

# LOOK!

Bell Food Group Employee Magazine

04 2018



***A common cause  
for sustainability***

BELL  
FOOD  
GROUP



# We are personally making a difference.

## Dear colleagues

An eventful and ambitious year is coming to a close, characterized by many highlights but also some challenges. I consider the takeover of Hügli and Sylvain & CO at the beginning of the year as particular highlights. Both companies ideally complete our existing convenience selection. Due to the acquisition, the convenience business area has further grown and contribute already by a quarter to the turnover of the Bell Food Group. I'm especially glad that we are on the right path regarding the integration of both companies and we could already materialize many potential synergies.

In June 2018, we performed a capital increase to finance the strategic development in the business area convenience. Thus, the Bell Food Group could generate new capital for more than CHF 600 million, which will be used for the takeover of Hügli and further investment projects. Not least because of this capital increase, the Bell Food Group stands on firm financial foundations today, and it's well-prepared for the coming challenges.

Investments are necessary to remain successful also in the future. That's what we also see when we look back at the turbulent year of 2018.



While the business area convenience developed well together with Hilcona, Eisberg, and Hügli, and we could make progress at Bell in Germany, Poland, and France, we had to cope with enormous challenges first of all in the first semester at Bell Schweiz and in the poultry business in Austria and Germany. In connection to this, we introduced the appropriate measures promptly, and these already make an impact.

That's why it makes me particularly happy that we managed to keep the Bell Food Group growing even in such demanding conditions. By this, I not only mean the growth in numbers, but rather the phenomenon of growing together within the Group.

The successful integration of different companies and the joint development of synergies depends directly on our engagement and our intentions. It's your valued contribution, dear colleagues, and I want to thank you for that wholeheartedly. "We are personally making a difference." – we could not have found a more precise expression for the common goal of the coming year.

I wish you and your families Merry Christmas and a Happy New Year, especially success and health, from the bottom of my heart.

Lorenz Wyss  
The Group's Chief Executive Officer



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Appearances at trade fairs of the Bell Food Group

# BASEL, PARIS, AMSTERDAM, BERLIN

Trade fairs are important platforms for the Bell Food Group: the prestigious SIAL food fair was organised in Paris in October with the participation of Bell France. LOOK! seized the opportunity to have a conversation with Davide Elia, Manager of Corporate Marketing/Communication about the appearances at trade fairs of the Bell Food Group.



## Personal details

**Name:** Davide Elia  
**Position:** Manager Corporate Marketing/Communication  
**With Bell since:** 1997

**You forget numbers and facts – but a great experience will be remembered for a long time.**

*You participated in the trade fair “Salon International de l’alimentation” (SIAL) in Paris in October. What were the priorities of the appearance at this year’s SIAL?* SIAL offered a great occasion for Bell France to present the main focuses of its new product range to a vast, international expert audience. The completely newly designed, Bell-branded booth evolved to a real eye-catcher and it generated a swarm of positive reactions.

*Do we still need trade fairs in the age of the Internet?* The landscape of trade fairs tangibly changed in the last years. Some trade fairs disappeared or significantly lost importance. On the other hand, others strongly gained momentum. Exhibitions with a clear profile attract many visitors and offer an exciting platform for interaction with customers.

*What is the role of trade fairs in the marketing activities of the Bell Food Group?* Live marketing is a strong instrument in order to make our performance more perceptible to customers. You forget numbers and facts easily, but a great experience will be remembered for a long time. The careful selection and use of trade fairs has an important role in the marketing mix of our Group.

*What approach do companies of the Group take regarding trade fairs?* The trigger for participation comes usually from one or more sales entities. If only one company or one brand appears on the show, then we’ll focus only on this. If more brands are on exhibit, then the appearance will be channelled towards the entire Bell Food Group.

*How should we imagine the organisation?* An organisational entity will be determined to undertake the leading role in the concept and the implementation of the appearance at the trade fair. We are lucky because every one of our companies possesses a lot of competences for the implementation of trade fairs. We, the Corporate Marketing/Communication team, first of all undertake management, coordination and branding tasks.

*In which trade fairs does the Bell Food Group participate?* There are quite different trade fair formats: from huge, international trade shows until manageable in-house exhibitions of a customer. That’s the reason for the huge number of recorded trade fairs. For 2019, I would like to highlight in chronological order the Fruitlogistica in Berlin, the Internorga in Hamburg, the PUR in Salzburg, the PLMA in Amsterdam, the Anuga in Cologne and the IGEHO in Basel.

**Trade fairs with a clear profile attract many visitors.**

*When do you consider an appearance at a trade fair to be successful?* If the sales organisation achieved its targets and the implementation was seamless. From a marketing point of view, if the concept works out well and our brands leave behind nice and lasting impressions. I’m also very happy to see that the participating colleagues from every area understand and value each other better. • sh

Personal and organizational changes

# NOVELTIES AT EISBERG

Some issues will change with the coming year at Eisberg: the name change of the Swiss business unit Gastro Star AG to Eisberg AG will take place on 1st January 2019. Another change will happen at the group management level, too. André von Steiger will undertake the role of CEO from 1st August. He follows Christian Guggisberg, who will concentrate instead on managing Eisberg Schweiz.

The new year starts with an important innovation at Eisberg: Gastro Star AG, the Swiss unit will take the name of the parent company and it will also be called Eisberg AG from 1st January 2019. Gastro Star, a Swiss family business has been part of Eisberg since 1st May 2016 and it makes up the biggest company unit ever since. With the name change, the affiliation to Eisberg, a company active throughout Europe will be emphasized. Eisberg belongs to the strategic brands of the Bell Food Group and it is a leading producer of fresh convenience products in Europe.

**From 1st January 2019, Gastro Star will be called the new Eisberg.**

The top management level of Eisberg will also get reinforcement from the 1st August 2019. The double function as CEO of Eisberg and managing director of the Swiss unit will be divided into two separate, full-time positions. The board of directors at the Bell Food Group made this decision. Christian Guggisberg, the current CEO of Eisberg, will leave his function as of 1st August 2019 due to the strong growth of the company and some private reasons and from that time on, he will concentrate on Eisberg Schweiz as managing director. His suc-



André von Steiger will be the new CEO of Eisberg from 1st August 2019.



Christian Guggisberg concentrates on the management of Eisberg Schweiz from 1st August 2019.

cessor, André von Steiger will take up the duties. He will join the company on 1st May 2019 and he will take on his function as CEO of Eisberg from the 1st August 2019. • fv



Successful start for the groupwide talent management

## People with potential to discover and advance further

The Bell Food Group has been rolling out its talent management for the entire group since the beginning of the year. While the individual support program already runs successfully in some areas, others are working on the preparation for the start in 2019. Together, they all follow the goal to discover colleagues with potential in a systematic way and to support them in the best way possible.

In everyday professional life, it often doesn't show for the first sight what skills a colleague possesses. Thus, the Bell Food Group introduced the potential analysis in order to "track down" these people. The leaders conducted already this year 7,000 interviews with their team members, based on which various development and competence profiles have been created.

"After the feedback interviews, we can draw the first positive conclusions", explained Harry Bechler, Corporate HR Manager at the Bell Food Group. "In the companies, where the employee interviews were already conducted – Bell Schweiz, Bell Deutschland including Bell Spain as well as Gastro Star and Finance/Services –, we made numerous assessments of potential. Together with the employees, we determine the next steps or we are already in the process of implementation, for example with the help of advanced training courses – or in the case of a French-speaking colleague, with the help of a language training program in a German plant."

Furthermore, the HR responsables are working on matching the management courses even better with the demands of the various areas.

And also the other countries, where Bell is represented, prepare the introduction of the talent management. Thus, among others the Huber Group, Hügli Schweiz and Deutschland, Eisberg Österreich and Poland as well as Bell France and Poland will start 2019 with the employee interviews.

At the same time, around 1,400 colleagues participated in various courses – 400 from that in management and career courses in 2018 at Bell Schweiz, where the program

has been running already for six years. One of them is Lukas Zihlmann from the Bell plant called Zell, who completed the course "LAK logistics/production basic". "My objective was to widen my personal management competences", explained the Product Development Manager for Poultry/Convenience. "I can utilize in my professional everyday life much of the content as for example the techniques for confident negotiation or the key performance indicators for the further development of my unit."

The overwhelmingly positive feedback and the huge engagement with which the participants approach their professional advancement at Bell prove that talent management goes down very well. "Of course that makes us very happy and encourages our idea to further promote the program in the entire Bell Food Group.

Look! will closely follow the process also in the future and report about the experiences of other participants in the next edition. • mr

**At the moment, we are planning together with the candidates the next steps.**

Trainee from Harkebrügge receives promotional award "Querdenker" 2018

## Thought out of the box, solved cleverly

Trainee René Thoben from Harkebrügge ensures more security with a clever traffic light system in the loading area. The trade association for the food and hospitality industry awards him with the promotional award for trainees "Querdenker" 2018 for that innovation.



The German trade association for the food and hospitality industry (BGN) distinguishes exemplary trainee projects in the area of occupational safety and health with the promotional award "Querdenker" every two years. In 2018, the award was presented to René Thoben, technician trainee in the final year of his training at the Bell plant in Harkebrügge: with a clever solution, the trainee ensured more communication and safety in the loading area.

Until now, the personnel in the loading area and the truck drivers communicated through knocking signs, which could have almost led to an accident in the past. René Thoben dealt with the problem and developed a set of traffic lights, that

clearly regulates the operations in the loading bay and ensures that any truck leaves the loading bay only after the loading process is completed and all colleagues have left the loading bay. René Thoben planned, installed and put the system into operation in several steps entirely by himself – a praiseworthy achievement! • sh

V. l. n. r.: Dirk Ellinger (BGN), Thomas Plaggenborg (Safety officer at Bell), René Thoben (Award winner), Olaf Polinski (Occupational safety specialist at Bell)



Our goal for 2019

## We humans make the difference

In 2019, we, the people of the Bell Food Group, make the difference and do our own valuable and irreplaceable bit on our joint path to the top.

Amid intelligent production plants, self-check-out tills and online banking, you could have the notion that humans become less relevant in professional everyday life. But exactly in times of industry 4.0, where machines and their skills play a more and more significant role, it's still the human factor, which can make the difference.

However, a modern infrastructure and high-quality products are the preconditions to meet the requirements of our clients. Nevertheless, for "fine tuning", for tipping the scales to the top, the human component is irremissible.

With the goal for 2019, "We humans make the difference", we take into account that fact and we put colleagues into the spotlight. And finally, it's the passion for our products, the extensive experience, the valuable know-how and the appreciation of our colleagues and customers, who give a human face to the Bell Food Group – and that's how we make the difference. • sh

New heat recovery process in Edeweicht

## Recycled heat

At the Bell Deutschland plant in Edeweicht, a recently implemented new heat recovery process provides for yearly energy savings of around 700,000 kWh. In the future, the heat for warm water treatment will be retrieved from the waste heat of production processes – not as before by means of a gas-operated burner.

When machines and equipment use energy, heat is generated. That's especially the case when it comes to industrial processes. If the so-called waste heat is not collected and added usefully to a process, it will then be lost unused – although it offers a huge potential for the optimisation of energy efficiency. The reutilisation of thermal energy not only prevents the mission of the heat into the environment, but at the same time it also decreases the need for gas-fired heat, for example. Thus, energy recycling makes not only ecologically sense, but also economically.

Considerations which were realised in the course of the partial modernisation of supply technology also at Bell Deutschland: within the frames of a comprehensive project for the increase of energy efficiency, the Edeweicht plant put a new heat recovery concept into practice.

### Energy recycling makes not only ecologically sense, but also economically.

As a first step, the potential for improvement was identified through an operational energy management system: before that there was no heat recovery neither in the case of the cooling system and the vacuum pumps nor in the case of compressed air generation; the waste heat remained unused. At the same time, the warm water needed during production had to be heated up by means of a gas-operated burner.

The new concept envisages to pool thermal energy from existing waste heat sources and to add cold water to that in order to heat it up and to store it subsequently. The gained warm water should be used when necessary, for example for night-time cleaning.

Among others, a new water storage facility was installed with a volume of around 50 cubic meters in order to combine existing waste heat sources and to make them

technically useful. The existing piping system was adapted so that the storage facility could be directly loaded with hot water coming from the heat pumps of the cooling system and with the waste water of the air compressors. Thus, an appropriate recharging circuit is available.

With such a system, the Edeweicht plant could save around 700,000 kWh gas yearly, which otherwise should have been burnt for warming up the cold water. In order to be able to precisely monitor the successes in the future and to enable an efficient system management, an adequate measurement and data evaluation concept was also directly implemented. • sh



Bell Oensingen is committed to the education of refugees

# THEIR MOTIVATION CARRIES EVERYONE AWAY

Two refugees have been studying in a one-year pre-vocational programme at the Bell premises in Oensingen since August. Thereby Bell helps the two men, one from Eritrea and the other from Afghanistan, to a good start in Switzerland's job market, and at the same time takes care of junior staff development in job fields with a decreasing number of applications.

Abdulsalam Mohamed, 26, has been in Switzerland since August 2014. At Bell, he appreciates the sound cooperation with colleagues, as for example with his trainer, Marco Burkhardt. His overall goal is to successfully pass the butcher training and to find a permanent job afterward.

Bell should be involved – it became clear to Johannes Meister, HR Manager of the Bell Food Group, as soon as he learned about the planned pilot project for the training preparations of refugees in the canton Solothurn. On the one hand, it was an objective to become involved for people who had to flee from war and destruction. On the other hand, immigration offers Bell an opportunity to find apprentices for jobs where the number

of applicants is significantly decreasing, as in the case of the meat specialist. Thus, Johannes Meister established the first contacts with the authorities himself, and created the link to the production plant in Oensingen.

From here, Sybille Walpert, HR Manager of the plant, took over the initiative, and prepared the involvement together with the competent bodies. After a couple of phone calls and meetings, it became clear that Abdulsalam Mohamed from Eritrea was the right candidate for the so-called "Integrationsvorlehre" (IN-



Aziz Ullah Eqbali, 21, came to Switzerland at the end of 2015. He likes everything that has anything to do with logistics. For the future, he wishes to be successful in his job and to build a life for himself in his new home country. His trainer, Daniel Winter helps him among others with that.

VOL) (integration pre-training) as meat assistant. This one-year dual training programme is offered to recognised or temporarily admitted refugees at the age of 18 to 35.

Acting on his own initiative, Aziz Ullah Eqbali also applied for a taster week as logistics provider. "At the beginning, we had no idea that he also wanted to participate in the INVOL programme and we actually didn't plan any recruitment for the pre-training", explained Daniel Winter, vocational trainer in logistics in Oensingen. "Since he enthused us from the very first day, we decided to include him anyway."

However, it turned out that the asylum procedure of the young Afghan had not yet been concluded and thus, he was out of question when it came to the integration pre-training programme. "As he heard the news, his disappointment was written all over his face", recounted Sybille Walpert. "Nevertheless, since he had been so dedicated throughout his entire training, we wanted to keep him. Thus, we searched for another solution – and we found it with the one-year long pre-vocational training, which is also open for asylum seekers."

Both immigrants have been preparing for the training start together with Swiss trainees since August. Thereby, both sides benefit from the multinational cooperation. The Swiss colleagues help their peers in writing the weekly reports, for example, while Abdulsalam Mohamed and Aziz Ullah Eqbali lift up the team

with their inexhaustible eagerness to learn and their motivation.

"At the moment, the most important thing for us is that both men successfully complete the pre-training programme and start with the real training next year", explained Sybille Walpert. The signs are positive in this regard – also at school, where both men stand out with their good grades. Here, supervisors already had a lot to smile about: Aziz Ullah Eqbali was very sad about his first grade. As someone tried to comfort him by telling him that it's fine to get a lower score every now and then, it turned out that he had received a 5.5. Thus, half a score under the best grade in the Swiss system. However, only the 6 counted as really good for the ambitious 21-year-old. • *mr*

**Both sides benefit from the multinational cooperation.**

### Training programme 2019 – Apply now

The application process for the training programme starting in August 2019 is already running. If you are interested, you can find every relevant piece of information at the career sites of the Bell Food Group website under the heading of 'Grundbildung Future@Bell'.

Link:  
[www.bellfoodgroup.com/de/karriere/grundbildung-future-bell/vorteile/](http://www.bellfoodgroup.com/de/karriere/grundbildung-future-bell/vorteile/)





## Everything started with white mushrooms

The production plant of Brivio has a unique history. It was established in 1983 by a white mushroom farmer. One day, he couldn't sell an entire truck full of mushrooms. He decided to slice the mushrooms and cook in vinegar so that the products don't go to waste. In such a way, he could sell the white mushrooms - placed in oil in a pot. And he was successful! He gave up his farm and set up the first production line for canned vegetables in oil, then a second one for grilled vegetables and afterwards, in the 1990s a third one for the production of cremes and tomato sauces. In 2007, the company was sold to Hügli and from 2012 to 2014, it was completely renovated before it was taken over by the Bell Food Group in 2018.

Hügli in Brivio, Italy

# Original Italian sauce

*The Hügli company to be found in Northern Italy close to Lake Como, is most well-known for the industrial production of Italian specialties. Encounter with Concetto Auditore, the managing director.*

The Ali-Big plant in Brivio is one of nine food factories of the Hügli company. Hügli was taken over by the Bell Food Group in the beginning of

2018. Thereby became Brivio the first manufacturing site of the Group on the Italian peninsula. "It is very convenient", explained

42-year-old Concetto Auditore who has been managing director at Ali-Big since 2009. "We are in the middle of

Europe, 50 km from Milan (I) and Chiasso (CH) and thus close to our most important raw material suppliers for oil and tomatoes. It certainly has a positive impact on the image to produce food in the home country of great cuisine."

The 52 employees process around 50,000 kg raw materials per day, and two teams continue this work the next day from 6 am until 1 pm. Tomato sauces, ethnic sauces (Tikka Masala, curries), white sauces, soups, cremes, and Italian pestos à l'italienne, spreads, soup and sauce bases in various packaging such as pots, food cans or sachets.

"We accumulated an excellent know-how for the production of our tomato sauce in glass jars. Nevertheless,

I'm also proud of our white sauces and our spreads. For a great result, these complex recipes require the perfect mastery of several innovative technologies."

The production plant in Brivio possesses two production lines, one for retail and the other for specialties. On the first line, pasteurised preparations in glass jars such as tomato sauces or pestos are produced from simple recipes. "This plant for continuous production operates with a hot fill pasteuriser", explained the managing director, who started his career in Brivio in 2006 as a member of the quality control team. Thanks to the second line, the plant can manufacture pasteurised and sterilised preparations with complex procedures, which combine such technologies as homogenising or rotative heat treatment. Here, various types of packages are available. "This line is disconnected and slower as the first one. However, we can cover with it such niche markets, which have higher margins."

Brivio is certified for organic production and regarding quality, it has two international quality standards (BRC and IFS), which are subject of two unannounced audits every year. "We received the highest scores in the last two years." Bravo Brivio!

Concetto Auditore and his colleagues want to extend their packaging range in line with the lengthiest shelf-life and to develop new products, which are not only based



on the current heat treatment, but also on the procedure, which meets the highest hygiene requirements and takes the cold chain into consideration. "Both of these projects are quite difficult to achieve and pose a great challenge for us, but are at the same time also very exciting. During the process, we gain new knowledge, experience and equipment, which help us start a new phase in the frames of our growth process."

We welcome every colleague of Brivio in the Bell Food Group! • gm

The Bell Food Group relies on responsible suppliers

# A common cause for sustainability

*The Bell Food Group has the highest demands in terms of sustainability not only for its own activities. It is also important for the company that its suppliers pull together in this matter. All of them must fulfil the minimum requirements defined for the Bell Food Group. At some of the producers, however, the engagement goes far beyond this.*

*“Hügli uses for its stock cubes sustainable organic shea butter from Burkina Faso.”*





Respecting the well-being of mankind, animals and nature, saving water and energy or avoiding waste – sustainable actions have become increasingly important in many areas in recent years. It is essential for the Bell Food Group to shape the entire value chain sustainably – and in all countries where the company is active.

This is why it selects also its suppliers carefully and checks the basic principles according to which they work. Certain requirements must be kept by all manufacturers delivering goods to the Bell Food Group. For the purchasing department, for example, it is defined in the so-called “Don’ts List”, which goods shall not be generally purchased or sold by the Bell Food Group. These include products made of acutely threatened species, from inappropriate husbandry or produced in a cruel way like eggs from hens kept in cages or living lobsters. “The requirements determined in this lists are chosen so that they offer protection for the entire company group and reduce the risk of being made responsible for misconduct”, Marlene Kutzenberger, Project Leader for Sustainability at Bell, explains.

Added to this are objectives set by the Bell Food Group for the next years. One example of this is palm oil, subject to heavy criticism in the media and the public. If it cannot be replaced with another fat, it must bear at least the RSPO certificate standing for sustainable cultivation and limitation of environmental damage, across the entire Group. Besides the Group level, also country-specific objectives for each company area are defined that consider the respective framework.

The Bell Food Group has also the work conditions at the suppliers in mind – especially when purchasing raw materials from overseas.

“Producers from so-called ‘risk countries’ must prove to us that they keep certain social standards”, Marlene Kutzenberger says. “This way we can rule out that, for example, our suppliers employ children or do not remunerate their employees.”

But the Bell Food Group defines not only the framework for cooperation with its producers. The company often supports the plants also in the implementation of sustainable objectives. Hence, Bell established an integrated poultry production in Switzerland where contract producers are intensively supported with responsible livestock farming. This starts with questions about stable building, hygiene and feeding, and goes through care for broilers up to vaccination in the parents, plants by both veterinaries of the health service of Bell Switzerland. A very similar program is provided by Hilcona for vegetable farmers as well. The partner can, among others, lend special machinery for the harvest of specific vegetable sorts. Additionally, Hilcona takes care for the shortest possible delivery transport routes to its production plants.

Despite of a number of successfully implemented measures, the issue of sustainability still offers a high potential. Possible improvements are, for example, in the packaging area. Beyond the objective set by the Bell Food Group for reduction of packaging material, the producers can also contribute to further optimisation and thus, to waste avoidance. • *mr*

**Improvement possibilities are in the area of packaging.**

**Facts and Figures**  
(status 2017)

**57%**  
of fish and seafood come from sustainable sources.

**99%**  
of fresh fruits and fresh vegetables of Hilcona are certified at least according to the GlobalGAP standard

**100%**  
of poultries (own slaughter) of Bell Switzerland come from at least especially animal-friendly livestock housing.



**Organic shea butter from Burkina Faso for Hügli**

The shea nut tree, also called karité tree, grows in Africa in a strip north of the Equator. Also Burkina Faso, one of the poorest countries in the world, is located in this shea zone. Both women groups “ABPJF” and “Ragussi” process the seeds of the mighty trees to bio shea butter for Hügli.

The convenience specialist has been using this fat since 2013 for the stock cubes of its brands Natur Compagnie, Erntesege and Cenovis. This way, Hügli not only prevents the use of the controversial palm oil but also supports women by fair prices and fixed sales vol-

umes to improve the living conditions for themselves and their families. In the last five years, since the start of the cooperation, the volume of the purchase has tripled in yearly average to 120 tons approximately today.

And because the demand for products without palm oil continues to rise, Hügli has in the meantime found a further sustainable purchase source for organic shea butter in a group of producing women in Ghana.



### Potatoes from the pioneer in organic farming for Hilcona

As early as the 1980s when organic farming was still in its infancy in Europe, Richard Schierscher already started to operate his farm in the biodynamic way. Therewith, he belongs to the pioneers in organic farming in Liechtenstein. In the meantime, his son Samuel has taken over the "Auhof". But nothing has changed in respect of the strict guidelines. Therefore, he, too, does not, for instance, make use of herbicides and chemical-synthetic pesticides in the entire farming. The careful maintenance of these requirements are demonstrated by the Demeter and Bio Suisse certificates.

Hilcona has been relying on the high-quality vegetables growing on the farm for over 20 years. Thus, the plant cultivates, among others, some 60 tons of organic potatoes yearly in contract farming for the organic rösti products of the company.

**Richard Schierscher belongs to the pioneers in organic farming in Liechtenstein.**



### CO<sub>2</sub>-neutral heat for Eisberg vegetables and salads

In a clever cooperation with the neighbouring waste incinerator, the Gebrüder Meier Gemüse-kulturen AG heats its greenhouses completely without using fossile fuels. On a surface of four hectares at the site in Hinwil, Switzerland, vegetables and salads grow now at temperatures exactly tuned to their demands. This way, around two million litres of heating oil can be saved yearly.

**Gebrüder Meier saves around two million litres of heating oil.**

The customers of the innovative plant include Eisberg. The company has been cooperating with Gebrüder Meier for over 20 years, and purchases, for example, different salads, cauliflower and zucchini from them. All aspects of sustainable vegetable cultivation are regularly discussed among the partners during personal visits on the farm and contract negotiations.

### Rabbit meat from species-appropriate husbandry for Bell

In order to rear rabbits as appropriate to their species as possible, Kani Swiss developed a unique farming method in Europe. The animals live in small groups together in generously dimensioned pens. Large volumes of hay and straw as well as individual possibilities for retreating ensure that they can behave naturally and feel comfortable all-round. For this, the Bell supplier was awarded also with the "Good Rabbit Award" in Berlin two years ago.

Bell Switzerland has been purchasing rabbit meat, that is sold exclusively at Coop, from Kani Swiss for nearly 20 years. While still a part-time job at that time for proprietor Felix Näf, the purchase volume has increased significantly in the subsequent years, and animal welfare has become more and more relevant. When, in 2008, Coop decided to sell rabbits from Switzerland only, Felix Näf expanded his plant, and developed the species-appropriate group husbandry method.

Today, the breeder delivers, together with his partner plants, up to 3,000 rabbits weekly to Bell from the own slaughterhouse. And he continues to focus to improve with regard to sustainability: he is developing approaches currently to market by-products like bones, stomachs and furs.





When it comes to triathlon, Robert Taferner pushes it to the limit

# ALWAYS THE PERSONAL BEST IN SIGHT

Robert Taferner has proven his long-term commitment towards his hobby on both land and water. The technician from Hubers Landhendl devotes his leisure time to triathlon. And he does that quite successfully: at the world championships in South Africa, he crossed the finish line as the 25th in his age group in triathlon consisting of swimming, biking and running.

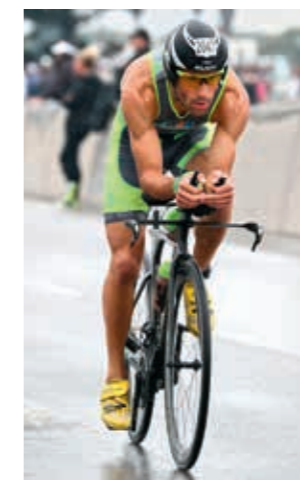
## Personal details

**Name:** Robert Taferner  
**Activities done for Hubers**  
**Landhendl:** Technician  
**At Hubers since:** 2001  
**Age:** 38

Robert Taferner has always been very athletic. The 38-year-old has been playing football since his childhood and demonstrated his enormous strength on the field. In spite of his passion for the field sport, he was aware of the fact that the risk of injury is increasing gradually with age. Thus, it came just at the right moment, that in 2013 a triathlon club was established in his circle of friends. Hence, he replaced football shoes, shin pads and the ball with running shoes, swimsuit and triathlon bike.

Since then, almost everything is about triathlon for him. He trains every day – sometimes even two times a day – and focuses his diet on it, always testing his boundaries. And discipline pays off. He could hastily improve his performance and nestled in the upper class of amateurs in his chosen sport. His profession is currently the half-distance race, which still means 1.9 kilometers of swimming, 90 kilometers of biking and 21 kilometers of running.

He proved it last September at the world championships in South Africa how well he masters this energy-sapping combination. His declared objective is to beat his personal best. He jumped first of all for that in the water at Nelson Mandela Bay at Port Elizabeth. Afterwards he switched to the bike and then he made a push once again in his favorite discipline, running.



“Travelling to South Africa was already a special experience for me in itself”, said Robert Taferner. “And a wonderful feeling to measure myself against the best in the world against this backdrop.” In the end, the results spoke for the ambitious athlete: he set his personal record with 4:24 hours and he reached 176th place among the 3,600 fellow competitors and became the fourth best Austrian in the race.

Wherever Robert Taferner enters a race, three people keep their fingers crossed for him for sure: his wife, Bettina, also a coworker at Hubers Landhendl, and both of his sons, Leon and Vincent. “My wife supports me wherever she can, and both of our sons know nothing else but that I train a lot. For example, when I sit on the bicycle in the hobby room at home, they are often there.”

Recently, also their common employer benefited from the fact that Bettina Taferner is also a good runner herself: she participated together with her husband and their colleague, Hermann Greger, in the business run in Salzburg. And that team performance was also crowned with success: the trio secured the overall victory among the 160 teams.

However, Robert Taferner is not the person who rests on his laurels. The next objectives are already set. In the long run, that includes a change for the long-distance race, the so-called Ironman. In that race, which counts as the toughest one in the world, he even has to tackle the double distance in all three disciplines. • *mr*

**Robert Taferner set his personal record in South Africa.**

## Triathlon

The first race bearing officially the name “triathlon” was organised in San Diego in 1974 as the Mission Bay Triathlon. The sport became well known four years later with the first Ironman race organised on Hawaii, which turned the Pacific island country to the mecca of triathlon. A mere 15 competitors participated in the debut running race, and 12 of them made it to the finish line. The American Gordon Haller was the fastest amongst them, who went down as the first “Ironman” in history. While he needed 11:46 hours to complete the swimming, biking and running legs, the current track record of the German Patrick Lange is at 7:52 hours. Beyond numerous triathlon championships, which are thrown worldwide, the sport has been part of the Olympic Games since 2000.

# Anniversaries

LOOK! congratulates the jubilarians of December 2018 to February 2019

## Bell Switzerland

### 20 years of service

**Dominique Gabriel**, 1 December, Bell, Basel  
**Mickael Inacio**, 1 December, Bell, Basel  
**Laurent Schifferle**, 1 December, Bell, Basel  
**Fatmire Dakaj**, 10 December, Bell, Oensingen  
**Lec Mirakaj**, 16 December, Bell, Zell  
**Jean-Claude Truffa**, 21 December, Bell, Cheseaux  
**Philipp Allemann**, 1 January, Bell, Basel  
**Catherine Baumann**, 1 January, Bell, Basel  
**Hans Bellwald**, 1 January, Bell, Oensingen  
**Jean-Marc Keller**, 1 January, Bell, Basel  
**Marc Levrat**, 4 January, Bell, Cheseaux  
**Nurten Selmani**, 4 January, Bell, Zell  
**Agim Gjoka**, 18 January, Bell, Zell  
**Jean-Paul Ott**, 1 February, Bell, Basel  
**Diogjen Krasniqi**, 8 February, Bell, Zell  
**Mark Williams**, 8 February, Bell, Cheseaux

### 25 years of service

**Pascal Musch**, 1 December, Bell, Basel  
**Andreas Bühler**, 1 January, Bell, Zell  
**Othmar Dubach**, 1 January, Bell, Zell  
**Heinrich Niederklopfer**, 1 January, Bell, Churwalden  
**Hanspeter Treichler**, 1 January, Bell, Churwalden  
**Annelies Schneider**, 1 February, Bell, Oensingen  
**Hansruedi Schneider**, 1 February, Bell, Oensingen

### 30 years of service

**Thavarajah Ponnampalam**, 1 December, Bell, Basel  
**Philippe Diemunsch**, 18 December, Bell, Basel  
**Renate Schulze**, 1 January, Bell, Basel  
**Amadeu dos Anjos da Cunha Cerqueira**, 2 January, Bell, Cher-Mignon  
**Yves-Alain Rey**, 1 February, Bell, Basel  
**Dominique Wolf**, 1 February, Bell, Basel  
**Claude Rizzo**, 6 February, Bell, Basel

### 35 years of service

**Samuel Müller**, 2 December, Bell, Basel  
**Max Von Euw**, 1 January, Bell, Zell  
**Beatrix Imer**, 1 February, Bell, Zell

### Early retirements

**Markus Gilli**, 30 November, Bell, Oensingen (*supplement*)  
**Guy Pommier**, 30 November, Bell, Cheseaux (*supplement*)  
**Fernande Bissel**, 31 December, Bell, Basel  
**Francois Jaegli**, 31 December, Bell, Basel  
**René Metzger**, 31 December, Bell, Basel  
**Aimé Moser**, 31 December, Bell, Basel  
**Michel Mullerseck**, 31 December, Bell, Basel  
**Bernard Schmitter**, 31 December, Bell, Basel  
**Serge Stegmüller**, 31 December, Bell, Basel  
**Sandirase Thambo**, 31 December, Bell, Basel  
**Philippe Thiebauld**, 31 December, Bell, Basel  
**Christine Zahn**, 31 December, Bell, Basel  
**Monique Constantin Rumo**, 31 December, Bell, Cher-Mignon  
**Orlando Barberis**, 31 December, Bell, Oensingen  
**Toma Bosancic**, 31 December, Bell, Oensingen  
**Beat Grossmann**, 31 December, Bell, Oensingen  
**Zikica Ivanovic**, 31 December, Bell, Oensingen  
**Heinz Verna**, 31 December, Bell, Oensingen  
**Dragoljub Vrtic**, 31 December, Bell, Oensingen  
**Kandasamy Ganeshalingam**, 31 January, Bell, Zell

### Todesfall

**Thierry Girardin** 4 November, Bell, Cheseaux (*supplement*)

## Bell Germany

### 20 years of service

**Hermann Kuhl**, 1 December, Bell, Edeweicht  
**Susanne Kluge**, 8 February, Bell, Edeweicht

## Bell International

### 40 years of service

**Te Vang**, 16 January, Bell France, St. André

### Retirements

**Damaschin Morodan**, 30 November, Hubers Landhendl, Pfaffstätt (*supplement*)  
**Josef Bernroder**, 31 December, Frisch Express, Pfaffstätt  
**Véronique Dvrar**, 31. Dezember, Bell Frankreich, Salaison Polette

## Hilcona

### 25 years of service

**Anna Selinschek**, 17 January, Hilcona, Schaan  
**Manuel Carapinha Gomes**, 1 January, Hilcona, Schaan  
**Ueli Giger**, 1 February, Hilcona, Schaan

### 30 years of service

**Gerhard Mally**, 10 January, Hilcona, Schaan

### 35 years of service

**Michael Mayenknecht**, 1 February, Hilcona, Schaan

### Retirements

**Carlos Carvalho Miranda**, 31 January, Hilcona, Schaan  
**Alfred Kaufmann**, 28 February, Hilcona, Schaan  
**Johann Duch**, 28 February, Hilcona, Schaan

## Eisberg

### 20 years of service

**Kornel Eggenschwiler**, 1 January, Eisberg, Dällikon  
**Palmira Perpetua Martins Pombas**, 16 January, Eisberg, Villigen  
**Mehmet-Ali Cosku**, 22 February, Eisberg, Dällikon

### Retirements

**Joaquim Reimao da Costa**, 31 December, Sylvain & CO, Essert-s-Champvent  
**Tony Boutellier**, 31 January, Eisberg, Dällikon  
**José Inacio Guerreiro**, 31 January, Eisberg, Dällikon

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[bellfoodgroup.com/karriere](http://bellfoodgroup.com/karriere)

## Hügli

### 20 years of service

**Helena Haziraj-Gerein**, 5 January, Hügli Germany, Radolfzell  
**Hannes Sieberer**, 11 January, Hügli Austria, Hard  
**Matthias Aldenhoff**, 1 February, Hügli Germany, Radolfzell  
**Andrea Unger**, 1 February, Hügli Germany, Radolfzell  
**Egli Hartwig**, 8 February, Hügli Switzerland, Steinach  
**Jasmin Iriskic**, 15 February, Hügli Germany, Radolfzell

### 25 years of service

**Gudrun Ogriseck**, 6 December, Hügli Germany, Radolfzell  
**Olga Walter**, 6 December, Hügli Germany, Radolfzell  
**Sandra Fischer**, 1 January, Hügli Germany, Radolfzell  
**Manuela Gommeringer-Heinzler**, 1 January, Hügli Germany, Radolfzell  
**Čuchal Jaroslav**, 1 February, Hügli Czechia, Zásmuky  
**Hans-Peter Siegel**, 1 February, Hügli Germany, Radolfzell

### 30 years of service

**Konrad Stöckle**, 2 January, Hügli Germany, Radolfzell  
**Georg Stöckle**, 31 January, Hügli Germany, Radolfzell  
**Kadriye Keskin**, 1 February, Hügli Germany, Radolfzell  
**Samuel Schär**, 1 February, Hügli Switzerland, Steinach

### 35 years of service

**Reiner Köttel**, 1 January, Hügli Germany, Radolfzell  
**Marianne Schmid**, 1 January, Hügli Germany, Radolfzell  
**Udo Schwall**, 1 February, Hügli Germany, Radolfzell

### Retirements

**Christoph Klein**, 31 December, Hügli Germany, Radolfzell  
**Peter Sander**, 31 December, Hügli Germany, Radolfzell  
**Hans-Jürgen Wiedemann**, 31 December, Hügli Germany, Radolfzell

Stress has no chance during the holidays

# Oh, you relaxed Christmas time

*Christmas celebrations, Christmas gifts, Christmas menu – these are just three of the keywords which make many people sweat again these days. The LOOK! editorial staff thinks that Christmas stress is not inevitable and has compiled some tips and four brilliant recipes from all areas of the Bell Food Group – for relaxed holidays.*

The majority wishes for some peaceful days after the demanding final spurt of the year. However, in the final minutes frequently hectic rushes in. Packages have to be packed and the shopping has to be done. And afterwards, the apartment has to be sparkling clean and festively decorated.

**Those who let themselves just chill for a while, save valuable time.**

Thus, here are a few tricks on how to approach the Christmas preparations a little bit more relaxed. If you have the gifts for your beloved ones wrapped already in the shop, you can avoid the troublesome wrapping paper race shortly before the gift distribution.

The house cleaning also proves to be a common timewaster. Here, the question presents itself whether really all of the remotest corners have to be dust-free in order for the guests to feel good. Those who let themselves just chill for a while save valuable time.

All eyes are set on the Christmas decoration anyway. In order not to face nasty surprises here shortly before the eleventh hour, you should test whether the light chains function and the Christmas tree decor is complete. Those who celebrate with small kids or lively pets should place figures made of wood or felt instead of delicate glass balls on the Christmas tree. That helps you keep your nerves – even if the tree “gets into trouble”.

For many, the undisputed highlight of the day is the Christmas menu. For all those who don't want to work the night shift the saying “Too many cooks spoil the broth” for once is absolutely not applicable. Some guests are eager to bring in some extra energy to take the burden off the shoulders of the cook. Nevertheless, the menu recommendation of the LOOK! editorial staff is a child's play. We wish you relaxed holidays! • *mr*

## Christmas menu à la Bell Food Group

(For 4 people)

### Appetizer

*Graved salmon with honey-mustard-dill dressing*

- 1 pack of Betty Bossi “Sternenzauber” (alternative: any other salad mix)
- 200 g graved salmon in fine slices
- 1 large red onion
- 12 caperberries
- ½ onion
- ½ lemon
- 4 tablespoons of olive oil
- ½ teaspoon of vegetable stock
- 1 teaspoon of coarse-grained mustard
- 1 tablespoon of honey
- 3 tablespoons of dill, finely chopped
- Sugar
- Salt and pepper

Squeeze the lemon halves into a salad bowl. Add salt, sugar and pepper and mix it well together until the salt dissolves. Then mix in the vegetable stock. Afterwards, add the honey and mustard and mix them slightly in. Finally, stir the olive oil well into it.

Cut the red onion into thin slices. Stem the caperberries and cut them in half. Put the salad on the plates and place the salmon on it. Spread the dressing over it with a tablespoon. Decorate the plate with the caperberry halves and dill.





### First main course *Quiche with morel and tofu*

1 serving of puff pastry  
(for a tarte form Ø 26–28 cm)  
50 g butter  
1 onion  
100 g parsnips  
200 g chard (stalks and leaves separated)  
100 g savoy  
100 g cooked morel  
200 g tofu  
40 g parsley chopped  
200 g mild Gruyere  
2 eggs  
130 ml milk  
Salt, pepper, nutmeg, Birnbrot spice

Fill a greased baking form with the puff pastry, prick the pastry several times with a fork, coat it with baking paper, sprinkle with dried peas and blind-bake it for 15 minutes at 180 °C. In the meantime, peel the vegetables and slice them into small cubes, the tofu in slightly bigger ones. Lightly fry the onions with the butter, then add the parsnips, chard and savoy, and fry the mixture. Add all the other ingredients except the gruyere and spice them richly with salt, pepper, nutmeg and Birnbrot spice. Let them cool down a bit and then mix in the cheese. Spread the filling over the pastry. Whisk the eggs and milk, spice with salt and pepper and spread the mass over the filling. Finally, bake the quiche at 170 °C at least for 25 minutes. Those who use a combi-steamer can add 20 % steam.

### Second main course *Pork neck on cranberry and Madeira sauce*

1 portion of Bell Quick pork neck  
1 tablespoon of butter  
4 tablespoons of Madeira wine  
1 tablespoon of cranberries  
1 tablespoon of mustard  
Nutmeg, coriander, salt, pepper

Put the bag of Bell Quick pork neck in hot but not boiling water and marinate the meat for about 45 minutes. Take the meat out of the jus and let it drip off sufficiently.

Mix it well with the Madeira wine, cranberries, mustard and spices. Put some marinade as sauce aside and coat the meat with the rest. Finally, fill a buttered baking form with the meat and gratinate it in a pre-heated oven for 20 minutes. In the meantime, turn the meat once and coat it several times with marinade. Finally, slightly heat the marinade that you have put aside and serve the slices of meat on a plate.

It goes well with beans and potato wedges from the oven as side dishes.

**Tipp:** Instead of the Bell Quick pork neck, you can also use fresh pork neck. Have it evacuated by the butcher, then use the sous-vide method and cook it up in a 50–60 °C warm water bath for several hours. The cooking time differs depending on the meat's size, thus it is best to ask the butcher.



### A Christmas menu can be so convenient.

#### Dessert *Hazelnut parfait with chestnut espuma*

30 g base for parfait  
80 ml milk  
30 g hazelnut  
15 g dark chocolate coating  
25 ml cream

For the chestnut espuma  
200 g chestnut puree  
20 g vanilla sugar  
100 ml milk  
400 ml cream

For garnishing  
50 ml pomegranate juice  
1 tablespoon of sugar  
Pomegranate seeds

Flush out 4 parfait forms with cold water and line them with plastic wrap. Roast the hazelnuts in the oven, place them on a drainage grill and shake them out well so that the hulls fall off. Finally, chop them coarsely. Plane the chocolate coating on a cheese grater to shards and whip the cream until it is stiff. Mix the parfait powder with milk and whisk it at top speed for approx. 4 minutes, until it is nicely creamy. Then mix in the nuts and the chocolate coating. Finally, fold in the cream and fill the forms with the mass. Let it chill in the freezer for several hours or even during the night.

Mix the ingredients for the chestnut espuma and strain them through a sieve. Put the mass into a cream dispenser and fill little glasses. If there is no cream dispenser around, whisk the cream with an egg-beater or with a whisk until it is fluffy and fill it in an icing bag.

Briefly boil up the pomegranate juice with the sugar and put it together with the seeds on a des-

sert plate. Pull the parfaits out of the forms and put them on the plates together with the chestnut espuma.

**Tipp:** Instead of using the base for the parfait, you can also make the parfait yourself. Boil up 100 g sugar with water until it becomes syrup. Put 4 egg yolks and the syrup in a bowl within a water bath and whip them into a thick cream. Finally, put the bowl into ice cold water, whisk the cream cold and mix in 330 ml stiffly whipped cream, hazelnuts and chocolate coating and let it freeze as detailed above.



Gastro-Service Molard in Geneva

# Excellent Genevan

*The Bell Food Group has taken over Gastro-Service Molard in Geneva in April 2018. The company is known for its well-matured meat and offers a customised preparation process for the best Swiss restaurants.*

At Gastro-Service Molard, 10,000 kilograms of meat is processed every week, which mainly originates from Switzerland “due to the high quality, that you find here” in order to support the local farmers as well as to protect the environment. On what is the reputation of this butcher shop established in 1921 based? Four words stand as quality targets: taste, safety, health and service.

Regarding taste, meat is matured on the bone in a cooling chamber for 4 to 5 weeks (beef) or from 7 to 10 days (veal, pork or lamb). Due to this traditional method, meat releases water, develops taste and becomes tender.

Customers can place orders at any time. Queries via the answering machine, fax and e-mail services will be processed from 2.30 am.

“Our butchers start working at 4 o'clock in the morning”, explains Gilles Charrière, Sales Manager. “We fulfill all wishes: slicing, weighing and preparation of the pieces of meat, so that they become ready to cook. 80% of the meat that leaves these premises, goes through the hands of our butchers.”

**Taste, safety,  
health and service**



The orders are delivered three times a day with six vehicles to Geneva and once a week to the region around Lake Geneva. The company deploys a private, special delivery service for larger distances.

Regarding health and safety, when it comes to setting up the premises, the requirements of the Bell factories were taken on in 2011. The cloakroom and the various zones designated with colour codes are separated by rotating doors, through which passing is only allowed with disinfected hands and feet.

Jérémy Billod, Production Manager, looks after the traceability of the meat. This can happen on three levels: searching for the producer, searching for the meat processor and searching for the point of delivery of the various batches. The last process is the most important in the eyes of the company: “If there’s a problem, we can retrieve the affected orders.”

The chefs of the best restaurants make no mistake if they place their trust in Gastro-Service Molard. Nor does the Bell Food Group. • gm



On the left: Jérémy Billod, Production Manager  
On the right: Gilles Charrière, Sales Manager