming more and more important as a sales channel for our range of ready-made meals. The business related to the tailored offers of meals consumed away from home and offers for the gastronomic, system gastronomic and for wholesale clients is blossoming. Bell Food Group has a big growth potential in this area which we intend to consequently take advantage of. Therefore,



the development of this area is our clear objective. The review of actions and projects carried out by Bell Food Group in the area of gastronomic services can be found on pages 18 to 21 of this booklet.

Along with Bell Food Group's share capital increase at the beginning of June 2018, we established the financial foundation for the healthy growth of Bell Food Group. Over 99% of subscription rights were executed as part of the share capital increase and new shares were subscribed.

I'm particularly pleased that many of our colleagues from Bell Food Group also contributed to the share capital increase. It's a sign of identification with our company and trust in the chosen strategic direction. This is why I'm confident that we can successfully shape up the second half of 2018 through acting together and becoming better and better as a group on a daily basis.

Lorenz Wyss  
The Group's Chief Executive Officer



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Data protection at the Bell Food Group

# Personal data and how they are protected

On 25 May 2018, the new General Data Protection Regulation of the EU entered into force. The focus is on the protection of personal data. The Bell Food Group is affected by the new regulation as well. Data protection, however, has not only since 25 May been an important issue at the Bell Food Group.

The use of so-called personal data – data, by which a person is identifiable – has been subject to strict rules in the EU since 25 May, 2018. They are considered as particularly sensitive data. The rules are detailed in the new General Data Protection Regulation (GDPR) of the EU. The new decree entered into force already in 2016, its full legal validity was, however, only implemented on 25 May 2018. The Bell Food Group is affected by the new regulation as well – both in the EU and in Switzerland.

«Data protection, however, has not only since 25 May 2018 been an important issue at the Bell Food Group. The Bell Food Group has always taken the safe use of personal data, especially of our employees and customers, very seriously», Robert Divisek states. As Corporate Legal Manager in the headquarters in Basel he has been supporting the different companies of the Bell Food Group in the implementation of the new EU regulation since April 2018.

The GDPR requires the data processors, inter alia, to register and document the data processing operations. Additionally, any persons affected by data processing shall be informed about their rights regarding data.

Robert Divisek explains, what efforts such new requirements for a company imply: «Our actual main task is the revision of documentation or data protection declarations so that they comply with the new provisions.»

As a first step, all data processing operations of the Bell Food Group had to be listed and described in detail.

Then, the individual processes were analysed regarding their compliance with the new GDPR. In case of deviations, the processes were adapted by revision of documents or process changes in a next step.

The majority of the employees, however, shall not notice anything of these changes. For employees working not directly in data processing, there will be no change in their daily work.

«These changes represent mostly a safety net. They warrant that we as a company comply with the present standard as regards data processing and backup.»

For Robert Divisek, however, an issue is very important: «Regardless of the new EU directive: data protection in everyday work starts for all in the workplace. It is a task not only of the IT or management but of all employees.»



Robert Divisek as Corporate Legal Manager supports the different companies of the Bell Food Group in the implementation of the new EU regulation.

The basic principles of data protection include also the so-called admission and access controls, i.e. the question who is allowed to enter a room where personal data are processed, and who may access files containing personal data. For this, the Bell Food Group developed high security standards, starting with badge accesses up to entitlement and password concepts. The due diligence of the employees when implementing the safety concepts, however, is of importance.

«It must be always recognised that the implementation of safety concepts protects not only third-party data but also the own data», Robert Divisek emphasizes. «If I stick a post-it with my password on to my monitor, for example, it's a risk.»

The same applies for documents laying openly on the table, for the screen not being blocked during lunchtime or the access badge put into the trousers pocket when getting home and possibly lost.

In this sense, data protection applies just for nearly all employees of the Bell Food Group. And that's why it is important for all employees to deal with the subject. • sh

Conversation with the CEO Lorenz Wyss

«It's only half  
the flavour  
without spices!»

*With last year's complete takeover of Hilcona and the purchase of Hügli in January, Bell Food Group has significantly strengthened its position on the ready meals market. In the conversation with LOOK! , the company's CEO Lorenz Wyss describes the future direction of its development.*

**The purchase of Hügli means that Bell Food Group has been joined by a large international player. What does this fusion mean to you?** When I was learning my occupation, one of my teachers once said: «It's only half the flavour without spices!» I completely agree with this statement. Hügli complements our group excellently. We are a good match not only geographically but we can mutually take advantage of the product portfolios which complement one another.

**What will be the next steps in the integration of Hügli?** Integration is in progress with various projects – the most important thing is the full use of synergy potentials. In terms of retail, we're checking the availability of Hügli's products with our permanent clients, e.g. Coop. With regards to wholesale, we envisage great opportunities in closer co-operation between Transgourmet and Hügli. However, we've also noticed synergy potentials within our own group. In the future, we'd like to use Hügli's product range (i.e. spices and salad sauces) more often in production. We're also co-ordinating our export operations and verifying the profitability of entering new markets.

**Thanks to the takeover of Hilcona and the purchase of Hügli, approx. a quarter of total turnover will be generated by ready-made products. What are the objectives of Bell Food Group in this regard?** Strengthening the ready-made products division is one of our strategic moves. The ready-made products market is characterized by high rates of growth and above-average profit margins. We assume that this trend shall be sustained in the future. Through the acquisition of Hilcona and Hügli, we intend to increase our share of the European ready-made products market.

**What does this mean to Bell Food Group's other business divisions?** Of course, our strategy is not limited to ready-made products. We have set ambi-



«We always stand out with our high quality of products and the preservation craftsmanship traditions.»

itious objectives for other divisions, too. We would like to maintain the leadership position within our traditional sales division for meat, poultry and cold cut products as well as seafood. Then, we would like to strengthen our position on the important market of gastronomic services using individual offers for our clients. This applies to our native Swiss market as well as our international markets. We would like to achieve this through the Bell Professional brand. In this way, we would like to further extend our range on international markets and apart from the facility in Switzerland, we are also developing important facilities abroad.

**It's astonishing that a small meat shop in the centre of Basel has ultimately become such a large company. What are you going to focus on in terms of meat products?** We always wish to ensure the best possible flavour experiences for our clients by offering high-quality products and preserving the

«We need to become better and better every day.»

craftsmanship traditions. Apart from this, we focus on the wide product range of regional specialities and environmentally-friendly production. For this purpose, we invest in our existing production facilities. The new plant in Spanish Fuensalida provides us with an opportunity to extend our offer of Spanish cold cuts. We also intentionally co-operate with enterprises which, because of their competences, excellently complement our portfolio.

**What is particularly important to you in your everyday work?** The love of our products and our craft along with the will to learn from yourself and become better. Also responsible and considerate handling of our resources and the environment.

**What would you like to tell the employees of Bell Food Group which would be important in their everyday work?** Our employees are our greatest treasure. A company and its products are only as good as its products. We have to become better every day. And it's important to respect one another and remain fully focused on the quality. Only by doing so, we are able to meet the expectations of our clients or perhaps even exceed them.. • sh



World Cup betting game «Play&Win – World Cup Russia 2018»

# Who is going to be a betting master?

*While the best kickers are preparing to show their talent in Russia to the world, there is increasing excitement also at the Bell Food Group: join our World Cup betting game 2018, and become a soccer oracle.*

It's starting on 14 June: kick-off for the 2018 FIFA World Cup. The best teams will fight for the soccer cup in Russia. And there shall be eager cheering also at the Bell Food Group. The betting game «Play&Win» brings the World Cup atmosphere very close to the offices, production halls and canteens. Those who bet correctly, gain valuable scores for the internal ranking. Here, the right result shall have a higher evaluation than the right goal difference or the right winner. And also gamblers among us shall not be missed out: those who bet correctly which team shoots the first goal in a given match, shall score two points. On the other hand, two points shall be deducted if the bet was wrong. Registration is possible via PC, smart phone or tablet on <https://playandwin.bellfoodgroup.com>. All employees of the Bell Food Group can participate, either individually or as a group of a maximum of five members.

People leading the top list may look forward to great prizes. The winners ranking 1 to 10 can receive travel vouchers worth up to 2000 euro. Again, each of the ten most successful groups shall receive up to 1200 euro for a joint excursion. Also after the start, there will be a chance for great prizes: there will be two additional raffles during the four weeks where 50 winners shall be drawn at random and rewarded with some extra points. It is therefore worth being involved. Registration starts from 4 June. In case of questions, simply use the integrated live chat function, and you shall receive a prompt reply. • sh

### Bet, cheer and reap points

Link: <https://playandwin.bellfoodgroup.com>

Opening of the new car park in Basel

## Modern car park for employees of Bell

The new car park in Basel was opened in mid-May. About 1,000 new parking spaces are available for our colleagues on 19 parking levels.

The new car park in Basel has been in operation since 15 May. The car park is the first building in the area of Neudorfstrasse, which was implemented as part of the «Opera» investment programme. The construction period had lasted for about eight months and the project was finished as planned.

Beyond the approximately 1,000 parking spaces for cars, parking space for bicycles and mopeds will also be available in the future for our colleagues and chosen external tenants. Moreover, charging stations for electric cars are placed at 10 parking spaces.

Not only does the car park have a modern parking guidance system, but it also possesses a truly unique feature: passing through the entrance barrier happens after automatic recognition of the license plate. • sh



New recipes for Bell France products

## It's so simple!

This year, Bell France ensures creative moments of joy and inspiration with seven new recipes for its customers: well-known classics in brand new interpretation.

Bündnerfleisch carpaccio, involtini with Jambon D'Auvergne or Serrano tostadas – Bell France invites consumers this year to re-discover regional classics through fresh recipes.

Two young chefs collaborated in the development of the recipes. The ultimate aim was to attract new attention to old classics through extraordinary combinations and simple steps of preparation. At the same time, such products will get in the limelight, whose preparation isn't always so obvious – or which are only known in a certain region as, for example, in the case of the Diots de Savoie.

The recipes are not only to be found on the new website of Bell France, [www.bell1869.fr](http://www.bell1869.fr), but they will be used further in a Facebook campaign, as well as in cooperation with the well-known French website for recipes called «Demotivateur Food».

Bell France profits in both cases from a wide reach. «Such recipes offer an ideal occasion to popularize our products beyond the regional borders and especially for a younger audience», explained Marguerite Martin, product manager of Bell France. «Sometimes our customers need some helpful inspiration – and it's exactly what we offer with our new recipes.» • sh

Interview with Maria José Canovas Pérez

# On a shopping tour with Eisberg

Spain is considered the vegetable garden of Europe. This makes the country one of the most important supplier of Eisberg in the winter season. A purchasing office has already been in operation in Spain since 1999. Since the beginning of the year, Maria José Canovas Pérez, Chief Purchasing Officer of the Eisberg Group and Managing Director of ESSP in Spain, has been managing the site. Look! interviewed her about her new tasks as well as the importance of Spanish products for Eisberg.

**You have been CPO of the Eisberg Group and Managing Director of ESSP in Spain since the beginning of the year. What are your main tasks in this capacity?** Maria José Canovas Pérez: I lead the team here on the spot and I'm also the technical leader of purchasing teams in other countries. At the same time, I'm responsible for the implementation of the purchasing strategy of Eisberg. Furthermore, me and my team ensures among other things that suppliers respect our requests regarding quality and security of supply.

**Why is Spain an important supplier for Eisberg?** From October until April, regions around cities such as Murcia, Almería, Alicante and Valencia offer unique climatic conditions for salad and vegetable cultivation in line with EU standards. Thus, in the winter season, the majority of raw materials for Eisberg comes from Spain.. Although other countries such as Italy or Greece also cultivate salads and vegetables in the winter months, the amount is smaller and concentrates more on sales in their own countries.

**For which production sites of the Eisberg Group do you purchase products in Spain?** We cater for every Eisberg and GastroStar manufacturing facility. The ready-made products go from there to twelve countries in total, where Eisberg is represented. Beyond Switzerland, Austria and Germany, several Eastern European markets are also part of those countries.

**How do you ensure that the required standards of the supplying sites are met?** Our quality manager meets producers on a daily basis in order to control the quality of the products cultivated for Eisberg. And I also visit farmers personally every now and then during the season to make sure that everything meets our requirements.

**What are your plans for the purchasing office in Spain for the next years?** Our goal is to become the purchasing office of the Eisberg Group, where all the threads in the area of purchasing salads, vegetables and fruits run together. While the Group is growing and is accordingly also in need for bigger amounts of raw materials, our location here in Aguilas will become even more important in the future. • mr



Maria José Canovas Pérez,  
Chief Purchasing Officer of  
Eisberg Group and Managing  
Director of ESSP in Spain

«I personally visit the farmers every now and then during the season.»

Company health management at Bell Switzerland

# THE HEALTH OF THE EMPLOYEES IN THE FOCUS



*Bell Switzerland has been certified with the label «Friendly Work Space» since autumn 2016. The label confirms that the company is implementing a wide range of measures for supporting the health of its employees. With the introduction of the company health management (BGM), these measures are systematically structured, evaluated and developed. The objective is to further improve the general health conditions in the workplace, and to provide support to the employees in case of health difficulties.*

Accidents, sicknesses, problems with the co-workers or the supervisors as well as private or other social difficulties may affect the health of the employees and have a negative impact on the work ability. The consequences are stress, dissatisfaction and, in the extreme case, also long absences up to total disability.

For this reason, Bell Switzerland has already been focusing for a longer time on a wide range of measures to enhance the health and work satisfaction of the employees. These include preventive measures like company physiotherapist or flu vaccinations free of charge in winter, for example.

## The objective of the BGM is healthy and satisfied employees.

At the same time, also specific improvements are implemented directly in the workplace if required. Here, also individual demands of the employees are considered if possible.

In the course of the certification with the label «Friendly Work Space», a company health management (BGM) is being introduced at Bell Switzerland where these measures shall be systematically structured, evaluated and developed.

Case managements support the employees in difficult situations. The individual measures are coordinated by the HR department of the Bell Schweiz AG that is investing significant efforts. «Our objective is that employees getting sick due to health, social or other problems can remain or be integrated persistently in the work process», Johannes Meister, HR Manager at Bell Switzerland, explains.

An important element of the BGM is to identify and address health problems or other difficulties in an early stage. «We don't want to act only when it is too late. It is therefore important that the employees contact us and seek conversation», Julia Peyer, responsible for the BGM at Bell Switzerland as project leader, explains.

Here, the employees can decide for themselves which point to contact. Within the frame of the BGM, different free-of-charge consultancy opportunities are available. The different contact points support the employees to find a solution, and treat the request confidentially (see box). • fv

## Addressing problems at an early stage

In case of unfavourable work situations, health restrictions or difficult private situations, it is important that you contact us as early as possible. Bell Switzerland offers a range of contact points hereto that treat your request confidentially and seek a solution together with you:

### Your supervisors

BGM is an important management task as part of the daily work process. Contact, if possible, your executive manager or the next higher supervisor with your issue.

### Human resources

Your HR officers have an open ear for your request and support you to find a solution. Together with you, the HR will coordinate the further steps, refer you to a specialist unit and accompany you with the adaptation of your workplace or in case of reintegration.

### Employee representation of Bell Switzerland

Here, you can discuss your situation, e.g. compare it with similar situations already supported by the employee representation. Then, further opportunities can be examined together.

### Social Service Coop

External assistance by trained social workers for creating new perspectives together.

### Sick pay insurance/case management

The sick pay insurance SWICA can help situationally in case of physical or psychical problems by case managers, the core task of which is to support you to remain or reintegrate in the world of work. At the same time and in due course, an important coordination with third parties like doctors, private and public insurances, human resources and supervisors is organised.

*For further information and contact data for the BGM, refer to BellNet or the postings.*

that

Commissioning at Hilcona Schaan

# Ideally organised freshness

*Reception of orders, bringing together of goods, loading of trolleys, people working in the commissioning department of Hilcona Schaan have plenty to do. We take care of the timely supply of pasta, salads and other fresh products for our customers every day.*



Orders are being placed all day long at the order management department of Hilcona Schaan. They can be placed on the phone, via email or electronic data exchange (EDI). A wide range of prepared meals, salads and fresh pasta is available. Quantity and composition can be tailored to the customers' needs. There is a monthly volume of approximately 4,000 orders processed manually. Processing must be handled with due care from the initial phase in order to prevent mistakes.

Concrete processing of the orders starts at the commissioning department where concrete commissioning orders are generated from the orders by the administrative staff. The most diverse articles are brought together by commissioning workers in the requested volumes and put into boxes, also called recycled packaging materials, as they are used multiple times. The consignments are then loaded on trolleys, ready for being taken away by trucks. As a result the consignment is dispatched to the customer within two hours after the order deadline. Delivery of fresh products starts in the early afternoon so that the next morning the ready-to-sell goods can be there on the shelves of supermarkets.

Commissioning has been done in the Hilcona centre in Schaan for decades. In 2013, a big change impacted this segment: besides commissioning Hilcona products, in September the establishment took over the commissioning of approximately 270 new products of the Bell company in Schafisheim. A new building was erected for this purpose, and a significant growth started in the department.

In Schaan there is a staff of approximately 55 people to supply the customers with different convenience products. The strengths of the department include rapidity, flexibility and the versatility of its workers. The operation of the team is totally harmonised, this guarantees the careful and timely delivery of every order.

The department is also prepared for peak periods like summer months, when there is an excessively high demand for salads. „Our workers are trained so that they could also work in

other commissioning zones if needed. Furthermore, commissioning zones and teams are also tailored to daily processes and to seasonal needs“, says Fernandez Francisco Paris, Head of the Commissioning Department of Hilcona Schaan.

The delivery of an average of 140,000 products takes place from the establishment of Schaan, on days with an excessive demand this number can increase to 180,000. Perfectly pre-sorted and suitably cooled fresh products are shipped to the domestic distribution centres of our customers and to their distribution centres abroad in almost 20 trucks a day. From there they are shipped further to the supermarkets to be available in the display refrigerators the following day. Besides Swiss clients, well-known German, Austrian and Polish supermarket chains can also be found among the clients. The commissioning department of Hilcona is available for them on six days of the week.

Coop is in a privileged position: Hilcona takes the orders of its biggest client seven days a week. Furthermore, the company also performs the commissioning of the goods to be dispatched to the different Coop establishments. Thus the supply of pasta, salads and other products reaches the supermarket in the evening of the day of order placement.

„In line with our motto 'We'll take the lead', our priority is customer satisfaction, and thanks to our resources we can reach the objectives set by Bell Food Group“, says Philipp Ender, staff member of Hilcona distribution logistics. • mr



Fernandez Francisco Paris, Head of the Commissioning Department of Hilcona Schaan

**Strengths of our department are rapidity and flexibility.**



New programmes managed by the Swiss veterinary services responsible for the health of pigs

# Big plus

In 2016, the Swiss pig industry initiated the project of «Additional health programmes for pigs» the aim of which was a permanent decrease in the use of antibiotics applied in breeding these animals. In April 2018, through the initial financing of the project, an important step towards its implementation was taken – this is a good opportunity to describe the project in more detail.

## Health programmes promote the animals' health and wellbeing.

The subject of decreasing the amount of applied antibiotics had been discussed by Swiss pig farmers in the past. They have been dealing with this issue comprehensively for over four years and seeking solutions aimed at the reduction of applied antibiotics. In order to carry out this project, all industry stakeholders must co-operate with one another. These include: farmers, traders, clients, retailers, scientists and officials.

Such efforts have borne fruit: thanks to the «Additional health programmes for pigs» programme, the industry has actively confronted itself with this subject. Particular attention was paid to two of the Swiss veterinary services: Suisag-SGD and Qualiporc as well as their veterinary programmes «SuisSano» and «Qualiporc Safety Plus». With the use of these health programmes the industry intends not only to prevent resistance to antibiotics in livestock but also to improve the image of Swiss pork.

The basis for the project is the collection of all important data: those who plan a permanent decrease of applied antibiotics must analyse the data applicable to the treatment and also consider the changing data related to pigs' efficiency and health. Therefore, not only will the data collected relate to the animals' health but it will also describe efficiency e.g. number of born piglets.

In April 2017, the basis for comprehensive and wide-ranging data collection was finally created: «electronic health diary» to which data may be entered by farmers with the use of an application.

The producers participating in one of the aforementioned programmes are obliged to enter the data related to the health and efficiency of pigs to the diary on a regular basis.

The information obtained from them shall be the basis for actual advice given to individual facilities by the veterinary services. The producers receive not only periodical evaluations related to their own facilities but also the information on how they compare with other participants of the aforementioned health programmes.

On April 1 2018, initial financing of producers commenced which is the project's another milestone. As part of the system, in order to

encourage the farmers' participation they shall receive an allowance of CHF 1.00 for each weaned piglet or each slaughtered pig. The allowances shall be financed through the fund managed by the «Proviande» industry association which was established by such recipients as Bell. The fund's objective is to cover additional expenditure endured by the producers participating in the afore-

mentioned programmes on the one hand and to quickly ensure widespread participation on the other. According to the people responsible for the project, 95% of Swiss pork producers will have participated in one of the two of the aforementioned programmes by 2020. • sh

## Electronic health diary ensures complete data collection



Photo: SUISAG



Food service in the Bell Food Group

# ALL SIGNALS TO GROWTH

Out-of-home eating is booming throughout Europe.

It's a growing market becoming more and more important also for the Bell Food Group. The company has been active with different offers for its food service customers for years. With the acquisition of Hügli, Bell strengthened its position in this segment once more significantly.

Whether in the canteen, in the street coffee or in the restaurant – eating outside of the own four walls is simply part of our life. More and more frequently for a lot of people. So, out-of-home market offers promising potentials for the food industry.

This is true also for the Bell Food Group. Throughout all divisions – from Bell Switzerland, Germany and internationally through

## Bell has also current nutrition trends in mind.

Hilcona to Eisberg –, the company group is active with different offers in the food service area. Expanding this business field is a clearly defined aim within the company strategy. «Further strengthening our food service segment is decisive for our future success», Marcel Allemann, Sales Manager

Food Service/Industry at Bell in Switzerland, explains. «That's why we started to create the right structures for example in sales to be even better in this area.»

One of our important strategic partners in the food service business is Transgourmet. As the second largest supplier in the European wholesale cash and carry and delivery, the company supplies to caterers and canteen carriers with a broad food assortment. Since 2011, Transgourmet has been belonging to the Coop Group, and is thus closely connected to Bell. Both partners have an intensive cooperation in Germany, France and Switzerland now. In these countries, Transgourmet keeps numerous Bell products in its assortment.

## Food service offensive with Bell Professional

Continuous improvement of additional products and services to simplify daily life for the customers as much as possible – this is the objective Bell is pursuing with the new Bell Professional range. It includes high-quality charcuterie and convenience products that are now marketed also in countries like Germany, France or Poland under the Bell brand name for the first time. The assortments consist mostly of products that had been sold under the established brand names on the different markets so far.

The new unified packaging design with the Bell logo identifies the high standard of the range. Additionally, it provides all important food facts like number of portions or slices, preparation time and options as well as animal species at a glance. These data provide the customers with real added value. Both for buying and using the products.

Bell Germany has successively been introducing the new assortment since May. Over hundred existing articles of the brands Abraham, Hoppe and Zimbo have already been changed to Bell Professional and adapted to the special demands of professional users. The assortments shall be completed by new articles to bring even more variety on the table. Simultaneously, Bell Germany strengthened also its sales team in the food service area to be able to support its customers in the fields of gastronomy, hotel industry, impulse and traffic catering, company catering and wholesale more intensively.

Additionally, the company called the attention of a wide target group to the new brand in the food service segment by an extensive communication campaign. So, for example, selected articles have been provided with stickers indicating the change to Bell Professional since April already. Ads in jour-

nals, sales folders, an own landing page ensured additional communicative support as well as the sales representatives during their personal meetings with the customers.

«One hundred percent customer focus – this is the message of the campaign developed for Bell Professional in Germany. This is illustrated as a summary by the claim «Food & Service made for you.». Professionals in the whole out-of-home market and wholesale shall benefit from the product variety and the service offered by Bell Professional», Vivian Tiemann, Marketing Manager Food Service & Export at Bell Germany, explains.

Link

[www.bellprofessional.de](http://www.bellprofessional.de)



## 4 questions to ... Daniel Stiller



Daniel Stiller is sales representative at the Hügli subsidiary Vogeley and responsible for food service customers.

Daniel Stiller is visiting his food service customers of Vogeley, a subsidiary of Hügli, each day. He reports in a Look! interview how important reliability and flexibility for his work are.

**Mr. Stiller, how did you become sales representative of Vogeley?** I started my industrial clerk apprenticeship in the year 2004 at Vogeley. My trainers recognized at a very early stage that I am well suitable for direct customer contact. So, I was sent to field work already in the second year. Initially, I replaced my sick colleagues throughout Germany. Then, I got my own area in the border region

between East Westphalia and Lower Saxony where I still work today.

**What does a normal working day look like for you?** I start my tour around seven o'clock. During the day, I visit nine to ten customers in restaurants, hospitals, nursing homes or company canteens where I mostly have fixed appointments each four weeks ahead. It often happens, however, that somebody asks me spontaneously to pay a visit as he or she needs a specific consultation or goods. Besides the existing customers, I also visit three to four potential new customers to convince them of our offerings. After finishing my tour, the office work is still waiting for me. I have to enter the orders into our system, to document my visits by name and time, to reply to emails etc.

**What do you have in your luggage when you visit your customers?** The boot of my car is full of information material. Besides the product catalogue, for example, there are also promotion flyers, recently for the World Cup or for special assortments like the CuraPlus high-caloric food supplements for the elderly. To present exciting products for caterers not yet known by them, I have nearly every day a ready-made mousse or a bouillon for tasting on board. I prepare

them at home before I leave. A certain affinity to foods and cooking are also part of my occupational life.

**What would you say are the main advantages offered by Vogeley to its customers?** On the one hand, these are the high-quality products with guarantee of success as well as concepts for special seasonal events or for special target groups. On the other hand, it is the closeness of direct sales to the caterers. I visit my customers, depending on their size, every four to eight weeks, and of course, I am available for them also in the meantime. It is especially important for my contact partners that I am standing in front of their door at the announced time, so I do not disturb their workflows. In short: timeliness and reliability are absolutely essential in my job.



Transgourmet  
is an important  
strategic partner.

## Now, it's also true for the food service segment: together to the top.

Markets like Poland, Romania and recently also Austria are being developed.

For future growth in this area, the cooperation shall be further forced. «Our long-term goal is that Bell produces meat and sausage products for the customers in the gastronomy, and Transgourmet sells them», Marcel Allemann explains.

Besides the sales of meat and sausage products by Transgourmet, the food service area of Bell Switzerland supplies, among others, large restaurant and butchery chains directly. The recipe for success: excellent products accompanied by best service. This involves the supply of the customers by Bell with consistent product quality. «The caterers can be confident that they get, for example, fresh meat always in the

same slices and sizes. This helps them in both the preparation and the calculation of dishes. Additionally, we adapt also to individual customer demands and supply exactly the products they need», Marcel Allemann reports.

Always close to its customers, Bell has also current nutrition trends in mind. Whether stored beef or meat products with animal welfare or bio label – the Swiss food service experts offer the right products for every gastronomic demand. Short delivery times complete the offer. Everything ordered before 4 p.m. is delivered freshly next morning. And as a reliable supplier, the department ensures that all desired goods are available also in peak times. No wonder that Bell is the biggest slaughterer in Switzerland.

## Bell and McDonald's: good cooperation for more than 40 years

But for a long time, meat and sausage products have been no longer the only business field of the Bell Food Group. The group is becoming increasingly a large international role player also in the convenience area. This was, inter alia, significantly supported by the fusion with Hilcona and Eisberg. Both divisions are successful with assortments and products perfectly tailored to gastronomy and bulk buyers throughout Europe on the food service market as well.

Recently, the convenience segment had got another enhancement: with the acquisition of Hügli early this year, a further company with a wide convenience range for large customers of gastronomy joined the Bell family.

The assortments of the brands Hügli, Supro and Vogeley are, from appetizers to desserts, exactly tuned to the demand of the kitchen chefs. Here, the company places great value on cuisine and creativity for all three brands. Additionally, experienced sales experts ensure that the customers feel that they are being well advised. Hence, assortment and company philosophy fit perfectly to the Bell Food Group. Now, it's also true for the food service segment: together to the top. • mr

It's been a while since Heinz Verna brought the first burger patties for the Big Mac personally for the market entry of McDonald's to Geneva in the year 1976. Already in those days, the meat supplier Grieder convinced the company McDonald's as competent, capable and innovative partner that would make a common growth possible. In the meantime, Grieder and Bell merged, and the one McDonald's restaurant developed to 167 throughout Switzerland. Unchanged is the engagement of Heinz Verna, still working at Bell in Oensingen, as well as the high quality of beef patties of Bell in the burgers of McDonald's. «We appreciate the long-standing partnership with Bell a lot. This is characterized by direct, close communication, great openness and maximum quality understanding», Deborah Murith, communication officer of McDonald's Switzerland, says.

Last year, Bell processed 4450 tons of beef for McDonald's Switzerland; 70 per cent came from RAUS livestock farming. This standard ensures that the animals have regular access to open air. The patties are produced from pure muscular meat of beef forequarter. Then, every burger passes a strict quality process with 80 test criteria at Bell.

«For McDonald's Switzerland, local ingredients have been essential since the beginning», Deborah Murith reports. «We would like to offer our guests pleasurable and joyful moments during every visit – this includes the experience of our guest in the restaurants as well as the high-quality ingredients in our products. Thus, we have very high quality demands to our suppliers, and are delighted about the right commitment of Bell.» And not only the food service experts of Bell in Switzerland cooperate closely with McDonald's. Also, Eisberg with its subsidiary Gastro Star belongs to the long-standing suppliers of the company. Besides Switzerland, the freshness specialists supply the restaurants in Germany, Austria and six further European countries with crispy salads for Big Mac & Co.





Josef Wechsler became hobby beekeeper through his wife

# LORD OF 35 colonies

*Josef Wechsler pulls on a protective suit and a veil at least once a week to look after his protégés. The hobby beekeeper takes care of over a million bees together with his wife. They fly from blossom to blossom in Lucerne's hinterland, and ensure, among other things, good fruit harvest for the farmers.*



## Personal details

**Name:** Josef Wechsler

**Activities at Bell:**

Team leader parent animals at the animal production in Zell

**At Bell since:** 1997

**Age:** 54



They are small, furry, and have the sounding name of «*Apis mellifera mellifera*». Already the father-in-law of Josef Wechsler owned colonies of this species, also called «dark bee». He passed his enthusiasm for the busy insects on to his daughter – and she, again, to her husband. «My wife had this hobby for a longer time than me», the team leader parents at the animal production of Bell in Zell reports. «Then, I got bitten by the bug as well, and I also attended a beekeeper training.»

That was twelve years ago, and the Wechslers have 35 bee colonies with 35,000 to 40,000 animals each. Their home is in the hinterland of Lucerne where their hives are placed in three houses. Here, they collect nectar and pollen, mainly on fruit trees, and support the pollination in the springtime this way. Additionally, dandelion and other blossoms grow in the surrounding meadows they can visit in the warm season. «In our region, the bees find good conditions as the farmers do not spray too much pesticides, and do not mow the meadows so often», Josef Wechsler explains.

The beekeeper visits his hives once or twice the week, and checks whether the bees are well off. Then, he keeps an eye on what happens around the bee hives. «My hobby means that I spend a lot of time outdoors and, for example, can observe in springtime accurately what is already flowering», Josef Wechsler says.

While they find sufficient food from spring to autumn in the surroundings, the bees must fall back to their stocks in the cold season. If these are insufficient, Josef Wechsler has to help them with sugar water getting over the wintertime. And before the flowering period in the spring, they additionally get special patties made of icing sugar making them strong for the coming season.

Even if Josef Wechsler keeps sufficient food for the bees themselves and their offspring in the honeycombs, the diligent workers deliver him delicious flower and forest honey every



## Honeybees

People have been using honeybees for several thousand of years already. They are considered as the third most significant farm animal after cows and pigs. Because they pollinate the major part of crop plants. This is the precondition for growing fruits, vegetables and other foodstuffs. Additionally, they are the supplier for other popular products, above all honey, and also beeswax or propolis which is considered as anti-inflammatory.

A bee colony consists, depending on the breed and season, of 10,000 to over 70,000 bees. Beyond the queen bee that is the only one laying eggs, mostly the workers constitute the state. Additionally, from April to June, male bees (drones) grow up, which have the exclusive task to fertilize the queen.



«In our region, bees find good conditions.»

year. «How much it is, is a well-kept secret among us beekeepers», the Bell employee tells with a smile. Anyway, his «Luthertal honey» is popular among friends and acquaintances as well as in companies in the region that, for example, use the fine honey as gifts for their customers.

Although he protects himself from head to toe prior to visiting his protégés, he gets stung from time to time. Anyway, «dark bees» are considered to be a rather biting species. «But the stings are harmless. So far, I haven't any bad experience», the beekeeper reports. He just knows exactly where to pay attention: especially if the bees may feel threatened or in case of bad weather, one should watch out. • *mr*



# Anniversaries

LOOK! congratulates the jubilarians of June to August 2018

## Bell Switzerland

### 20 years of service

**Andre Anker**, 1 June, Bell, Oensingen  
**Saban Kerimi**, 1 June, Bell, Basel  
**Maria de Fatima Marques de Oliveira**, 1 June, Bell, Zell  
**Lingathas Thangavelayutham**, 2 June, Bell, Zell  
**Ramazan Dervisovski**, 10 June, Bell, Zell  
**Maria Fernandes**, 15 June, Bell, Zell  
**Mark Ransi**, 15 June, Bell, Zell  
**Frédéric Karth**, 29 June, Bell, Cheseaux  
**Yannick Henaph**, 1 July, Bell, Basel  
**Uthayakumar Kanagasingam**, 1 July, Bell, Zell  
**Sarathadevi Jayarajan**, 2 July, Bell, Zell  
**Sasa Filipovic**, 13 July, Bell, Oensingen  
**Micha Roth**, 13 July, Bell, Basel  
**Michaela Wüthrich**, 14 July, Bell, Basel  
**Bernard Gillmann**, 20 July, Bell, Basel  
**Lud Marleku**, 20 July, Bell, Zell  
**Renate Griner**, 1 August, Bell, Basel  
**Joseph Koenig**, 1 August, Bell, Basel  
**Christophe Wassermann**, 3 August, Bell, Basel  
**Sandra Böhm**, 7 August, Bell, Basel  
**Christian Foltz**, 10 August, Bell, Basel  
**Landrit Ibrahim**, 31 August, Bell, Oensingen

### 25 years of service

**Veysel Cicek**, 1 June, Bell, Basel  
**Thierry Girardin**, 1 June, Bell, Cheseaux  
**Isabel Sofia Azevedo Saraiva Da Silva**, 14 June, Bell, Zell  
**Denise Bieli**, 16 June, Bell, Oensingen  
**Martin Lujic**, 1 July, Bell, Zell  
**Marcel Jordi**, 5 July, Bell, Zell  
**Dominique Bornèque**, 19 July, Bell, Oensingen  
**Fabienne Donelli**, 19 July, Bell, Basel

### 30 years of service

**Lulzim Shabiji**, 6 June, Bell, Basel  
**Alain Ziegler**, 21 June, Bell, Basel  
**Peter Kunimuench**, 1 July, Bell, Basel  
**José-Manuel Seabra**, 11 July, Bell, Basel  
**Simone Hertrich**, 12 July, Bell, Basel  
**Walter Arnold**, 1 August, Bell, Zell  
**Dominique Firmin**, 1 August, Bell, Basel  
**Doris Ignaczak**, 1 August, Bell, Basel  
**Christian Peter**, 8 August, Bell, Basel  
**Thierry Viron**, 8 August, Bell, Basel

### 45 years of service

**François Jaegly**, 2 July, Bell, Basel

### Early retirements (addendum)

**Jean-Jacques Frantz**, 31 March, Bell, Basel  
**Dominique Stehlin**, 31 March, Bell, Basel  
**Hasan Uenlutepe**, 30 April, Bell, Basel  
**Pascal Musch**, 31 May, Bell, Basel

### Early retirements

**Mahi Balaj**, 30 June, Bell, Oensingen  
**Lothar Magnus**, 30 June, Bell, Basel  
**Hans-Jörg Hochuli**, 31 July, Bell, Oensingen  
**Bahri Nebihi**, 31 July, Bell, Oensingen  
**Zef Palushaj**, 31 August, Bell, Zell

### Retirements

**Victor Montes**, 30 June, Bell, Oensingen  
**Berta Hodel**, 31 July, Bell, Zell  
**Roland Ichtters**, 31 July, Bell, Basel  
**Sadik Menes**, 31 July, Bell, Basel

### Deaths

**Isabelle Strohmeier**, 2 February, Bell, Basel  
**Benno Schär**, 13 February, Bell, Zell  
**Marcel Imboden**, 21 February, Bell, Oensingen

## Eisberg

### 20 years of service

**Marek Bagiński**, 1 June, Eisberg Poland, Lengnica  
**Mirivete Miftaraj-Sopi**, 17 June, Eisberg, Dänikon  
**Julio Martinez**, 1 July, Gastrostar, Dällikon

### 25 years of service

**Silvana Vella-Tufo**, 17 June Gastrostar, Dällikon

### 40 years of service

**Alberto Joaquim Guerreiro**, 1 June, Gastrostar, Dällikon

### Retirement

**Eugenia Bordei**, 1 June, Eisberg Romania, Pantelimon, Ilfov

## Hilcona

### 20 years of service

**Anton Krasniqi**, 1 June, Hilcona, Schaan  
**Carlos Carvalho Miranda**, 1 July, Hilcona, Schaan  
**Belinda Caser**, 13 July, Hilcona, Schaan  
**Ana Sofia Duarte Mendes**, 28 July, Hilcona, Schaan  
**Alexander Gugele**, 1 August, Hilcona, Schaan  
**Thomas Walser**, 1 August, Hilcona, Schaan

### 25 years of service

**Manuel Fernandez Pereira**, 1 June, Hilcona, Schaan  
**Nathalie Ory**, 16 August, Hilcona Gourmet, Orbe

### 30 years of service

**Peter Keckeis**, 20 June, Hilcona, Schaan

## Bell Germany

An error was made in the anniversaries of Bell Germany in the last issue. We apologize for any inconveniences. For this reason, the correct anniversaries are listed in this issue once more. • *The editorial staff of LOOK!*

### 20 years of service

**Carola Röss**, 2 March, Bell, Suhl  
**Rita de Vries**, 16 March, Bell, Harkebrügge  
**Tanja Heselmeyer**, 23 March, Bell, Harkebrügge  
**Luise Just**, 1 April, Bell, Börger  
**Torsten Kühlers**, 1 April, Bell, Harkebrügge  
**Waldemar Wernergold**, 15 April, Bell, Bad Wünnenberg  
**Alex Reisich**, 1 May, Bell, Börger  
**Holger Materne**, 11 May, Bell, Harkebrügge  
**Alexander Steinhauer**, 18 May, Bell, Edewecht  
**Woldemar Falkenberg**, 25 May, Bell, Bad Wünnenberg  
**Jens Krämer**, 15 June, Bell, Suhl  
**Olga Stoll**, 1 August, Bell, Harkebrügge  
**Emma Bertram**, 1 August, Bell, Harkebrügge  
**Tatjana Schulz**, 1 August, Bell, Börger

### 25 years of service

**Petra Teubner**, 5 April, Bell, Suhl  
**Waldemar Quast**, 13 April, Bell, Bad Wünnenberg  
**Ines Hegler**, 27 April, Bell, Suhl  
**Olga Herner**, 5 May, Bell, Harkebrügge  
**Elisabeth Remche**, 5 May, Bell, Harkebrügge  
**Viktor Remche**, 5 May, Bell, Harkebrügge  
**Ferzan Agirman**, 10 May, Bell, Harkebrügge  
**Werner Jungsthöfel**, 17 May, Bell, Harkebrügge  
**Petra Schlegel**, 17 May, Bell, Suhl  
**Martina Krebs**, 24 May, Bell, Suhl  
**Petra Schmidt**, 24 May, Bell, Suhl  
**Frank Büchner**, 14 June, Bell, Suhl  
**Martina Schulz**, 1 July, Bell, Seevetal

### 30 years of service

**Helmut Eden**, 5 April, Bell, Edewecht  
**Gerhard Köller**, 8 April, Bell, Harkebrügge

### 35 years of service

**Monika Bieling**, 5 April, Bell, Börger  
**Ewald Brinkmann**, 5 April, Bell, Edewecht  
**Alfred Czombera**, 6 June, Bell, Edewecht

## Bell International

### 20 years of service (addendum)

**Miklós Fodor**, 1 May, Bell Hungary, Perbál  
**Zoltán Fodor**, 1 May, Bell Hungary, Perbál  
**István Kovács**, 1 May, Bell Hungary, Perbál  
**Árpád Nagy**, 1 May, Bell Hungary, Perbál  
**Imre Molnár**, 4 May, Bell Hungary, Perbál

### 20 years of service

**Paula Winkler**, 1 June, Hubers Landhendl, Pfaffstätt  
**Alexander von Bothmer**, 1 July, Hügli Germany, Radolfzell  
**Reiner Brodersen**, 1 July, Hügli Germany, Radolfzell  
**Roman Konrad**, 13 July, Hügli Switzerland, Steinach  
**Martin Krutzler**, 19 July, Hügli Austria, Hard  
**Christelle Blanchard**, 1 August, Bell France, Val de Lyon  
**Kerry Dipple**, 10 August, Hügli UK, Redditch  
**Montserrat Bonnard**, 22 August, Bell France, Val de Lyon

### 25 years of service

**Gerhard Gann**, 1 June, Frisch Express, Pfaffstätt  
**Alexander Walter**, 1 June, Hügli Germany, Radolfzell  
**Cornelia Bentele**, 28 June, Hügli Austria, Hard  
**Cornelia Winterle**, 5 July, Hügli Germany, Radolfzell  
**Veronika Borowicz**, 20 July, Hügli Germany, Radolfzell  
**Franca Masorgo-Pinnero**, 27 July, Hügli Germany, Radolfzell  
**Wolfgang Mayrhofer**, 1 August, Hügli Austria, Hard  
**Susanne Zimmermann**, 3 August, Hügli Germany, Radolfzell

### 30 years of service

**Robert Pichler**, 1 June, Frisch Express, Pfaffstätt  
**Karin Konold**, 1 July, Hügli Germany, Langenhaslach  
**Nicolás Montoya Domínguez**, 1 July, Hügli Spain, La Vall d'Uixó  
**Debbie Newmann**, 11 July, Hügli UK, Redditch  
**Jean-Jacques Ott**, 1 August, Hügli Switzerland, Steinach  
**Marie-Cecile Ligeon**, 8 August, Bell France, Maison de Savoie

### 40 years of service

**Barbara Schiaffo**, 20 July, Hügli Germany, Radolfzell

### Retirement

**Vlasta Staňková**, 10 August, Hügli Czechia, Zásmyky

The BBQ trends of the year

# LET THE CHARCOALS GLOW AGAIN

Meat fetishist? Vegetables guru? In this summer, both fractions will come to their taste. Whether as grip garnishes or ingredients in sausages and burgers – green stuff is very trendy in this grill season. This is proven by the news of Bell Food Group multiple times, thus providing lots of extra taste and extra power.



## New meat power creations by Bell Switzerland

### A colourful trio for the grill evening

Spinach Cottage Sausage, Beetroot Sausage and Beetroot Burger – these are the names of the new meat power creations by Bell Switzerland. The best meat is accompanied by different power food ingredients for these power packages that make the three new products not only super tasty but also

provide plenty of nutrients. So, Spinach Cottage Sausage contains beyond pork meat also cottage cheese, green cabbage and spinach. In the Beetroot Sausage, besides beef, there is also beetroot. And the Beetroot Burger combines beef with chickpeas and beetroot again. Additionally, there is an eye-catching look for the new line that was introduced in the Swiss supermarkets in April, free of charge: a green sausage? A red burger? Perfect for all grill fans who love to play colourful at times.



### Crunchy pleasure for spontaneous people

Should everyone bring their own ingredients for a spontaneous grill evening? Gastro Star ensures with a new salad collection that also vitamins do not come off badly. Together with the known Swiss food label Betty Bossi, the salad experts developed five delicious creations that have been available at Coop in Switzerland and Liechtenstein since April: «Cottage Cheese & Chicken», «Asian Salad», «Greek Style Salad», «Couscous Oriental», and «Vegi Bowl». Besides colourful mixes of salads and vegetables, the portion dishes contain also toppings like cheese or chicken slices as well as the complementing dressing. So, not only a crunchy garnish can be conjured for the BBQ party in no time but also a light lunch for the lunch break.

### A large stage for small sausages

Bell France uses the grill season to greatly launch a regional specialty nationwide. The «Mini Diots BBQ» are small editions of the cooked sausage «Diot» popular in Savoy. The customers in France can choose from four summery seasoned versions: with herbs, as chorizo, with Espelette pepper and as mix with the varieties nature, smoked, with cabbage as well as with leek and spinach. The sausage balls are simply put onto the included wooden sticks. Those who like it varied can insert just multiple sorts and maybe also further ingredients like onions or paprika. 15 to 20 minutes on the grill, and the minis from the Alps become grill stars of the summer.



### The best from two worlds

Cross-kitchen works also on the grill. For example by putting best French beef into American burger buns. The novelty of Bell Germany is called «Le French Burger» made of the especially tender and aromatic meat of the French Charolais beefs. Here, the minced meat is unseasoned according to the kind of «Steak haché», and shaped very loosely. Bell Germany has been marketing this exclusive specialty from the freezer under the brand Gourmet naturel since April. Crispy-grilled and stapled with bacon strips, cheese, sauces and salad between the buns, it becomes the ultimate multicultural burger pleasure.

### No way to be more spicy

With its BBQ novelties for caterers and end users, Hügli ensures lots of extra taste in the grill time. The range «Stein's Best» was developed by cooks for cooks, and consists of a variety of grill sauces, trendy rubs and a refined booster that is dissolved in a liquid and injected directly into the meat. Additionally, Hügli has for the chefs at the home grill an assortment of fixing products for marinades and dips on special offer at a big German discounter. The spice mixtures for marinades are mixed with oil; for the dips, the customers need natural yoghurt, creme fraîche or sour cream additionally. Whether professionals or hobby cooks – there is nothing in the way of a creative grill season with both Hügli novelties. • mr





Sandwich grill recipes

# SANDWICH? Preferably from the grill!

*Rapidly, simply and very diversely – LOOK! presents ideas for sandwiches from the grill. Copying and enhancing warmly recommended!*

John Montagu was a poor guy rather than his title as 4th Earl of Sandwich would suggest. He was financially not bedded on roses and permanently working and struggling to somehow make ends meet. For him, food came off so badly that he gripped leftovers (mostly beef) between two slices of bread to lose as little time as possible when catering for himself at home. Had he known that his name would once become world-famous – it would have been no acute help

though but perhaps a small consolation for him, anyway. However, we can be sure: Would John Montagu have had a grill, he would have made his favourite food not simply of stuffed slices of bread but grilled it with dedication, at least on Sundays. Because it's true also for sandwiches: they simply taste better from the grill.

That's why we present two delicious sandwich ideas for the grill. No matter how different they might look, both recipes have one thing in common: they are extremely tasty! • *Michael Martin, editor of GRILL&CHILL*

## Calf rib eye in mini-Pagnol with tartare and Peppadews

It sounds demanding but it is not that complicated. Ingredients per person

- 1 mini-Pagnol bun (fresh or baked buns)
- 2 thin calf rib eye steaks (ca. 75 g each)
- Marinade (3 tablespoons olive oil, Herbes de Provence, a little mustard)
- 4 tablespoons tartare sauce
- 6 Peppadews (wild paprika, from the jar)
- 2 tablespoons liquid butter
- Parsley for decoration

Mix the ingredients for the marinade, and let the small steaks steep in it for ca. 30 minutes. Cut the Pagnol buns, and spread the inner sides with liquid butter. Pull off the parsley leaves coarsely, cut the Peppadews into strips. Grill the small steaks at ca. 200 °C for 1 minute per side; grill the bun on the inside. Spread the inside of the lower bun half with 2 tablespoons tartare sauce, salt the steaks, lay them onto the lower bun and cover it with parsley and Peppadew. Spread the inside of the upper bun half with tartare sauce, put it onto the meat, and cut the bun in the middle.

The extra taste kick in this sandwich is delivered by the Peppadews. It's a crunchy bite; the fruits of the wild paprika offer with a short, fiery spiciness and a sweet taste a pleasure for the taste buds – and also visually a feast for the eyes. They not only go well together with salads, raclette and pizza but perfectly also with sandwiches.



## Pita bread with oriental chicken and hummus

A particularly aromatic sandwich Ingredients per person

- 1 pita bun
- 1 chicken breast fillet (without inner fillet), divided in halves
- Marinade (3 tablespoons sunflower oil, Ras el Hanout seasoning mix, coriander seeds and red pepper, coarsely chopped)
- 4 tablespoons hummus (mashed chickpeas natural and/or as variation with beetroot; available at retailers)
- 2 tablespoons natural yoghurt
- Lemon juice
- Dukkah (seasoning mix; not absolutely necessary)
- 2 tablespoons liquid butter
- Salt, red pepper
- Chili sauce (e. g. Baergfeuer)
- Coriander leaves

Mix the ingredients for the marinade, and let the chicken breast halves steep in it for 30 minutes. Cut the pita bun into halves, and spread with liquid butter. Grill the chicken breast halves at ca. 185 °C for ca. 4 minutes per side and keep them warm; roast the bun halves slightly on the inside on the grill. Then, spread 2 tablespoons hummus on the inside of the lower bun half, and lay the meat on it. Salt the yoghurt slightly, season with lemon juice, red pepper and at best with dukkah and chili sauce, and pour them over the chicken, followed by the chopped coriander. Spread also the inside of the upper bun half with hummus, complete the sandwich and cut it into two halves.





## Bell BBQ Single Masters

### Who's gonna be burger master?

In this year, it's all about burgers for the Bell BBQ masters. The preliminary rounds are already running at full speed. The winner shall be chosen at the beginning of September and may look forward to a trip to the USA.

Who's gonna create the ultimate burger? This is the question that jurors at the preliminary rounds for Bell BBQ Single Masters have been discussing since the end of April over and over again. The motto in this year is: „Barbecue for makers“. The task of the potential „burger masters“ is to create a burger with side dishes from the provided shopping basket. As for the main ingredient minced meat, the participants have the choice between bio beef or bio pork of Bell.

Anyone wishing to take part shall simply come to one of the preliminary round events and show his or her skill on the grill. As a small incentive, every participant gets, among other things, a Bell burger press. What's more, attractive prizes are awaiting the spectators too. These include, besides the Bell goodies with the popular bath towel in bacon look, Weber grills.

The final takes place, together with the Swiss championship of

professional and amateur teams, on the 1 and 2 September at the beef.ch in Wil. All grill fans among the Bell colleagues are cordially invited to this event. Then, the favourites of the preliminary round are going to fascinate the jury with their burger ideas again. The winner shall not only hold the desired golden sausage in the hand on the winner's podium. He or she is going to start a grill journey to the USA with a friend.

The Bell BBQ Single Masters takes place for the sixth time this year. The overall responsibility for the series lies with Bell as presenting sponsor also in 2018. This way, the company demonstrates once more that its commitment to the subject of grilling goes far beyond the assortment of BBQ products. • mr

Link:  
[www.bbq-singlemasters.ch](http://www.bbq-singlemasters.ch)

„The celebrity grill masters“ of Bell

### The hottest duel of Switzerland

Now, every Thursday evening, hundreds of thousands Swiss viewers are sitting in front of the TV again. The reason: the next season of „Die Promi-Griller“ (The celebrity grill masters) is running on Sat. 1 Switzerland.

Two celebrities, a box with ingredients, a grill and one hour. Also in the sixth season of the cult series „Die Promi-Griller“, the rules known from prior years apply. Of course, the celebrities competing against each other in order to win the trophy of the golden cervelat at the end are new. This time, the illustrious company, among others, includes the dialect pop singer Trauffer, the ski legend Brigitte Oertli, and the burlesque artist Zoe Scarlett. Their aim is to overtrump their opponent, and to convince the jury about their capabilities at the grilling tongs.

And also in the trio of the jury, there is a replacement this year: the known cook, cookbook author and restaurateur Meta Hiltbrand is sitting at the jury table henceforth. She is, together with the established jurors, bobsledder legend Hausi Leutenegger and style advisor Clifford Lilley, awarding points for the grill creations of the stars. Also part of this company is grill chef Freddy Camerer baling the actors out of trouble if something is getting wrong, and being available to each of them with advice and support for a minute during each duel.

„The series is an important accompanying measure for our grill campaign“, Micha Roth, Project Leader Marketing Services at Bell, explains. „This way, faraway from classical ads, we can reach a big TV audience interested in the topic of grilling.“

The new season of „Die Promi-Griller“ started at the end of June. By the end of August, nine parts will follow at 7:55 p.m. on Sat. 1 Switzerland on every Thursday. • mr



Link:  
[www.diepromigriller.ch](http://www.diepromigriller.ch)

Novelties from Hilcona for conscious enjoyment „To go“

## Fresh enjoyment on the go

An increasing number of people is eating out of home, and more and more pay attention to fresh, high-quality and healthy ingredients.

Trends that inspired Hilcona for exciting new products.

With „Hilcona Plus“, there is a range of fresh products for conscious enjoyment on the go. In Germany, the new Hilcona „To go“ range supports the actual lifestyle with attractive ready-to-eat and ready-to-heat products out of the refrigerated section.

High-quality food supporting conscious nutrition and very simply satisfying hunger and thirst in the office or in the leisure time is completely in vogue. With „Hilcona Plus“, the experts for fresh food in Switzerland have introduced a new assortment absolutely matching this active lifestyle of the consumers.

„Hilcona Water“ is the innovation for „Hilcona Plus“. Hidden behind this is a combination of non-carbonated water, fresh fruits and herbs. This way, Hilcona brings a new fresh generation onto the beverage shelves distinguishing itself from classical soft drinks. The four sorts – absolutely without sugar and calories – have been available in the refrigerated shelves of a number of kiosks, railway stations and petrol stations since the beginning of June. So, enjoyment and refreshment on the way are ensured.

Nutrition-conscious consumers want more and more products with high-protein content. The „high-protein“ sandwich, the salads with tuna or chicken, and the quinoa muesli offer a snack with an extra portion of protein anytime.

With superfood like beetroot, goji berries and chia seeds, the fresh sandwiches and wraps provide a wow effect anytime and anywhere. There is an exciting assortment from chicken to cheese providing additional power with their nutrient content.



Hilcona „To go“ has been making the German customers hungry for enjoyment without compromise since May. The new assortment of fresh food consists of ready-to-eat products that can be instantly consumed without any additional preparation, thanks to the included „spork“ – a combination of spoon and fork. Healthy eaters have the choice between different pasta salads, Asian salad creations as well as muesli variations as breakfast or snack for quick breaks.

If a hot meal is preferred, the ready-to-heat range comes into play. The meals of pasta with sauce, vegetables and – depending on the sort – meat are prepared in the microwave or in the ladle in no time. Typical for Hilcona: The entire assortment

features by fresh, crispy ingredients and contains no flavour enhancers, preservatives or added aromas. The manufactory, handmade look of the packaging additionally provides the originality and authenticity a high number of consumers in the convenience sector are looking for. • mr



Fresh enjoyment „tasting homemade“ is particularly on trend.



The Concours Générale Agricole in France

# Prize-winning products

The French Chamber of Agriculture awards high-quality French products at the renowned Concours Générale Agricole in Paris every year. Since 2015, Bell France has been succeeding to bring home at least one medal every year – a confirmation for the high quality and for the good taste of the Bell France products.

At the Concours Générale Agricole 2018, Bell France proved the excellent quality of its products once more – and this time even twice: the expert jury awarded the «Saucisson sec de Savoie recette à l'ancienne» with the bronze medal, and the «Jambon sec supérieur de Savoie» even with gold.

It is not the first time Bell France products are awarded at the Concours Générale Agricole. Since 2015, at least one product has been receiving the treasured prize of the French Chamber of Agriculture – a prestigious award.

«We are very proud to have prize-winning products every year», Marguerite Martin, Product Manager at Bell France explains. «It demonstrates the excellent quality of our products and the high standard of our production.»

Awarded products may display the medal on the packaging for a year. The seal with the oak leaf in gold, silver or bronze provides a valuable orientation for the consumers. More than 50 percent of the French

people consume at least one product awarded at the Concours Générale Agricole yearly.

«The medals also play an important role regarding retail trade», Marguerite Martin continues. «They are a key criterion to stand apart from our competitors. So, when participating, we focus on products that are strategically very important for us.»

The Concours Générale Agricole awards prizes for agriculturally produced foods in 26 categories in every year. The products must fulfil a large number of criteria to be accepted for the contest. Here, «savoir-faire» and French origin are in the foreground.

The products are being inspected during unannounced visits in the production by a representative of the regional chamber of agriculture. Finally, the products are degusted by a jury of ca. 5.000 experts. • sh



The medals confirm the high quality of the products.

