

# LOOK!

Bell Food Group Employee Magazine

03 2018



— 1869 —

*Samuel Bell*

MÂITRE CHARCUTIER

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**Craftwork lives on**

BELL  
FOOD  
GROUP



# Look ahead with confidence

Dear colleagues,

We have a turbulent first six months with many ups and unfortunately also some downs behind us. At first, the positive: the business area Convenience is developing very well due to the successful acquisition of Hügli. The divisions Bell Germany and Bell International could continue the positive trend and achieved a pleasing growth in volume. Poultry business in Austria and Germany was the only exception. Here, in the first six months of 2018 the situation didn't work out as we expected. The main reasons for that were higher prices for animal feed and raw materials as well as stagnating sales of organic poultry products. Besides, starting up the new building of Süttag in Ampfing created higher costs than expected.

Although Division Bell Switzerland realised growth, here weaker retail sales in the product group fresh meat influenced the results negatively.

These factors have led to an overall increase within the Bell Food Group in the first six months of 2018, however, the group had to face a net profit decrease.

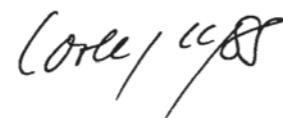
Nevertheless, it's only half-time. We recognised the causes and we in-

roduced the appropriate measures. We only have to implement them consequently in order to achieve the goals we set for the second half of the year. I'm convinced that together we can do it, since I experience every day what the staff survey conducted for the first time throughout the entire Bell Food Group confirmed: we have motivated and engaged employees, who enjoy what they are doing.

Accordingly, our pipeline is also full of new products. The colourful bunch of novelties from each and every division is introduced on the pages 23 to 25. The new line Samuel Bell, which is going to be launched in Switzerland at the end of August, is particularly dear to me. With this line, traditional as well as high-quality butchering classics will be reissued also with the forthcoming 150th anniversary of Bell in 2019 in mind. In accordance with the cover story of this booklet: "Handcraft lives."

All of that makes me proud of our company as well as its products and leaves me with an optimistic vision for the second half of 2018. There's a lot of work to do, let's do it once and for all!

Lorenz Wyss  
The Group's Chief Executive Officer




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Two new packaging lines start up at Harkebrügge

## Fit for future challenges

The Harkebrügge facility is now prepared for peak performance as far as packaging is concerned. Two new lines have been added to the machinery of the Logistics & Slicing Centre of Bell Deutschland GmbH & Co. KG for the packaging of ham and other delicacies into folding, or oval trays. The innovative equipment, built from the replacement or reconstruction of existing lines, allow doubling the throughput of the packaging plant compared to the earlier models.

The ham products of the Abraham brand, marketed in practical foldable packaging, are rated high by the customers in Germany. The oval bowls – or trays – in which Bell Deutschland supplies the newfangled Iberico special ham products also enjoy immense popularity.

As both types of packaging have been producing increasing sales in recent years, the slicing center at Harkebrügge was pushed to maximum capacity on multiple occasions. New machines had to be installed; however, floor area was not sufficient to do this. The solution: the existing production line of the folding packaging was replaced, and the other line producing the oval trays was reconstructed – with a view to the future.

«We have developed a new production line concept for the manufacture of folding packaging, which in its current form is considered a breakthrough worldwide», says Mr. Stefan Potgeter who is responsible for among others automation at Bell Deutschland. «Similar to conventional production lines, this concept comprises a slicer, a packager, and a folding apparatus; however, topped by some innovative units we have added.»

Thus, the high-throughput slicer machine was supplemented with a novel «interleaver module», which automatically places separator sheets between the slices of ham. The foregoing – complete with an assembly of special tongs operating separately from one other and in unison with the «interleaver module» – make the slicer machine of the Harkebrügge plant unique of its kind worldwide.

The line also contains a state-of-the-art robotic gripper, which places the individual servings on the packaging foil. The quantity of the servings and the detection of foreign bodies are monitored by a comprehensive control system, thereby ensuring the consistent quality and safety of the products.

During the reconstruction of the production line for compatibility with oval trays, Bell made use of the opportunities offered by automation. For example, the robotic gripper, which was purposefully developed for this project, places the sliced servings in the packaging trays. Moreover, a system buffer guarantees uninterrupted processing, even if another type of ham or Chorizo is being loaded into the slicer.

«Every idled hand is in great demand at Harkebrügge», says Stefan Potgeter. «This is why it is a huge advantage that the number of workers needed to operate the new production line has decreased to less than half of the former staff.» Moreover, the capacity of the new equipment is spectacular: the throughput of both innovative lines is twice that of their predecessors. • *mr*

**The new slicer unit of the Harkebrügge plant is considered unique of its kind worldwide.**



Employee participation programme of the Bell Food Group

## Sharing is Caring

*The Bell Food Group enables each and every employee to buy discounted shares of the company within the framework of its employee participation programme. The next acquisition period starts in the beginning of November and ends on 30 November 2018. The Bell Food Group provides its employees a free stock portfolio.*

In November 2018 it's time again. The employees of the Bell Food Group have the chance to acquire shares of the company for an entire month with a 20 per cent discount compared to the current share price. The only condition is that the shares cannot be sold for another four years starting from the purchasing date. After the expiry of the four-year vesting period, shares can be sold or transferred to a private share deposit at a bank.

**The employee participation program starts on 1st November 2018.**

Other conveniences, that a shareholder could expect, shall also apply to the owners of employee shares. Every year they will have a dividend and they'll have the chance to participate in the general assembly of the Bell Food Group AG as shareholders. Furthermore, the company provides a free-of-charge depot for the employee shares.

The employee participation programme of the Bell Food Group was introduced in 2001. The goal of the programme is for the employees to identify with the Bell Food Group and to actively participate in the success of the company.

### **New online share depot in planning**

For each and every current and future owner of employee shares, it is planned to provide a new online share depot with personal login information. With the help of the new depot, em-



Each and every employee of the Bell Food Group will be informed about further procedures for the purchase of employee shares at the end of October.

In case of further questions, please do not hesitate to contact the Share Transfer Office of the Bell Food Group.

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ployees can manage their shares themselves, they can purchase new shares in the framework of the employee participation programme, and they can freely market these shares after the expiry of the four-year vesting period. • *fv*

Employee survey at Bell Food Group

# 60% Important information on the future



The results of the first-time survey of all Bell Food Group employees have been published. The large number of responses and basically positive findings are most agreeable. However, the employee survey has also revealed opportunities for improvement. These will be addressed in the next step.

In the spring of 2018, Bell Food Group (minus Hügli) conducted a company-wide employee survey for the first time. The feedback on this survey was rather pleasing. Nearly 60 percent of all Bell, Hilcona, and Eisberg employees participated in the survey – this is considered a relatively high proportion.

This was the first occasion to conduct an employee survey in this format, and this makes the large number of responses even more welcome. According to Johannes Meister, head of human resources at Bell Food Group, this was not a one-off occasion: “We are most delighted about the positive response – the new format has surely met the approval of the employees. We plan to repeat the company-wide survey of Bell Food Group staff every two years.”

**Many positive – and only a few negative – findings**

By and large, the results are pleasing – even if there are areas with room for improvement. This is evidenced by the aggregate results for the Bell Food Group.

The survey evaluated overall job satisfaction and commitment to the employer. Bell Food Group scored well in both categories, although commitment was rated somewhat higher than was job satisfaction (see the figure on the right). Moreover, working conditions were also subjected to in-depth review. This feature comprises many areas, including working time and workplace atmosphere, as well as wages and supplemental benefits. Since these domains influence the evaluation of job sat-

isfaction and employee commitment, they serve as the basis for possible improvements.

**Detailed results**

Closer inspection of the individual domains identifies features greatly appreciated by the employees of Bell Food Group, along with opportunities for improvement. The domains “work content”, “workplace atmosphere”, “immediate superiors”, as well as “information and communication” scored above the average.

“Job requirements” and “work processes” also received a good overall rating, which – however, was slightly below the average when compared with the former.

The situation was the same with the “workplace” domain. “Work equipment” received positive assessment, whereas “working environment” (including lighting, air quality, noise, spaciousness) scored somewhat lower.

Where there is light, there must be shadow... [H. Murakami] This old adage holds true also for Bell Food Group. The results of this employee survey demonstrate that certain areas are still in need of improvement.

These include the domains “working time”, and “suggestions for improvement”. The issues whether it is feasible to find a balance between work and private life, and whether the employees’ suggestions for improvement elicit any meaningful response scored below the average. In the case of the “staff development” domain, employees would welcome improvements in career development

Nearly 60 percent of the employees completed the questionnaire.

within the company. On the other hand, employees expressed slightly more positive opinion on the availability of training and refresher courses necessary for their job.

Overall, the lowest scores were awarded to the domains “wages/supplemental benefits”. Moreover, both the fairness of wages, and the social/supplemental benefits received only medium ratings.

**Analysis and further action**

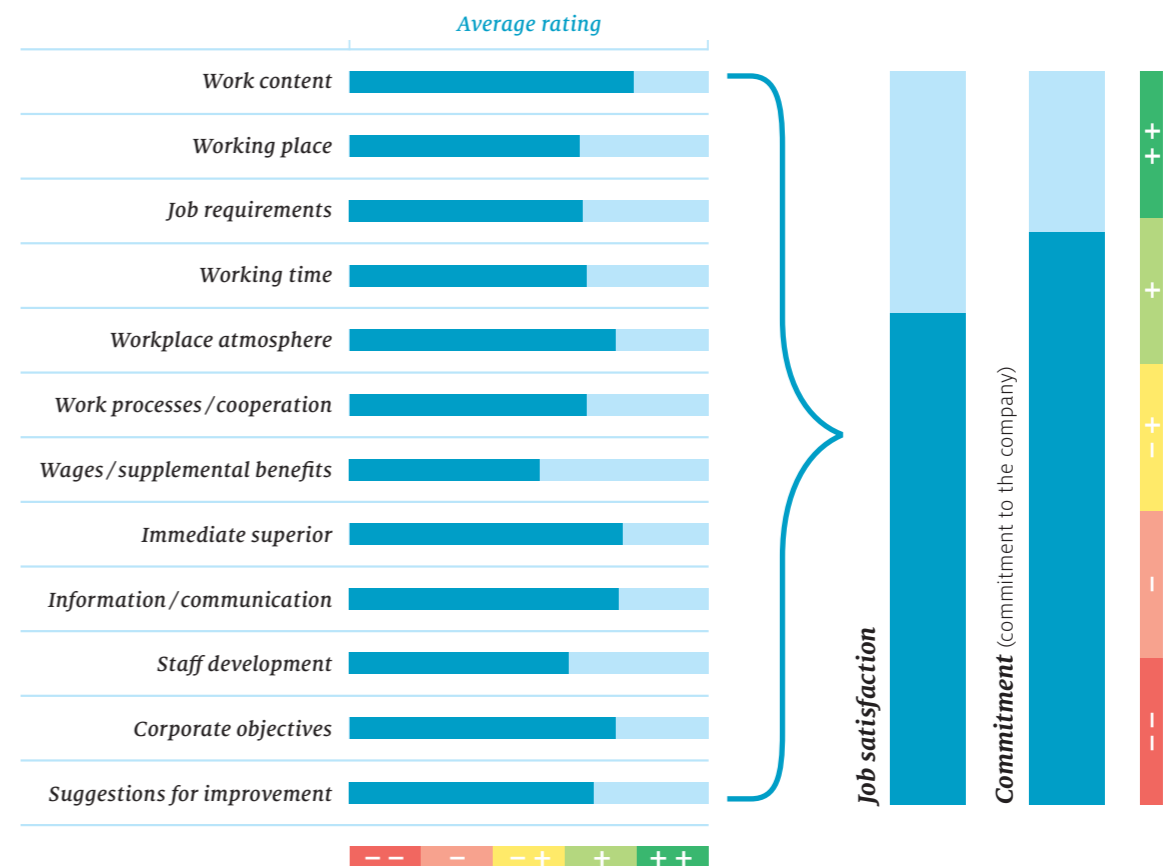
The results discussed herein summarize the findings for the entire Bell Food Group. With regard to some of the surveyed domains, the scores exhibit substantial differences compared with the results for the entire Group. This issue received particular emphasis during the development of subsequent action.

By the end of August, every division and organizational unit received the results pertaining to them. In the second stage, these results will be analyzed and the areas

of further action identified. Based on these actions, appropriate measures will be determined and implemented during the third stage of the process.

“For me, it is part of the corporate culture to give the employees an opportunity for feedback, and to ensure that their opinions are considered in earnest by the company”, states Johannes Meister. Accordingly, the measures will be implemented at the level of organizational units (OU), and organizational regions (OR). The individual OU and OR units will continue to receive updates on the process of implementation. This practice is intended to ensure that corrective actions are targeted to achieve the best possible effect. •fv

**The results of the individual domains**





### Zimbo Hungary awarded honors

Zimbo Hungary has been awarded the title of "Reliable Employer". This rating by the German-Hungarian Chamber of Industry and Commerce is awarded each year to companies exhibiting particularly high commitment to creating exemplary working conditions. Hedvig Szakács, managing director of Zimbo Hungary, received the award certificate at the prize-giving ceremony organized on occasion of the General Assembly of the Chamber, held in May 2018. Companies can obtain the title of Reliable Employer by application. Seven domains of the human resources policy adopted by the company are appraised. These include, in particular, payment, social benefits, health and working conditions, training and continuing education, as well as staff development. • fv

### Scoring goals

## Second place in the HSV Sponsoren Cup

This summer's soccer craze has begun for Bell Deutschland as early as the end of May. In the HSV Sponsoren Cup, Bell players took to the hallowed turf of "Volksparkstadion" to battle it out with 23 other soccer teams.



Although the performance of the national team was unconvincing during the 2018 FIFA World Cup Russia, another German team achieved an overwhelming success. Competing for the third time in the HSV Sponsoren Cup, the Bell Deutschland team of soccer virtuosos finished second in the end.

The team took to the field of the Volksparkstadion in Hamburg in dazzling sunshine, as a participant of this large-scale, sponsored tournament, organized each year in cooperation by HSV and its partners as the finale of the Bundesliga season. Encouraged by the chorus of trailing fans, the Bell players demonstrated their remarkable soccer skills and a will to win, already during the group matches. Even in the KO round, they kept on passing, crossing, and heading the ball, using all the vigor they could muster.

During the breaks between matches, the players and the guests were offered free refreshments and snacks at the huge buffet. Bell Deutschland contributed also to the catering, whereas ZIMBO sponsored the event by providing barbecue sausages.

Eventually, the well-motivated team was beaten to second place in the final by the squad of Wellensteyn International GmbH.

Bell Deutschland has now been supplying "Stadion Griller" barbecue sausages for HSV for three years in a row. Success duly followed: During the past season, nearly 400 thousand of these popular ZIMBO delicacies found their way through BBQ buffets into the Volksparkstadion. • mr

An interview with Sophie Lucas

## Joint encouragement of product success

Ms Sophie Lucas, employee of Bell France has been elected chairperson of the "Consortium des Salaisons d'Auvergne" in July. In this interview published in the columns of Look!, she enlarges on the importance of this organization, and on the objectives of its governing body.

**What is this "Consortium des Salaisons d'Auvergne"?** Sophie Lucas:

The consortium is an alliance of the regional manufacturers of Auvergne raw ham and air-ripened salami, as well as of vendor breeders and butcheries. The Consortium defines, among others, specifications for raw-smoked sausages, in order to protect the tradition and good reputation of these products. Furthermore, it uses multiple means of communication to increase consumer awareness of these products in France and abroad. This includes, for example, advertising campaigns at sales venues and fairs, or through TV and social media channels.



**What is the significance of the Consortium to Bell France?**

Products from the Auvergne region, granted protected geographical indication status, are of outstanding importance to us. For example, our salami varieties bearing this certification and ripened at the base of a volcano located in the Auvergne region are among the top ten most popular products of Bell France.

**What are your responsibilities as chairperson?** Because we represent enterprises that are diverse in size and field of activity, my primary goal is to keep in mind the needs of all member companies, as well as to ensure that the adopted decisions are acceptable for everyone.

**What goals will you pursue during your presidency?** I would like to contribute further to increasing the popularity of high quality and palatable products from the Auvergne region. I am most proud to be able to promote these products and thereby acknowledge the work invested by nearly 2000 people into manufacturing the different versions of meat products from this part of the country. Moreover, I want to increase my commitment further to backing the preservation, protection, and support of the salami and ham products manufactured in the Auvergne region and granted protected geographical indication status. • mr



Play&Win 2018

## Bell Food Group hit by World Cup fever

New name, new luck On occasion of the 2018 FIFA World Cup Russia, Bell Food Group has again organized a large-scale WC betting game, named Play&Win on this occasion, for all employees. LOOK! now introduces to you the lucky winners of the main prizes!



Bell Food Group develops at a blistering pace; however, one thing has remained just about unchanged also this year. On occasion of the 2018 FIFA World Cup Russia, Bell Food Group has again organized its WC betting game, which is now considered traditional. The new betting game named Play&Win was a resounding success. 1648 individual players and 269 groups registered – which is a record high! This year, it was much worth to participate in the contest. Indeed, in addition to the honorable mention of the most successful solo and team players in the Annals on the History of Play&Win, there were €2000 travel vouchers to be won, and the best teams could rejoice over vouchers worth up to €1200 for group attendance events. • fv

### The rankings of solo contenders

1. Sebastian Block, Bell France, €2000 travel voucher
2. Damian Czerczak, Bell Poland, €1500 travel voucher
3. Marc-Oliver Tappe, Bell Germany, €1000 travel voucher

### Team rankings

1. Team de Coach, Bell Switzerland, €1200 voucher
2. MT, Hilcona Schaan, €1000 voucher
3. Werder WerkII, Bell Germany, €800 voucher

Studying at the Bell Food Group

## Congratulations and warm welcome

*In the last months, many junior employees mastered successfully their studies at the Bell Food Group and by this, took the first steps in the professional world. We heartily congratulate every graduate for completing their training. Where something comes to an end for some, something new begins for others. Thus, we heartily welcome the new students, who have started their training by the Bell Food Group in August.*

The Bell Food Group congratulates to the following persons for successfully completing the training



From left to right: Ganimet Dushku, Estefano Dias Ferreira Soares, Marco Raimondi, Emine Temel, Fernando Marchelli Quintanilla, Riccardo Calabrese, Kevin Correia. Missing from the picture: Alexander Blinkov, Erich Diethelm, Dino Gombar, Jasmin Kissling, Jan Parpart

### Bell

Alexander Blinkov, production mechanic EFZ (Swiss Certificate of Competence), Zell  
 Riccardo Calabrese, general services specialist EFZ, Basel  
 Kevin Correia, meat specialist EFZ, Basel  
 Estefano Dias Ferreira Soares, meat specialist EFZ, Basel  
 Erich Diethelm, salesman EFZ, Basel  
 Ganimet Dushku, IT application developer EFZ, Basel  
 Dino Gombar, meat specialist EFZ, Basel  
 Isabell Haaks, industry business manager, Seevetal  
 Jasmin Kissling, meat specialist EFZ, Basel  
 Fernando Marchelli Quintanilla, meat specialist EFZ, Basel  
 Jan Parpart, salesman EFZ, Basel  
 Lioba Peters, B. A. business administration and industry business manager, Seevetal  
 Andreas Petrow, food technology specialist, Bad Wünnenberg  
 Marco Raimondi, salesman EFZ, Basel  
 Felix Schmied, machine and plant operator, food technology specialty, Suhl  
 Emine Temel, plant operator EFZ, Zell  
 Romina Waldvogel, poultry specialist EFZ, Zell



From left to right: Marxer Caroline, Filipic Ratko, Benz Sarah, Seger Luke, Girstmair Selina. Missing from the picture: Luca Bon

### Hilcona und Frostag

Sarah Benz, saleswoman EFZ, Schaan  
 Luca Bont, logistics EFZ, Schaan  
 Diego Coti, logistics EFZ, Landquart  
 Ratko Filipic, food technology EFZ, Schaan  
 Selina Girstmair, food technology EFZ, Schaan  
 Caroline Marxer, saleswoman EFZ, Schaan  
 Luke Seger, saleswoman EFZ, Schaan  
 Simona Tettamanti, saleswoman EFZ (profile M), Landquart

### Eisberg

Luana Mancini, saleswoman EFZ, Gastro Star Dällikon  
 Lars Heidelberger, food technology EFZ, Gastro Star Dällikon

### Hügli

Marco Mattes, industry business manager\*  
 Jessica Savaglia, industry business manager\*  
 Sercan Cakir, IT specialist, system integration  
 Anne Störk, dual studies in business administration – industry

\*with an additional qualification «International economic management»

Welcome at the Bell Food Group

### Bell Switzerland and Germany

Cedric Bechler, salesman EFZ, Basel  
 Joshua Borer, food technology EFZ, Oensingen  
 Mandy Buchner, food technology specialist  
 Niki Cardoso Da Cunha, logistics EFZ, Oensingen  
 Aziz Ullah Eqbali, year of pre-vocational training, logistics  
 Susanne Gkagkani, food technology specialist, Suhl  
 Delia Germain, assistant specialized in meat EBA, Basel  
 Karima Nassar Harambasic, food technology specialist EFZ, Oensingen  
 Vanessa Hoffmann, poultry specialist EFZ, Zell  
 Jan-Luca Huszarik, industry business manager, Seevetal  
 Yasin Can Ipek, meat specialist EFZ, Basel  
 Kevin Kohnert, butcher, Suhl  
 Alen Kozarac, production mechanic EFZ, Zell  
 Maximilian Lorenz, machine and plant operator, food technology specialty, Suhl  
 Abdulsalam Mohamed, integrative pre-vocational meat industry studies  
 Luca Petersen, automation engineer EFZ, Basel  
 Jérôme Schaub, meat specialist EFZ, Basel  
 Tobias Schmidt, machine and plant operator, food technology specialty, Suhl  
 Cindy Schweng, machine and plant operator, food technology specialty, Suhl  
 Janjira Suwanthong, saleswoman EFZ, Basel  
 Tobias Warnke, dual studies in business administration – industry business management, Seevetal  
 Paul-Philippe Wortmann, IT application developer EFZ, Basel  
 Kevin Zbinden, meat specialist EFZ, Basel

### Hilcona and Frostag

Stefan Braun, logistics, Schaan  
 Noah De Marco, salesman, Schaan  
 Laurin Ehrenzeller, salesman, Schaan  
 Jordan Falk, food technologist, Schaan  
 Mara Gomes Silva, saleswoman, Schaan  
 Ismet Güler, food technologist, Schaan  
 Kristina Ivanova, plant operator, Schaan  
 Victoria Kloser, plant operator, Schaan  
 Patrick Marxer, logistics, Schaan  
 Luisa Walser, food technologist, Schaan

### Eisberg

Visar Bajrami, salesman EFZ, Landquart

### Hügli

Yannick Brake, industry business manager\*  
 Adrian Christ, dual studies in food management  
 Gabriel Glätsch, industry business manager\*  
 Jana Lederle, industry business manager\*  
 Kirstin Mattes, dual studies in business informatics  
 Sven Radermacher, food technology specialist  
 Marvin Schulte-Bäuminghaus, food technology specialist  
 Lisa Stark, industry business manager\*  
 Mareike Stump, dual studies in food management  
 Theresa Zirell, food technology specialist

\*with an additional qualification «International economic management»

Interview with Andreas Begré

## Focus on young talents

*Andreas Begré undertook an exciting task at Bell Switzerland: he coordinates technical and vocational training as manager of professional education.*



«It's not enough to improve the public image.»

### What are your most important tasks as manager of professional education?

Andreas Begré: Primarily, I take care of the advancement of our training system. Besides, I see myself as a link between the internal actors within Bell and the external institutions such as schools, professional associations, higher education institutions or cantons. Furthermore, among others I'm involved in expanding the training and development opportunities for trainees.

**Why is this newly established position so important for Bell?** The meat brand faces huge challenges currently and also in the future. We need a vision about professional training in order to make technical and vocational training in the field of production more attractive for school graduates. A vision like this cannot come into being on the side. Here, you need someone who coordinates the entire undertaking and cooperates with the various places.

**How would you like to contribute to making Bell even more attractive for school graduates?** Through my long-term experience in this field – among others as Deputy Head of Vocational Training by Coop – I know how important it is not only to improve the public image, but also to professionalize the training internally. If the public notices how Bell trains young people and what it offers them during their training, through that we can also strengthen our image as a good training company. I believe Bell has ideal conditions to become one of the top-notch training companies in Switzerland. • *mr*

Sylvain & CO becomes part of the Bell Food Group

# To get something good on your plate

No matter whether it's about serving customers with salad, vegetable and fruit or about motivating in-house staff – people take centre stage for Sylvain & CO. The company, that has been part of Eisberg since April 2018, fits perfectly in the Bell Food Group with this approach.

Sylvain & CO has a mission: to do everything in order for people to eat fresh and healthy fruits, vegetables and salads of high quality regularly and with pleasure. In order for this to happen, the Swiss company with its headquarters in Essert-sous-Champvent in Vaud makes the consumption of important vitamin sources especially easy. No matter whether it is ready-to-eat

**The desire to innovate further was the motivating force already 80 years ago.**

salad, cleaned and sliced vegetable or a full-blown fruit salad with yogurt and other ingredients – Sylvain & CO's selection makes conscious nutrition quite simple.

Already the grandfather of the current managing director specialized in vegetable cultivation in the 1940s. The desire to innovate was already his decisive motivating force and thus the first cooling chamber was created in order to be able to store products for a longer time, and for the first time, potatoes and carrots were sold as products packed in nets.

Sylvain Agassis took the lead nearly 60 years later. He also proved to be a market gardener with inno-

vative strength and thus the family company received completely new impetus. The at that time 26-year-old initiated modernisation projects, amongst others the construction of a new plant next to the already operational one in Essert-sous-Champvent, which made a more industrialised production process possible.

Sustainable trade was also a matter of great importance for Sylvain Agassis from the very beginning. "I'm convinced that a responsible attitude is perfectly compatible with economic success", he explains. "Our goal is to harmonise the current needs and eating habits of our customers with respect to nature and humanity." The company is pursuing this objective for example in signing sustainability contracts with its suppliers. Besides, it restructured its own fields to cultivation with organic methods, for which it was certified among others with the ambitious "Demeter" organic label.

The organic young green salad lettuce belongs to the special highlights of the selection. Initially, only the young leaves and stems are harvested on their fields. The rest of the plant remains standing in order to leave it to sprout a second time. With specialising in this method, the company opened up for a genuine niche market. The so-called "BIO-Körbe" (or-



An important pillar of the company is the team of 180 people.



ganic baskets) are successful as well – that's a subscription service for corporate clients, that want to do something good for their staff with the best fruits originating from organic cultivation.

An important pillar of the company is the highly motivated team of 180 people. Since a lot of careful manual labour remains to be part of the game in spite of the high level of technology use. "Our company would not be there without the people, who actually constitute the < & co, thus our colleagues", says Sylvain Agassis. They are faithful and reliable to their employer, that ensures long periods of employment and low fluctuation rates.

The Bell Food Group can thus welcome Sylvain & CO as a new member within their ranks,

who shares the values of the company group. "Sylvain & CO and Eisberg fit very well together. The company brings a lot of experience, innovative energy and new approaches into our international business", explains Christian Guggisberg, CEO of Eisberg, and Sylvain Agassis adds: "It secures our future to belong to Eisberg and thus to the internationally positioned Bell Food Group, and it also enables us to offer and push forward our strategy and products of high quality, and thus to grow further." • mr



Business Intelligence and Analytics in the Bell Food Group

# COLLECT, EVALUATE, DECIDE, ACT

We generate an incredible amount of data day by day. This data contains valuable information, which could significantly contribute to the success of the company. Within the Bell Food Group, the Business Intelligence team around Valéry Thomas deals with making these pieces of information accessible.

To predict events of tomorrow with the help of data analytics – this is not the future anymore. For example, Google Maps' traffic jam prediction does it already today very impressively. Everything it needs for it is a huge pile of data.

During our professional daily routines, we use programmes such as SAP or CSB, which we feed with information without interruption. At the same time, in the course of Industry 4.0 we equip more and more devices from smart-watches to vehicles to production sites with sensors able to communicate.

**Today, companies cannot work anymore without data.**

As a consequence, we generate an incredible amount of data day by day – and with it valuable information, which could significantly contribute

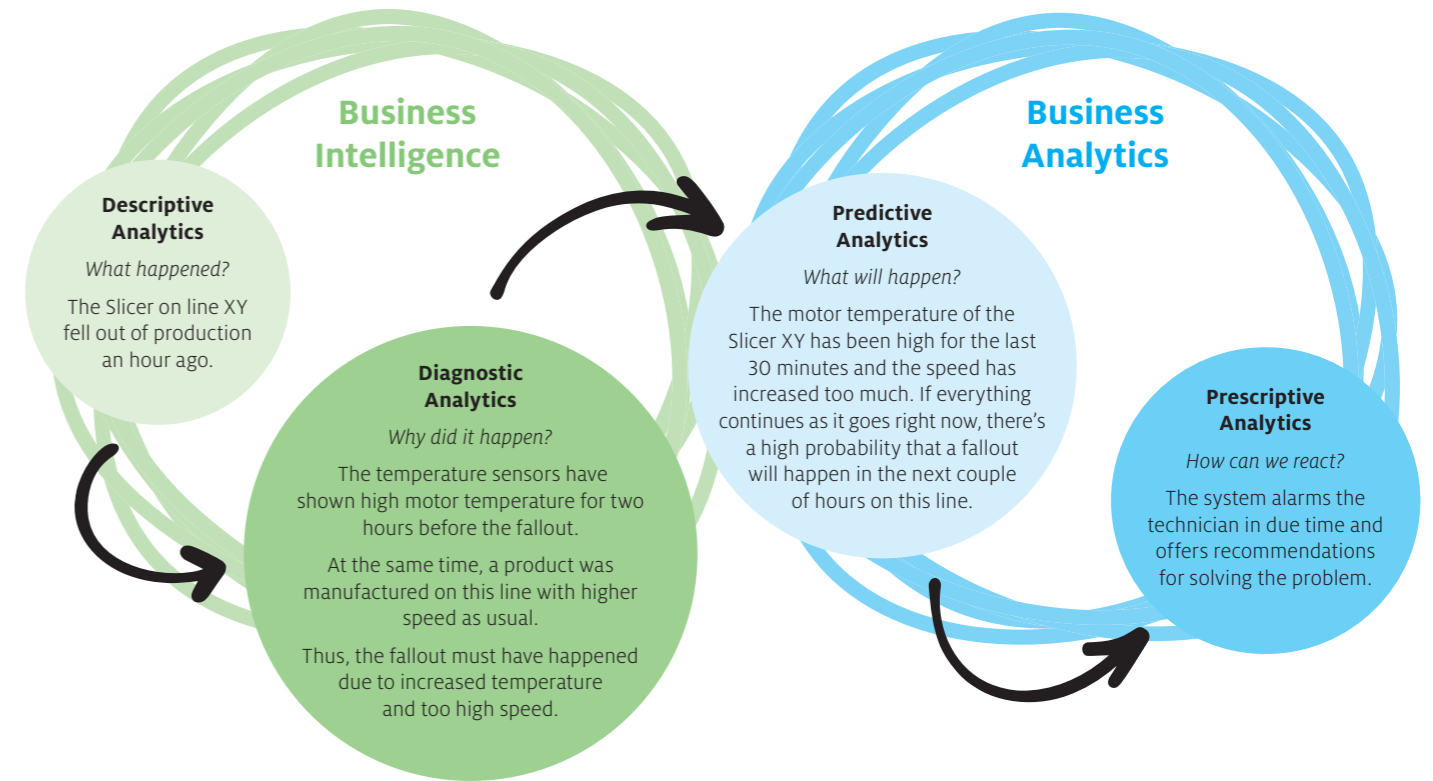
to the success of the company. However, data has to be collected, processed and evaluated first in order to gain information from it.

Within the Bell Food Group, the Business Intelligence (BI) unit under the direction of Valéry Thomas is responsible for this task. "We always get involved, when a huge amount of unknown data has to be analysed, performance indicators have to be calculated, reports have to be processed or dashboards have to be produced", explains Valéry Thomas. Business Intelligence works out solutions for the collection of data from various internal and external sources, it processes the data and makes it available for analysis. The challenge is to place the many different systems and different software within the Bell Food Group on the same footing.

Within the framework of the "Elixir" project, a platform with the same name should provide assistance here. The Business Intelligence team has been working on the comprehensive platform since the beginning of 2018

## The four stages of data analytics

through an example of production loss



in order to support the Bell Food Group on the way to digitalisation.

Certain project parts have already started: Bell Switzerland has been testing a so-called "Verkaufscube" since June 2018; a platform where customer data, trade figures as well as information about product management and SAP converge. Bell Germany will test a similar solution in 2019. However, Business Intelligence is not only limited to sales. For supporting the work done in Spanish Azuaga, the team of Valéry Thomas has developed a BI solution for completing production analyses such as measuring water depletion during the ripening process of Ibérico ham.

"We aim to gain knowledge out of data", explains Valéry Thomas. "Data that comes out of systems should be used as a foundation for organisational and first of all strategic decisions within the company."

At the moment, the five-strong team deals with the collection and harmonisation of all

necessary data within the Bell Food Group. Once the foundation is laid, the Bell Food Group can even go one step further as Valéry Thomas believes: "With the help of data analytics and the enhancement of Business Intelligence, we not only analyse what and why something happened. As we learn from the data, we also can anticipate future events and react to them in advance – thus we can shape production plans a lot more precisely based on weather forecasts, trade figures of the previous year, information about holidays or product trends." • sh



Bell stands for the preservation of the Simmentaler cow

# The all-rounder with a long tradition

*Robust, modest and resistant – as a dual-purpose breed the Simmentaler cows are a gift of nature: they account for a natural, resource- and animal-friendly agriculture in Switzerland. Bell contributes significantly to the preservation of this traditional cattle breed with its engagement in the association called “Verein Original Simmentaler”.*

They are the all-rounders among livestock: the Simmentaler cattle from Switzerland. As a dual-purpose breed, they not only provide the finest milk, but also savoury

### **Simmentaler cows represent a traditional dual-purpose breed.**

meat of excellent quality. That turns them into a unique breed and differentiates them from other cattle breeds specialising in meat or milk production, the so-called high-performance breeds. Known for their moderate nature as well as for their healthy and robust stature, the Simmentaler cows especially excel due to their ability to produce high-quality milk and meat from basic fodder even under the most difficult conditions. That makes them doubly valuable.

### **Simmentaler as export success**

Such excellent properties – especially the high resistance to diseases – lead to the phenomenon that farmers from Germany or Austria noticed the Simmentaler livestock breed already in the middle ages. Although the actual export boom started in 1930. The cows gained worldwide reputation as export products. As they have been especially popular for cross-breeding, these animals were soon to be found on every continent. Currently, the Simmentaler is one of the most significant high-quality breeds. There are 50 million animals around the globe.

However, the purebred Simmentaler cow, as known from Switzerland, is unrivalled. That’s why convinced purebred breeders established the “Schweizerische Vereinigung zur Erhaltung und Förderung der reinen Simmentaler Fleckviehrasse” (Swiss association for the preservation and support of the pure Sim-

mentaler livestock breed). They contributed significantly to the further development and improvement of Simmentaler livestock farming in Switzerland.

### **“High performance” vs. dual purpose**

Contrary to the worldwide success, the artificial insemination as well as the cross-breeding with the Red-Holstein breed caused a sudden drop in the number of the purebred Simmentaler in Switzerland. The traditional Simmentaler breed with its excellent original features as a dual-purpose breed came under severe pressure in Switzerland. From the 1950s, the size of the Simmentaler livestock sharply decreased due to the specialisation of agriculture either in meat or in milk production. Cross-breeding with imported breeds and the focus on high-performance breeds led to the increasing marginalisation of the Simmentaler breed for two-way utilization.

However, due to the efforts of some engaged farmers who have been confidently in fa-



*Simmentaler stands for a sustainable and resource-friendly agriculture.*

avour of the preservation of purebred Simmentaler there are still around 38,000 purebred Simmentaler cows and cattle in Switzerland today.

### **Renaissance in Switzerland**

As a consequence of the crash of milk prices and changing customer needs, the topic of sustainability as well as the wish for resource-friendly and natural agriculture in Switzerland have been taking more and more centre stage – as a relevant document from the Federal Council stated in 2017. As a modest dual-purpose breed, the Simmentaler livestock meets these criteria ideally.

Finally, nine Swiss farmers joined together in 2017 with the aim to double the number of Simmentaler livestock in Switzerland. The product seal “Original Simmentaler” distinguishes the high-quality milk and meat products of original Simmentaler livestock. The farmers also established the association “Original Simmentaler” in August 2018. Bell decided to support their initiative and to actively collaborate on the marketing as well as processing of Simmentaler products. • sh



Bell Food Group contributes to Mosa Meat

# INVESTMENT WITH A VISION

In July, the Bell Food Group invested in the Dutch start-up, Mosa Meat, a worldwide leading company for cultivated beef. In a couple of years, it can evolve into an alternative for those consumers, who scrutinize their meat consumption on ethical grounds.



By now, it became real what hardly anyone could imagine ten years ago: due to a newly developed procedure currently it's possible to produce cultivated meat without the necessity to slaughter any animal. In the process, some cells are taken from an animal through biopsy, which will subsequently grow into muscle tissues in a laboratory. The growth process is essentially identical to the normal muscle growth

process of animals, only that in case of cultivated meat it happens in a laboratory, without any animal. Thus, artificial meat does not differ from conventional meat regarding structure or ingredients.

The Dutch start-up, Mosa Meat is a leader in the research and development of cultured beef. The Bell Food Group announced in July 2018 that it invests roughly 2 million euros into the



**Mosa Meat will bring cultivated meat to the market.**

ambitious company. It's an investment with a vision for the Bell Food Group, Marco Tschanz CFO explained: "For us, cultivated meat is an alternative for any consumer who scrutinizes his or her meat consumption on ethical grounds. Besides, it makes possible to meet growing demand for meat in a sustainable way."

By investing into Mosa Meat, the Bell Food Group ensures early access to an interesting alternative method of meat production. Besides, the Bell Food Group supports this way research and development with its own know-how as a leading meat processor in Europe.

Cultivated meat might become an additional alternative to conventional meat production in the future. The conditions for that are more than promising by all means. Professor Mark Post, co-founder and leader of research at Mosa Meat presented the world's first burger made of cultivated beef already back in 2013. At that time, production cost around 325,000 dollars.

Due to further development of the production methods, Mosa Meat reduced a big chunk of the costs in the meantime. However, the manufacturing of cultivated meat continues to represent an expensive and cumbersome undertaking. That's why Mosa Meat will concentrate in the coming years on the development of a production method, through which it becomes possible to create artificial beef in larger quantities and for a reasonable price. The goal is to be able to offer a burger for 10 CHF until 2021. • sh



What does the production of cultivated meat look like?

As a difference to conventional meat, cultivated meat does not result from an animal growing tissues, but from tissue engineering done in a laboratory. For doing that, stem cells are taken from a muscle tissue of an animal, for example cattle, through a biopsy under anaesthesia.

A bioreactor is responsible for cell growth, just as in the case of the production of other food products such as beer or cheese. Cells within that will multiply the same way as they would do inside of an animal. Thus, trillions of cells develop out of a small sample. As a next step, muscle cells will grow out of the cells. These will further develop and, after a while, build muscle tissues. Under a microscope, the final product cannot be distinguished from conventional minced beef. 800 million muscle tissues can be extracted from a sample of only one cattle – that's enough for the production of 80,000 Big Macs.



## NEW PRODUCT LINE SAMUEL BELL 1869

# CRAFTWORK LIVES ON



*Everyone in the food industry talks about modern production plants and Industry 4.0 with its computer controlled processes. Nevertheless, when it comes to food production, one thing is still crucial: good-old craftwork. LOOK! explores craftwork at Bell and introduces the product line Samuel Bell 1869, which celebrates manual skills by reissuing classic butchery goods.*

***In spite of every innovation, craftwork has remained the trump card.***

At the beginning, there was craftwork. When Samuel Bell had opened his butcher shop in the old town of Basel for almost 150 years ago, almost everything had been done manually. Only a handful of machines and technical tools had been available, which had made the heavy manual work easier for Samuel Bell and his colleagues. That didn't change though up until the turn of the century. Bell's first couple of years in the second half of the 19th century coincided with the heyday of industrialization. Technological progress was at that time so rapid as never before in the course of history. And

Samuel Bell knew how to use this progress for his own good. He and his successor distinguished themselves through a healthy portion of business sense and innovative spirit. They opened subsidiary after subsidiary, first in Basel and then in entire Switzerland. The headquarters in Basel were moved to new and bigger premises, and it was equipped with the latest technological innovations. Finally, the small butcher shop in Basel became the biggest meat and charcuterie company of Switzerland.

In spite of every innovation, craftwork has remained the trump card. Bell's products has always been just as good as the manual skills of the butcher, who produced them. It's true even today, when modern machines support the production process. However, no computer or

### ***Prosciutto Gran Gusto: The ham classic***

Looking at the name, it is rather a newer creation inspired by the Italian "Prosciutto cotto", however, looking at the production process, it is a genuine Swiss classic, in which there is even today a huge amount of butcher handcraft. Only the most noble parts of pork ham of Naturafarm-quality are used for the Gran Gusto: the corner piece or round and the flank. The pieces are refined with a homemade pickle made of water, salt and spices and they are put in the mixture manually. Afterwards,

the Gran Gusto is squeezed into the characteristic round shape; and slowly and very gently cooked. In such a way, the ham will become beautifully succulent and receives an unrivalled crumbly consistence.



### ***Bell Würstli: A piece of company history***

The Bell Würstli is the absolute classic in the Bell selection. There is no other product, which is so steeped in history and closely linked to the company. The Bell Würstli was launched on 10 March 1924 in proper style on "Morgenstreich", the start of the carnival in Basel. On "Morgenstreich", which was initiated by the grandfather of the founder of the company, Samuel Bell in 1848. At that time just as today, the Bell Würstli is produced from spices, pork and beef meat in a zebu cattle gut and smoked over beech wood smoke. It makes it more solid in consistency and spicier as the similarly manufactured Wiener Würstchen. The recipe was revised for the new issue in the "Samuel Bell 1869" selection and no additives or preservatives are used during the production.



machine has the capacity to produce traditional meat or sausage specialties all by itself. The Bell Würstli, the Aussteller, the Quick Schüfeli – each and every one of them are iconic Bell products in Switzerland and proof of traditional butcher craftwork coupled with pioneer spirit and innovative strength. Since the challenge was at that time similar to the one today due to the growth of Bell: how do I manage to produce high-quality, handicraft products of the expected amount without any compromise in quality or taste?

Bell explicitly accepted that challenge for the forthcoming 150th anniversary next year. The company decided to celebrate the handicraft legacy of Samuel Bell with an original product line. In the framework of the new line called Samuel Bell 1869, especially delicate classics of the butcher artistry will be reissued.

16 products of Bell's multifaceted, rich pool of traditional charcuterie specialties were chosen for the Samuel Bell product line. Every product has a long tradition, and Samuel Bell would be proud of them. The products are divided in the categories "pioneering achievements", "handicraft art" and "classics of butchery".

Such original innovations of Bell belong to the pioneering achievements as the Bell Würstli or the Aussteller, that are closely linked to the history of Bell. Products in the "handicraft art" category assume a lot of experi-



### Butcher handicraft at Bell

Bell Switzerland is not the only one where butcher handicraft is a key asset. Bell manufactures an entire string of charcuterie specialties, which demand even today a significant amount of traditional butchery craftwork, in many regional production plants throughout Europe. LOOK! presents a small, incomplete selection:

#### Jambon sec de Savoie (France):

The Jambon sec de Savoie is produced in Virieu-le-Grand in the Rhône-Alps. The raw ham is salted manually, steamed and matured for at least 10 months.

#### Jamón Ibérico (Spain):

The Jamón Ibérico belongs to the highest quality charcuterie products in the world. The meat stems from Ibérico pigs, which are bred partly free-range, and receive natural fodder such as acorns, grass and herbs. In our production plant in Azuaga, raw ham pieces are matured for up to 24 months.

#### Schwarzwälder Schinken (Germany):

We produce this regional specialty in Schiltach in central Black Forest. After the dry curing in homemade spice mixture and the subsequent storage in salty pickle, the ham is cold smoked in smoking chambers over domestic softwood.

One of Bell's "Calador" determines whether the raw ham attained the wished degree of maturity.

ence and skilled craftsmanship, which is still highly valued at Bell. Various handmade cooked ham sorts as well as high-quality cold cuts belong to this category. In case of the "classics of butchery", everything revolves around traditional, savory specialties from the early days as well as different blood and liver sausages, pork sausages or ox mouth.

The "Back to the roots" saying was also followed by the recipes of products of the Samuel Bell product line. If possible, they will also be done without any additives and preservatives. And it's especially important of course: there's a significant amount of manual work in case of every product. It ensures that products are manufactured even today in the same quality as before when they were done in a small butcher shop.

Topics of tradition and craftsmanship also play an important role when it comes to packaging design. The Samuel Bell products were bestowed with an original, unmistakable appearance, that differentiates them from

the rest of the selection. The packaging is entirely beige and carries the portrait as well as the signature of Samuel Bell – as a kind of a seal for excellent craftsmanship.

The new product line will also be supported by different communication activities. An original TV spot, which brings back the audience from today to the founding years of Bell through an emotional time travel, was produced for the launch. • fv

Parade of novelties as a cool season starter-kit

# Dinner is served

*After the incredible summer heat, which caused a loss of appetite by many people, gourmets have a lot to catch up on. How fortunate that the product developers by Bell were so diligent in the meantime. In its recent issue, Look! presents the most important novelties of the divisions for the cool season.*

Hügli

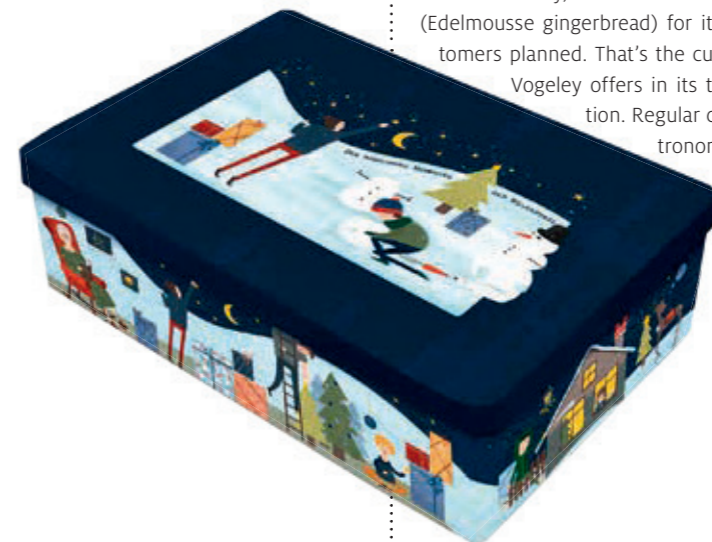
#### Have a carefree breakfast

Whoever has the new cereals of granoVita from the Hügli brand, has a wonderful start of the day. The variety of "Omega Wunder", "Venus Wunder" and "Ballaststoff Wunder" is adjusted for various nutritional needs. As the first food product of its kind, "Venus Wunder" serves women in their menopause years specifically.



#### That's what Christmas tastes like

The subsidiary of Hügel, Vogeley has an especially festive novelty, the "Edelmousse Lebkuchen" (Edelmousse gingerbread) for its Food Service customers planned. That's the current highlight product, that Vogeley offers in its transferable Christmas selection. Regular customers in the field of gastronomy and community catering expect its theme throughout the entire year excitedly.





**Salami as in “Bella Italia”**

Two originally Italian products, Salame Originale and Salame Spianata were introduced on the Swiss market at the end of August. Both of them are produced in their home country based on authentic recipes. Salame Spianata, whose name comes from its flat shape, is additionally refined by fruity Merlot and matured for two weeks in noble mould.

**Holiday magic with Bell Cuisine**

From the middle of November, the Bell Cuisine product line takes care of the festive atmosphere with another aromatic chicken from the oven. The “Backofen-Güggeli Knoblauch-Kräuter” is already flavoured in a ready to bake style, and it only takes approximately an hour to bake it golden brown and crispy.



**Snacks rich in protein**

Two new sticks rich in protein must not be absent from the sports bags of Swiss customers immediately. The chicken stick is produced from the best Swiss chicken meat, while the Angus beef stick is made of the beloved Angus beef and it also contains dried meat for refinement.



**Slow Cooked with a guarantee of success**

It's completely in line with the trend to cook meat at low temperature gently for a long time. If that must be done faster, Bell comes into play with two new slow cooked products: “Pork Hock” out of Rosenstück made of pork and “Beef Cheeks” or “Rinderbäckchen” in German, can be heated easily and fast on the grill or in an oven.



**Little effort for Food Service customers**

From mid-October, Bell offers “Pulled Pork” and “Pulled Beef” also in its professional selection for the first time, serving both of these current food trends to customers. A fantastic support for each and every Food Service client, who would like to have these popular meals on their menu – without the need to make them on their own in an elaborate manner.



**Meatballs of home cooking quality**

Crispy meatballs of high quality ingredients, which look and taste just as the home made ones – an investment in the belt grill at Bell Germany makes that possible. Besides, the special meatballs are baked in a cast iron pan. Two types are already available in the Food Service field. Retail trade will go along this new product concept line in November.

**Special size successfully**

The “Du darfst” liver sausage receives a new impetus in discount stores through an eye-catching action. Customers will get 25 per cent free in case of the special sized, 125 g “Feinen Leberwurst mit Kalbfleisch”, the “Apfel-Zwiebel Leberwurst” and the “Schnittlauch-Leberwurst mit Pute”.



**Great combination**

The new “Planches” from Bell France is the perfect combination of ham, salami and cheese. The 3-in-1 products are available in three exciting selections and they are suitable among others for aperitif as an easy appetizer. As the so-called “Pauses Gourmandes” or “Genuss-Pausen” in German, the novelty is to be found in two small alternatives with salami and cheese selections.



**Winning through “Diots”**

“Diots de Savoie” have been carrying the Bell logo since September. In order to support the change in branding of the cooked sausage of Savoy, Bell draws a prize of three skii holidays for four people. Besides, there are already two delicious recipes with “Diots” available on the new website [www.bell1869.fr](http://www.bell1869.fr). • mr



Guide to Game Meat

# UNJUST PREJUDICES FROM THE PAST

Many people pull faces thinking of game meat – and this is absolutely unfair! Game meat is not only light and versatile but also supports sustainable meat consumption as much as virtually no other kind of meat. LOOK! says goodbye to old prejudices now.

## Game meat is particularly sustainable and healthy.

### Sustainable, natural source

Game grow up in the wild. Free life, stress-free growth and natural and varied nutrition makes game meat a real speciality. In contrast to all prejudices, game meat is not only particularly tender and delicious but also very easily digestible. From the point of view of the physiology of nutrition, it surpasses the meat of traditionally produced livestock in many fields. In addition to being low in fat and rich in protein, vitamins and nutrients, game meat is an excellent source of several minerals and essential unsaturated omega-3 fatty acids as well.

### Natural habitat or farmed

When buying game meat, first of all you should take care of the origin. The guidelines of WWF on meat consumption recommend «sustainable, regulated game meat from hunting within the European Union».

Different forms of game husbandry in enclosures have been established in several countries in order to prevent game meat supply depending exclusively on the success of hunting. In these cases we talk about animal husbandry which has nothing to do with hunting. Although farmed game meat loses its typical taste from a culinary point of view due to the fodder influenced by man it is not lacking in quality compared to meat from free-living game.

The same is true about packaged and frozen game meat, too. Since it is compulsory to observe the close season, when the killing ((or: hunting)) of game is forbidden, it is not possible to slaughter the animals on demand. Therefore it is often inevitable to freeze game meat so that it gets to the shops at the right time.

The prejudices regarding game meat, i.e. the meat of roe deer, wild boar, deer and the like, are quite tenacious: they have a dominant taste, their meat is infected and they are difficult to prepare.

These are myths remaining from an age when refrigerators and freezers were not available in every household. In the past, game meat was even eaten when it was actually not consumable at all any more. To make the meat tasty, it must be marinated, cured and cooked for sufficient time. The strong taste known as «Hautgout» is therefore not typically the taste of game meat as it is often assumed but it develops due to the inappropriate storing of the meat.

Today, game meat goes through the strictest inspections just like any other kind of meat. Meat is cured in cooling chambers and processed under hygienic circumstances. The fear from strongly smelling and harmful game meat is a thing of the past by now.



Compared to meat from livestock, game meat is not lacking at all.

### Not just the old classics

In cooking, primarily classic game dishes like roasts, ragouts, the game ragout known as Pfeffer and stews are prepared. Today, however, game meat is also cooked similarly to ordinary beef or pork. You do not need any special herbs or cooking methods, it is as good grilled as cooked or roasted. Trendy dishes like pulled meat can be as easily prepared as the dishes of the traditional cuisine.

The versatility of game meat is as wide as traditional livestock ranging from deer, roe deer and wild boar through chamois and hare to poultry like duck, pheasant, grey partridge, quail and pigeon. The selection of game meat of Bell Switzerland includes approximately 260 products.

In spite of all this, game meat is still a niche product and this absolutely wrongfully. If you focus on a balanced and varied diet, game meat may be the perfect choice for you. •sh

After work, Montsé Bonnand relaxes by the river

# FAMILY FISHING!

Montsé Bonnand has been a passionate fisherwoman for the last five years. An activity, which she can do with her husband and two sons in her home country, France.



Montsé with a one-meter-long catfish

## About the person

**Name:** Montsé Bonnand  
**Activities done for Bell:** Production, Val de Lyon SAS  
**Working for Bell since:** 1997  
**Age:** 44

After finishing work by the production line, Montsé – her real name is Montserrat, but “no one calls me that apart from the management” – gets off fishing with her husband and the children. “We get the car, pack the fishing rods and off we go! That feels good after work”, she believes and considers work to be extremely hectic. Fishing and nature help her relax.

Five years ago, her husband, Thierry, wanted to teach their two sons, Milann and Loris (11 and 10 years old) how to fish. “He went to angle with his father already as a kid. That’s why he wanted to show that also to the children. Then I asked myself: why not to me, too?” At any rate, fish were biting, and Milann and Loris became enthusiastic fishermen: “In the beginning of the season, they participate in the trout fishing competition. Their bookshelves are full of trophies”, says the proud mother.

Currently, the family exercises its common passion at least one day a week or at the weekend. Holidays are also about fishing: “We went to the Vendee for a week this summer. At the campsite, there were only fishermen and fisherwomen. We caught Black Bass.” The Black Bass or *Micropterus salmoides* belongs to the predatory fish, just as the pike, pike perch, catfish or bass. These are the fish the Bonnands are looking for in the waters.

Montsé herself overwhelmingly prefers to catch the pike. “Because it’s a predator. It lurks for its prey and it’s very fast.” If it gets caught on the fishing rod, it fights for its life. “Sometimes it takes 10 to 20 minutes until I can get it out. In

case of a big pike, my husband comes to help me.” Up until now, she landed only pikes smaller than a meter. “I’ll not give up, some day I’m gonna catch a big fish.” Although a one-meter-long catfish and a bass that weighed 500 g were already caught on the fishing rod once. “That’s already a good start!”

How do you actually know where the fish are? “I rely on hearsay knowledge. People tell you in which river or lake the fish live. Then we go there. We observe the water. If it moves, we know that there are fish there.” Sometimes Montsé throws the line and bait, and has to wait for hours without catching a single fish. For that, you need patience: “But that’s part of the game.” And if she has one on the line, she throws it back to the water. “We ate too much fish. Sometimes we brought home up to 70 fish per year. That’s a great catch, but my kids don’t want to eat fish anymore. Except for breaded fish sticks!”

They started with fly fishing with the help of an instructor in the Auvergne some time ago. “That’s exciting. And also magnificent.” Loris, the younger son seems to have a lot of fun by doing fly fishing: “He has that type of move-

ment flowing in his veins. If you look at him, you get the feeling that he’s a pro.”

Montsé loves to fish the most in artificial lakes. “That’s more sportsmanlike. When the water level is low, you have to run deeper into it to reach the water. It’s a kind of migratory fishing because you are always on the move.” Would you like to fish by the sea? “No, I’m terribly afraid of that. And there are so many beautiful rivers and lakes on our end.” • sh

Montsé with her son Loris (10 years old) and pikes

The family: Thierry, Loris, Milann and Montsé Bonnand



You will find current job offers under:  
[bellfoodgroup.com/karriere](https://bellfoodgroup.com/karriere)

## Anniversaries

LOOK! congratulates the jubilarians of September to December 2018

### Bell Switzerland

#### 20 years of service

**Gilbert Keller**, 1 September, Bell, Basel  
**Anton Bichsel**, 1 September, Bell, Oensingen  
**Frédéric Judas**, 1 September, Bell, Oensingen  
**Sladana Pavlovic**, 1 September, Bell, Basel  
**Daniel Lang**, 1 September, Bell, Basel  
**Carmen Ihrke-Gebhardt**, 7 September, Bell, Basel  
**Bozica Gavrilovic-Tadic**, 21 September, Bell, Oensingen  
**Mira Ilic**, 22 September, Bell, Cheseaux  
**Andre Sungu**, 1 October, Bell, Basel  
**Sven Keck**, 1 November, Bell, Basel  
**Leonard Lleshi**, 30 November, Bell, Zell

#### 25 years of service

**Adrian Hofer**, 1 October, Bell, Oensingen  
**Daniel Casagrande**, 15 November, Bell, Basel  
**Martine Bret**, 15 November, Bell, Basel  
**Herminio Das Neves**, 22 November, Bell, Cheseaux

#### 30 years of service

**Nathalie Gillet**, 1 September, Bell, Basel  
**Genevieve Ott**, 1 September, Bell, Basel  
**Bernard Sester**, 1 September, Bell, Basel  
**Thomas Denne**, 1 September, Bell, Basel  
**Jean-Luc Groell**, 3 September, Bell, Basel  
**Vinka Gasic**, 3 September, Bell, Zell  
**Eric Blumert**, 3 September, Bell, Basel  
**Christophe Boesch**, 18 October, Bell, Basel  
**Ueli Gerber**, 1 November, Bell, Zell  
**Ulrich Minder**, 1 November, Bell, Zell

#### 35 years of service

**Willi Eggenberger**, 1 October, Bell, Gossau

#### 40 years of service

**Philippe Thiebauld**, 18 September, Bell, Basel  
**Annemarie Lüscher**, 24 October, Bell, Zell

#### Early retirements

**Denis Calbat**, 31 August, Bell, Basel (*supplement*)  
**Bernard Muller**, 31 August, Bell, Basel (*supplement*)  
**Moulay Haidara**, 30 September, Bell, Oensingen  
**Zikica Ivanovic**, 30 September, Bell, Oensingen  
**Herbert Fischer**, 31 October, Bell, Zell

#### Retirements

**Giovanni Lavorrante**, 31 August, Bell, Basel (*supplement*)  
**Paula Fischer**, 30 November, Bell, Zell

### Hilcona

#### 20 years of service

**Jose Augusto Chaves de Sousa**, 1 October, Hilcona, Schaan  
**Johann Duch**, 1 October, Hilcona, Schaan  
**Agostinho Marques Do Amaral**, 1 October, Hilcona, Schaan  
**Michael Pueringer**, 1 October, Hilcona, Schaan  
**Walter Riedmann**, 1 October, Hilcona, Schaan  
**Juerg Schwengeler**, 1 October, Hilcona, Schaan  
**Maria de Lourdes Ibarra de Frommelt**, 14 October, Hilcona, Schaan  
**Katrin Cavegn-Brunhart**, 1 November, Hilcona, Schaan  
**Norbert Lampert**, 1 November, Hilcona, Schaan  
**Olivia Machado Rebelo**, 1 November, Hilcona, Schaan  
**Reinhard Pointner**, 1 November, Hilcona, Schaan  
**Karin Schwenninger**, 17 November, Hilcona, Schaan

#### 30 years of service

**Pashalis Potolidis**, 23 October, Hilcona, Schaan  
**Willi Koller**, 14 November, Hilcona, Schaan

#### Retirements

**Melitta Dietrich**, 30 June, Hilcona, Schaan  
**Günther Friesenegger**, 31 October, Hilcona, Schaan

### Bell Germany

#### 20 years of service

**Bernd Tennagels**, 1 July, Bell, Seevetal (*supplement*)  
**Theodor Wessels**, 10 September, Bell, Edewecht  
**Andrea Menge**, 15 September, Bell, Bad Wünnenberg  
**Andreas Altevers**, 1 October, Bell, Börger  
**Sergej Pawlow**, 19 October, Bell, Harkebrügge

#### 25 years of service

**Pavel Sarantscha**, 28 July, Bell, Harkebrügge (*supplement*)  
**Katharina Resch**, 9 September, Bell, Harkebrügge  
**Werner Rensen**, 15 September, Bell, Börger

#### 30 years of service

**Mathias Marks**, 22 June, Bell, Harkebrügge (*supplement*)  
**Erika Kruse**, 9 September, Bell, Harkebrügge

#### 35 years of service

**Hermann Lüken**, 14 November, Bell, Edewecht

### Eisberg

#### 20 years of service

**Eleonora Manova**, 21 September, Gastrostar, Dällikon  
**Mary Masila Sinnarasa**, 1 November, Gastrostar, Dällikon  
**Burhan Güven**, 16 November, Gastrostar, Dällikon

#### Retirement

**Elias Genita Fialho**, 30 September, Gastrostar, Dällikon

### Bell International

#### 20 years of service

**Nicole Böger**, 1 September, Hügli Germany, Radolfzell  
**Margit Bortoli**, 1 September, Hügli Germany, Radolfzell  
**Monika Zeminová**, 1 September, Hügli Czechia, Zásmuky  
**Nathalie Bonnier**, 28 September, Bell France, Val de Lyon  
**René Kuratle**, 1 October, Hügli Switzerland, Steinach

#### 25 years of service

**Christian Schädler**, 1 September, Hügli Germany, Radolfzell  
**Volker Kerssenfischer**, 2 September, Hügli Germany, Radolfzell  
**Dagmar Skoupá**, 26 October, Hügli Czechia, Zásmuky  
**Thomas Freitag**, 22 November, Vogeley, Radolfzell  
**Tomislav Trajkovic**, 29 November, Hügli Switzerland, St. Gallen

#### 30 years of service

**Horst Schüler**, 12 September, Hügli Germany, Radolfzell  
**Elwira Seitz**, 11 November, Hügli Germany, Radolfzell  
**Albert Kathan**, 21 November, Hügli Austria, Hard

#### Retirement

**Theresia Hattinger**, 1 October, Hubers Landhendli, Pfaffstätt



The world's oldest vegetarian brand

# Eden

## My Veggie Paradise

*Since June 2018 the Eden My Veggie Paradise brand has enriched the food retail trade and organic product trade in Germany, Austria and Switzerland with a new, vegetarian trend selection. They start with at least 17 items in 4 product groups: HAPPY BOWL food sets for exotic cooking adventures, SOUP QUICKYS – hot and cold ready-to-drink soups, thoroughly delicious «VEGGIE WURST» products and LÖFFEL ZEIT – stew dishes for relaxed gourmet moments.*

The story of Eden started in 1893 in Berlin. A community of determined vegetarians sought a life closer to nature and pioneered in doing work for bringing more veggie inspiration into the lives of others. Hügli acquired this market treasure in 2015 and on occasion of the 125th anniversary presented the Eden My Veggie Paradise to the next generation with a new look and added impetus for Berlin's Eden to get into the here and now.

Eden has been a pioneer of the success of vegetarian food in Germany and has been standing for the best quality for decades. Quality is an important criterion, even for the current target group of Eden: the «adaptive-pragmatic» audience according to the Sinus-Institut. They especially pay attention to the following three quality features:

### Organic quality

The target group of Eden values organic quality. This audience identifies with a healthy, conscious and sustainable way of life and it is very trend-conscious. For this group, products become interesting as soon as they get a certificate for being organic, they render current trends in food concepts to life or offer usage occasions fitting to their lifestyle. For example, the Eden Bio HAPPY BOWLS



### Eden has been standing for the best quality for decades

ample in case of the BEISS REIN Veggie Wiener, the label implies: WELL DONE – delicious, wildly good but without meat or frills. In case of the Eden LÖFFEL ZEIT, the label reads as «Let's eat, delicious, go!».

### Veggie quality

Eden My Veggie Paradise's target group often tries something new and eats from time to time vegetarian food. As the world's oldest vegetarian brand, Eden is a genuine source of inspiration for all, who would like to integrate more vegetables into their everyday life easily. • sh

make the bowl trend of the US easily accessible, the Eden SOUP QUICKYS are vegetable boosters to go, while being delicious both cold and warm.

### Guarantee of tastefulness

Taste is another equally important quality feature for this target group. Being organic is important but products will only be purchased again if their taste is also convincing. That's why the guidelines for Eden product development contain the requirement «100 % yummy». This guarantee of tastefulness is transmitted on the product packaging. In case of the Eden «VEGGIE WURST» products as for example