

LOOK!

Bell Food Group Employee Magazine

02 2019



***They make the difference –
day after day***

**BELL
FOOD
GROUP**



Committed to quality every day

Dear colleagues,

«We people make the difference». This is the common goal of the Bell Food Group for the year 2019. I am therefore particularly pleased that the title story in this issue is about the people who work for our company every day. Each and every one of us makes an important contribution to ensuring that we will continue to be successful tomorrow. Thank you very much for this.

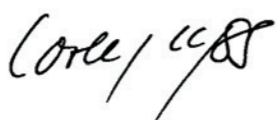
Due to market changes we have to review our business strategy again and again and adjust it if needed. That is why we at Bell Germany are focusing in particular on our strong position in the cured ham segment and have sold the sausage products business. We are very glad to have found an ideal buyer group to take over the employees of the Suhl and Börger sites. But I'm afraid it won't work out without a reduction in staff. Together with the works council we will commit to arrange the reduction of jobs in the central services and in the overhead as socially acceptable as possible.

This summer we have again launched many product innovation. Besides crunchy salads, dressings or charcuterie new products, burger is the main topic in this BBQ summer.

At Bell Switzerland the already rich burger range was extended by the «Big Triple B». And Hilcona comes up with a special innovation: Under the label «The Green Mountain», the company launches the first plant-based burger of the latest generation developed and produced entirely in Switzerland.

With regard to new, innovative convenience products, we were able to set an important milestone with the opening of our new production facility in Marchtrenk, Austria. For the first time in our company history, products for several product groups of the Bell Food Group are produced at one location. This is a good example of how we can move forward together if we bundle our competences within the group and pursue a goal together. I am sure that we will still have a lot of fun at the Marchtrenk site and that this project will have a signal effect for the Bell Food Group. We can all benefit from the stronger cooperation within the group. Everyone can profit from the knowledge of the other from the exchange with the colleagues from other enterprises and countries. Use the opportunity to exchange experiences when it comes to you.

Lorenz Wyss
The Group's Chief Executive Officer




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Opening of the new Eisberg location in Marchtrenk

Modern convenience store in Europe

On 18 March 2019 the new production plant for convenience products in Marchtrenk, Austria, was officially opened. Production started at the beginning of March. For the first time, several Bell Food Group brands are united under one roof at one location.

After a 18-month construction period, the operation of the new convenience plant kicked off in Marchtrenk. On 18 March 2019, the plant was opened during a festive occasion. A total of 350 guests attended the opening ceremony – including top-class representatives from politics and business.



Hansueli Loosli (Chairman of the Board of THE Bell Food Group), Marco Tschanz (CFO Bell Food Group), Lorenz Wyss (CEO Bell Food Group), Christian Guggisberg (CEO Eisberg) and Franco Mühlgrabner (Managing Director Eisberg Österreich GmbH) at the official opening of the new plant in Marchtrenk.

The opening of the Marchtrenk location at the beginning of March is an important milestone not only for Eisberg Austria but for the entire Bell Food Group. In future, salads, fruit and vegetables for Eisberg, snacks, muesli and vegetable convenience for Hilcona and poultry convenience for Bell will be produced here on 19 lines in four production halls.

350 guests attended the festive opening event.

The site is equipped with the latest technology and meets the highest hygiene standards. In addition to production, a modern competence centre for convenience products with its own research and development department will be established at the site. • fv





In the show kitchen, chefs delighted with products from Bell, Hilcona and Hügli.



In mid-March, Internorga, Germany's most important trade fair for the out-of-home market, opened its doors for the 93rd time. Around 96,000 trade visitors used the industry event to get inspired, discover current trends and network.

Among the 1,300 exhibitors from 25 countries was the Bell Food Group, which presented its brands Bell Professional, Hilcona Foodservice and Hügli Food Service at a joint stand.

"In order to demonstrate our strength in the out-of-home segment, it was a logical step for us to present a united front at Internorga for the first time", reports Sebastian Maiwald, Brand Manager Food Service Division at Hügli and Stand Manager in Hamburg. "At our double-decker joint stand, we were able to present our bundled know-how and product range diversity in an attractive and professional manner."

To find out how well the brand trio of the Bell Food Group fit together, the trade fair visitors only had to follow their nose in Hall A1. This is because in the show kitchen on the ground floor of the stand, chefs from Bell, Hilcona and Hügli combined their products into ever-new creations. For example, they delighted passers-by with a Bell curry sausage with fried Hilcona pasta and Hügli tomato-curry-sauce.

The upper floor of the stand then offered space for more intensive discussions between existing and potential customers as well as the

respective sales representatives. Here, too, culinary delights were not neglected: the guests were able to get to know products from all three brands during a tasting menu.

In addition, Vogeley and Besc, two other members of the Bell Food Group, presented themselves at individual stands for reasons of space. While Vogeley focused on desserts or "CuraPlus", the high-calorie supplementary diet for seniors, Besc presented its chilled garlic and herb creations for the catering market.

Hügli also had reason to be pleased on the eve of the fair's launch. The packaging concept of the convenience professionals received the "BEST of Market Award" in the "Sustainability Product Packaging" category. The clever idea behind it: The packaging is designed in gastronomic norm format and is thus compatible with standardised appliances such as freezers or heating containers. At the same time, they can be recycled for other purposes in the kitchen, as they are microwaveable and dishwasher-safe, among other things.

"Once again, this year, Internorga was a very special highlight for us as an industry hotspot for trends and innovations", says Sebastian Maiwald. "We were able to gather great impressions and make promising contacts. That's why we're already looking forward to next year." • *mr*



Internorga 2019: Industry highlight for gastronomy and hotel business

ON THE COMMON MISSION OF PLEASURE

Premiere in Hamburg: At this year's Internorga, Bell, Hilcona and Hügli presented themselves at a stand. The three brands of the Bell Food Group thus demonstrated their combined expertise in the out-of-home segment to the specialist public. Hügli also was pleased to receive an award for its sustainable packaging concept.

The best for gastronomy

The Bell Food Group also made a major appearance at Transgourmet's PUR indulgence trade fair in Salzburg at the beginning of April. At their joint stand, Bell, Eisberg, Hilcona, Hügli, Hubers and Besc took the trade visitors from the catering and hotel industries on a culinary journey through the group's brands. And not just in theory, of course: during live cooking with changing dishes and finely tuned tasting plates, the chefs showed visitors and customers how diverse and easy it is to combine the products of the Bell Food Group brands.



Frostag Food-Centrum AG became the Hilcona Taste Factory

The factory

In February 2019 Frostag Food-Centrum AG became the Hilcona Taste Factory. The Hilcona operation in Landquart, Switzerland, keeps on focusing on small series and vegetarian convenience.

The Hilcona subsidiary Frostag Food-Centrum AG has had a new name since February 2019: Hilcona Taste Factory. With the merger Hilcona strengthens its long-term strategy: the Hilcona Taste Factory is to be further developed

The origin of the factory goes back to 1841.

into a specialist for small-batch pasta production and a competence centre for vegetarian products – a future-oriented solution to strengthen the location in Landquart, Switzerland, in the long term. “The Hilcona Taste Factory stands for the manufactory concept”, explains Sinuhe Hofstetter, plant manager in Landquart, “many processes are done by hand in our company.”

On around 5,000 square metres and eight lines, filled pasta, vegetarian dishes such as vegetable burgers, balls and escalopes, and

tofu as well as specialities such as capuns and maluns will continue to be produced.

At the beginning of April, the product range in Landquart was expanded: with the internal start-up “The Green Mountain” the Hilcona Taste Factory presented “The Green Mountain” burger, a vegan burger variant with the (read more about this burger on page 15).

The Hilcona Taste Factory has been part of Hilcona since January 2017. Its origin goes back to 1841, when one of the first pasta factories in Switzerland opened its doors in Chur. The acquisition by Hilcona meant the ideal succession plan for the company and the safeguarding of the business model in a growing market environment. • sh



Bell at E. Leclerc in the assortment

In France

Since last November, Hypermarché E. Leclerc in Saint-Louis on the French border near Basel has added 51 Bell products to its range. A promising success.

“This is a great step forward for the brand in our country”, explains Sophie Lucas, Head of Marketing and Sales Promotion at Bell France. “It shows how much potential we have and it fills us with hope!” A positive signal that is welcome in a market that has been dominated for decades by three competing brands with strong brand awareness. The Bell Food Group has only been present in France for ten years. The range produced in the six French factories for wholesale distribution has only been sold under the Bell brand for one year. “The presence at E. Leclerc serves as a showcase and will show our possibilities to our existing and potential customers.”

Twelve dealers represent the Bell Food Group in France. They will be managed by two key managers. One of them, Julien Mauron, is responsible for the North Zone, which also includes E. Leclerc in Saint-Louis: “The manager of the fresh food told us about his wish to create a sausage cellar with wooden furniture. In return for the partial financing of the shelves, we received a permanent range of more than 50 products, but also a top of the rack in the refrigerated area exclusively for the Bell brand.”

The aim of the partnership: to increase turnover with this customer fivefold to over 100,000 euros. “Of course, we will also try to implement this concept at other points of sale”, says Julien Mauron • gm



Doris Leuthard becomes new member of the Board of Directors

New board member for the Bell Food Group

At the annual general meeting on 16 April 2019 Doris Leuthard was elected to the Board of Directors of the Bell Food Group to replace Reto Conrad.

Since 16 April 2019, the Bell Food Group has had a new member of the Board of Directors: at this year's annual general meeting, Doris Leuthard was elected to replace Reto Conrad.

With her, the Group gains an experienced and internationally well-connected personality. For almost two decades Doris Leuthard was active in various well-known functions in Swiss politics, including as National Councillor and as Party President of the Swiss Christian People's Party (CVP). From August 2006 to December 2018, she was a member of the Swiss government as a Federal Councillor. First she headed the Federal Department of Economic Affairs (FDEA) and from 2010 on the Federal Department of the Environment, Transport, Energy and Communications (DETEC).

“I am proud that in Doris Leuthard we have been able to gain a distinguished and highly competent Swiss personality”, says Hansueli Loosli, Chairman of the Board of Directors of the Bell Food Group. On 28 March 2019, Doris Leuthard was already elected to the Board of Directors of the Coop Group Cooperative, the parent company of the Bell Food Group. • sh



Employees of the Bell Food Group

They make the difference – day after day

Our goal 2019 “People make the difference” focuses on the employees of the Bell Food Group. LOOK! takes a look behind the scenes and introduces some of our employees who make a valuable and irreplaceable contribution with their work.

Around 100 kilometres a day

Without Nedjmi Bekteshi’s punctuality, care and efficiency, many Eisberg products would probably arrive too late or not at all: Nedjmi Bekteshi manages the shuttle drivers at the Eisberg site in Dällikon. Six days a week, they transport produced and packaged products from production on Dänikerstrasse to the logistics centre three kilometres away, from where the products are picked for onward transport. The drivers work in two shifts and together they cover almost 100 kilometres a day. No trip is in vain, because on the way back empty containers, returns and internal mail are transported back to production. “I am proud that I can represent Eisberg innovatively and ecologically”, explains Bekteshi. The vehicles are electric shuttles. “I especially appreciate the clean and quiet public appearance, so we can represent Eisberg in the best possible way.”

“I am proud to represent Eisberg innovatively and ecologically.”

Nedjmi Bekteshi is group leader of the shuttle drivers at Eisberg in Switzerland and has been with the company since 2012.



Spotless and ready for action

The empty containers that reach the Abderrahim Ligassi’s cleaning in Oensingen may have come a long way. But whether they come directly from production in Oensingen or from a little further away – for example from another Bell site or a customer – they all have to be cleaned. After Abderrahim Ligassi has inspected the empty containers and cleaned them of dirt or labels, they are transported via a conveyor belt to the container washing machine. After cleaning, they continue to the empty container store. “Or I stack the containers in pallets by hand,” adds Ligassi, “afterwards they are ready for use again in the production in Oensingen.” He is particularly proud of his work when the whole process runs smoothly and there are no downtimes or delays. “You have to be flexible. Sometimes I have to tighten a screw or temporarily tie a broken metal bar until the technician arrives”, he explains. “I do everything so that the department works properly and the customers are satisfied!”

“I do everything so that the department works properly and customers are satisfied!”

Abderrahim Ligassi works at Bell Switzerland in the cleaning department at the site in Oensingen.



A trouble-free production

When things get really hot at work, Sandro Carigiet takes to it like a duck to water. As the team leader for operational electrics at the Hilcona site in Schaan, he is responsible for correctly allocating the available resources when day-to-day business is running smoothly. He and his team are challenged from four o'clock in the morning until half past eleven at night. The rest of the time is covered by the stand-by. In several shifts they solve up to 60 incidents per day. At the same time, they supervise various internal projects, such as maintenance work or the modernisation of older plants. "We work with numerous systems from various manufacturers all over the world, from measurement and control technology to sensors, printing systems and camera technology", explains Carigiet. The goal is a trouble-free production. In everyday life, however, this is not always possible, which is why malfunctions must always be rectified as quickly as possible. Sometimes improvisation is required, Sandro Carigiet notes and affirms: "To get to the bottom of stubborn mistakes together with my team makes me happy – and of course if everything works as it should!"

"We work with several systems from different manufacturers all over the world."

Sandro Carigiet works at Hilcona in Schaan, Liechtenstein, leads the team for operational electrics and also supervises the automation engineers to be trained there.

A culinary visiting card

They provide culinary advice for guests, customers and colleagues and master the daily balancing act between kitchen and office, desk and chef's hat: Philipp Glauser and Gebhard Längle work at Hügli as culinary advisors. Their everyday life is diverse and varied, they are often on the go – whether they are tasting food, supporting food shootings and recipes, providing expert advice or cooking for customers and guests at trade fairs. While doing so, cuisine, culinary delight and their passion for cooking are always at the centre of their efforts. "I am proud to be able to help shape Hügli's culinary visiting card", says Gebhard Längle, who is also responsible for the staff restaurant at the Steinach site. Philipp Glauser adds: "It is great that we can inspire our customers with our products every day."

"It is great that we can inspire our customers with our products every day."

Philipp Glauser and Gebhard Längle work as culinary advisors for Hügli in Steinach, Switzerland.



Always cheerful and in a good mood

Donata Ismail washes, irons and distributes the laundry of the Charcuterie Cheseaux near Lausanne. She treats the clothes with particular care: "Every work colleague should wear well-fitting, comfortable clothes that above all comply with hygiene regulations." In addition to working in the laundry, she is also responsible for cleaning the premises. But even if she has to roll up her sleeves to complete both tasks on time, Donata Ismail keeps her optimism: "I'm always happy and in a good mood. My work gives me the feeling of doing something good and being needed. Since I joined Bell, I have more self-confidence and am looking forward to every morning full of anticipation." A good attitude that she has already demonstrated in various departments of the company. "I was most impressed by my appointment as Line Manager. This is an important task, and I was the first woman to hold this position in Cheseaux."

Donata Ismail works at Bell in the laundry and cleaning department of Charcuterie Cheseaux, Switzerland. She has been with Bell for eight years.



"My work gives me the feeling of doing something good and being needed."

Service mentality in action

Henning Schwarm did not have much time to get to know his new employer when he started in his position as Head of IT Infrastructure & Customer Care at Hügli in Radolfzell, Germany, in January 2019. After all, day-to-day business doesn't take a break. Around 7,000 incidents and change requests are received each year via the ticket system. In addition to various projects and meetings with customers, colleagues, employees and service providers, there are 20 to 30 tickets per day that need to be processed.

"Bringing day-to-day business, project business and the unforeseen under one roof is certainly the greatest challenge", explains Schwarm, "for example, when a line failure recently occurred in a production plant and we carried out an important parallel migration of all PCs and users at all locations." Henning Schwarm is supported by 14 employees at two locations. "I am proud that my team and I are working together to ensure that the system works, from a simple laptop to larger production facilities", he says. "It is important to me that we are perceived as a competent service provider – and that we live this service mentality."

"I'm proud that my team and I are working together to make the system work."

Henning Schwarm joined Hügli in Steinach, Switzerland, as Head of IT Infrastructure and Customer Care at the beginning of 2019.





Freshness served with love

Thanks to Ines Eggenschwiler and her team, around 900 employees can look forward to freshly prepared menus every day. Ines Eggenschwiler manages the staff catering at the four Eisberg locations in Switzerland. "Freshness is particularly important to us", she explains. "Our advantage: We receive salads, fruits and vegetables prepared from production. So we save time and can cook creatively and freshly instead." Eggenschwiler not only pays attention to seasonality and sustainability, but also to culinary variety: With Hindu days, Asian and Turkish dishes or typical Swiss cuisine, she tries to consider the 52 nationalities in the company: "We want our guests to feel at home with us and be able to relax." And they succeed, a small anecdote proves: "During a company audit, my cook prepared a fresh, beautifully decorated sponge cake roll for dessert, despite the high level of activity", says Ines Eggenschwiler delightedly. "The auditor was so enthusiastic that she even mentioned the dessert in her concluding remark. Such moments make me very proud!"

Ines Eggenschwiler is head of personnel catering at the four Eisberg sites in Switzerland and has been with the company for 20 years.

On the move as a problem solver for the catering trade

Axel Dröge, who works as Concept Development Manager at Hilcona's Food Service, knows that good food connects: "Good products are well prepared, the concept is tailored to the needs of the customers and presented with a smile – that's the door opener for successful business." He likes to do more for it. For example, when he worked in a team of two at a four-day trade fair abroad and hardly any products were left on the first evening. No problem for the professional: "A few phone calls later we had organised a delivery of Hilcona products for the next morning. In addition, we were able to buy everything we needed at a local cash and carry store even without a customer card after closing time. The next morning we were ready again at nine o'clock to convince the visitors of the Hilcona quality." Moreover, Axel Dröge always convinces his customers, as an event in Madrid with the sales team of a local wholesaler proves: "The guests were so enthusiastic about our Spanish adapted Hilcona programme that a team member spontaneously gave me a kiss when asked which product they liked best."



Axel Dröge has been with Hilcona in Schaan (FL) for two years as Concept Development Manager in Food Service.

"The Green Mountain" sets new standards for veggie products

Meat-free burger without compromises

Looks like meat, tastes like meat, but is vegetarian: "The Green Mountain" offers the first plant-based burger developed and produced in Switzerland. This new product from the start-up Hilcona Taste Factory is a real alternative for all those who occasionally want to consciously do without meat. It is offered in "The Butcher" burger restaurants as well as in companies of the gastronomy group ZFV.



The burger is indistinguishable from its model of minced meat.

Not only the name of the new manufactory "The Green Mountain" is inspired by the mountainous surroundings of Landquart, but also the concept: "Green stands for original, healthy and sustainable – mountain symbolises the origin and regional production and is a taste promise", explains Werner Ott, project manager of "The Green Mountain".

Look, taste and bite

Since this spring, Swiss restaurant clients have been able to get to know the first result of the intensive work on the start-up's plant-based products. "The Green Mountain" burger is indistinguishable from its model of minced meat in terms of look, taste and bite. It can also be cooked to several levels, just like a meat burger. The new product is also rich in fibre and protein, while at the same time it can score points with a low fat content.

Food technologist Julia Sackers worked on the perfect recipe together with a young team of chefs for over a year. It is based on pea and soy protein. The latter comes 100 per cent from organic farming.

Enjoyable, high quality and manufactured in Switzerland

When selecting the other ingredients, the product developers also paid attention to the highest quality and – in terms of sustainability – also to short delivery routes. The Swiss, for example, source all ingredients from nearby European countries, with the exception of coconut oil.

The target group for the new burger are mainly flexitarians who want to eat purely plant-based food from time to time. "With 'The Green Mountain' burger, we offer consumers an enjoyable, high-quality alternative to meat produced in Switzerland", explains Werner Ott.

Since 9 April, the burger has been available in around 130 establishments of the Swiss catering group ZFV. And the first burger restaurant chain is already relying

on the veggie variant: guests can order the new product at all "The Butcher" branches in Zurich, Zug and Berne.

"The Green Mountain" is an internal start-up of Hilcona Taste Factory in Landquart, Graubünden. As a centre of excellency, the factory promotes the development and production of plant-based foods. The burger premiere will soon be followed by further new meat-free products. • *mr*



Promotions and new products in the asparagus season

What would the king be without his entourage?



Every year from April to St John's Day tender white sticks take over the regency over many kitchens. And where asparagus is cooked in buttery water, its delicious companions are also not far away. At this top culinary meeting from classic ham to the new hollandaise sauce the Bell Food Group will also be present to serve gourmets royal vegetables.



Bell Germany started a big promotion for the smoked ham.

The fact that asparagus and ham are such an inseparable duo is not only because their aromas harmonise so well. In the past, pigs were traditionally slaughtered in winter. So the ham was ready just in time for the asparagus season. However not only this classic goes well with the noble plant. Bell Switzerland has been showing it on its website since April. Besides a selection of perfect asparagus allies such as dry cured meat or cooked ham, visitors will also find delicious recipes around the coveted sticks.

For the northern Germans, the mildly smoked ham is the number one in the asparagus season. This preference has prompted Bell Germany to launch a major advertising campaign for Abraham smoked ham in April and May. More than 8.5 million listeners were reached in Hamburg, Schleswig Holstein and the surrounding regions with radio features including competitions. And anyone who then got an appetite for this delicious speciality, with a little luck, found one of the numerous tasting stands in his North German supermarket, where he could try freshly sliced smoked ham and take it home for his asparagus menu.



The gourmet's happiness will then be perfect with the new sauce à la hollandaise from "NATUR COMPAGNIE". With this innovation, Hügli's organic brand is expanding its range of sauces with a liquid sauce for the first time. The sauce à la hollandaise only needs to be heated and can then immediately accompany asparagus and ham with its fine buttery aroma. In contrast to many competitive products, it contains the classic ingredients that make this sauce so special: white wine, butter and egg. Like all "NATUR COMPAGNIE" products it is also palm oil free and contains no added sugar. The new product was introduced in April and is available in health food shops and health food stores. • mr

Asparagus risotto with ham

- 500 g green asparagus
- 1 onion
- 100 g ham, e.g. Bell air-dried meat
- 20 g butter
- 200 g risotto rice
- 650 ml vegetable broth
- 1 glass hollandaise sauce, e.g. from "Natur Compagnie"
- 30 g grated parmesan

Preparation:

Wash the asparagus and cut them into pieces of about 4 cm in length. Peel and chop the onion. Heat the butter in a pan. First sauté the onion and then the risotto rice. Add around 100 ml of broth and let it boil down. Add the rest of the broth when all the liquid has been absorbed. After about 10 minutes, add the asparagus pieces and simmer for another 10 minutes. Finally cut the ham into strips and fold in. Heat the hollandaise sauce in a saucepan while stirring. Serve the sauce with the risotto and sprinkle with Parmesan cheese.

A brief history of the burger

BURGER FOR LIFE

From despicable fast food to a culinary playground – since its invention, the burger has achieved a real culinary flight of fancy. Michael Martin, publisher of the barbecue magazine GRILL&CHILL, is dedicated to the history of the king of fast food and presents a burger recipe that puts the taste buds to the test.

There were times when many people could not speak well of the «Hamburger». «Fast food! Terrible!» I still hear the echo of my mother's voice in my ears when we children once again had the sense of a slice of meat between two fluffy rolls. Well then, the times have passed through the country, and with them we became older, certainly also more quality-conscious and more culinary understanding, to put it this way.

What has remained over all these years is the love of the burger. To this simple and yet so complex dish, which in fact is far more than just a child of the fast-food generation. Burgers stand for unlimited creativity as well as for

About 36 years later the steep rise began – with the opening of the first McDonald's restaurant on the 15th May 1940 in the Californian San Bernardino. Soon the speciality of the house was the quickly prepared hamburger as well as the self-service. From 1976 onwards, branches sprang up in Switzerland as well, hamburgers everywhere with more and more fans – and bitter opponents. On a summer night in 1982, enemies of the chain, the «Kommando Grober Ernst», set the Zurich branch at Stauffacher on fire and even met with sympathy with this campaign.

But the backs of the burgers, however fluffy their rolls may be, even withstood that politically motivated action. And much more: without the constant discussion about the dish, the development around «Buns & Pattys» would certainly not have been possible, which today give us rather biblically presented books, such as the work «Burger unser».

Other souls may wrinkle their noses about this, but in the end all the debates have led to the conclusion that a good burger is anything but despicable fast food. • Michael Martin, Editor of the BBQ magazine GRILL&CHILL

What has remained over all these years is the love of the burger.

the good, old BBQ tradition that has been handed down to us from the USA. Or rather, that the Americans gave us back, if it's true that the name "burger" is due to a speciality of Hamburg emigrants. In any case it is proved that at the world exhibition of 1904 in St Louis in the federal state Missouri a roll with meat was sold under the name «Hamburg» (still without the ending -er).



Beef burger with honey aubergine

The subject never let go of me either. And as the person responsible for the BBQ magazine GRILL&CHILL, I have the pleasure of combining my passion with my profession – the topic is endless! If you don't believe it, you should follow this recipe.

The ingredients for this burger are per person.

- Approx. 200 g minced beef
- 3 slices aubergine
- 4 tbsp honey
- 3 tbsp soy sauce
- 1 tbsp white balsamic vinegar
- 3 tbsp crème fraîche
- ½ tbsp lemon juice
- 1 tsp pomegranate seeds
- salt, pepper
- salad, coriander

Salt the aubergine slices and drain off the water from them after approx. 15 minutes. Salt the minced meat (rule of thumb: 20 g salt to 1 kg meat). Use a burger press or wet fingers to form a «Patty», the diameter of which is no larger than that of the roll. Using your thumb, slightly press the burger in the middle so that it retains its shape when grilling. Mix the crème fraîche with 1 tbsp honey, lemon juice and salt.

Make a marinade for the eggplant slices from 3 tbsp honey, the soy sauce and the vinegar. Pre-heat the grill to 200 °C; grill the eggplant slices for about 5 minutes on each side, then brush with the marinade and keep warm. Grill the burger for approx. 3–4 minutes per side until a nice grill pattern is obtained. Do not turn too quickly, otherwise it will disintegrate! Brush the inside of the sliced roll with butter and roast on the grill.

Finish: Spread 2 tbsp of the crème fraîche mixture on the underside of the bread roll; place the burger on top, cover with the eggplant slices and finish with another spoonful of crème fraîche, salad, pomegranate seeds and some coriander.



Don't miss a BBQ opportunity with Bell Food Group products

CHILL GRILLING



Often it's perfect barbecue weather when you don't have time for elaborate preparations. The Bell Food Group's latest innovations ensure that the BBQ evening can be set up quickly and completely relaxed. So there are no limits – and also the conscious nutrition is not missed out.



Bell Switzerland: Honest burger and hot meat spirals

As unusual as your personal favourite burger creation may be, for most people genuine meat taste is the top priority. This is why Bell Switzerland has deliberately avoided spices and co. in its new "Big Triple B – Best Beef Burger". The coarsely minced meat consists exclusively of the best Swiss beef from the genuine mother cow husbandry. The patty is ready for the BBQ. If the bun halves and the favourite ingredi-

ents are already prepared, the burger is ready in no time at all.

With the new "Mexican Flavour – Mini BBQ spirals" on the other hand, Bell has reached deep into the spice pots. Inspired by the flavours of Mexican cuisine, chilli, jalapeño, coriander and ginger give Swiss pork sausages their authentic, sweet-spicy taste.

Since each skewer consists of three small spirals, several sausage fans can be fed at the same time. With two skewers per pack, shared joy becomes sixfold joy. And the barbecue chef has enough time to prepare the next treats.

For really sparking the BBQ appetite of Swiss customers, Bell launched tastings in the retail shops in June to introduce the new products.

Bell Germany: Organic sausages in mini format

Trends such as sustainability and conscious nutrition do not stop at the barbecue grill. The ZIMBO organic poultry sausage comes at just the right time. It is made from high-quality poultry meat and carries the EU organic seal. Bell Germany also had smaller households in mind when choosing the portioning: The 160 gram pack with eight sausages is also suitable for spontaneous BBQ alone or in pairs.

With this concept, Bell Germany convinced the readers of the specialist magazine "Fleisch-Marketing" this spring. The decision-makers from the meat and sausage industry and the food trade awarded the ZIMBO organic poultry Bratwurst the bronze medal as Innovation of the Year in the poultry products category.

Eisberg: Crispy summer mix

"I didn't have time to cut salads and vegetables!" Excuses like these don't count any more, thanks to Eisberg. In Hungary, Slovakia, Romania and Switzerland, the new "summer mix" now gives you even less reason to do without the crispy side dish to the BBQ.

As tastes vary, the mix changes from market to market. In Hungary and Slovakia, for example, vitamin suppliers such as iceberg lettuce, romaine lettuce, lollo rosso, paprika and fennel are added to the bag. Launched as a seasonal product in May, these delicious mixed salads will be available until the end of August.

Sylvain & CO: Light balsamic sauce

Sylvain & CO also provides a relaxed barbecue party feeling and at the same time a clear conscience: The new "Grand-Mère Bio Sauce Gusto Balsamico" does not need any oil. It contains the best balsamic vinegar from Modena with the "Protected Geographical Indication" seal and mustard seeds. The result is a finely tuned, ready-to-eat salad dressing that has only ten kilocalories per serving.

With this new sauce, Sylvain & C= has been expanding its organic line for the Swiss retail market and its food service customers since April. • mr



The "summer mix" from Eisberg varies from market to market.



New building in Werkendam for Hügli subsidiary Bresc

Custom work for the catering trade

With cooled herb and garlic products, Bresc Food Service makes work easier for customers throughout Europe. Since the end of last year, the Dutch Hügli subsidiary has had a new home: a new building has been built in Werkendam, where production, logistics and administration are now united in one complex.

BRESC

Products that are easy to use, leave room for creativity and provide an extra portion of aroma for numerous dishes are very popular with chefs. Just like the cool fresh garlic and herb specialities from Bresc. This offer has enabled the Dutch company, which has been part of Hügli since 2016, to achieve double-digit growth rates in recent years. As a result, the previous production plant in Sleenwijk and Giessen in the province of Brabant reached their capacity limits. A new building was needed. The right site was found in the neighbouring Werkendam.

Here, on a 1.6 hectare site, a building complex was built in just nine months, into which production, logistics and administration could move in together at the end of 2018. "On the initiative of the Bell Food Group, we bought an additional 3.4 hectares of adjacent land last summer", reports Arjan Hak, Managing Director of Bresc. "We now also have sufficient space for future expansion."

Not only all of the company's processes and around 85 employees are now united at one location. The production plant also meets the latest technology. Thanks to a new temperature system, for example, the raw material can be thawed in half the time required at the old location. At the same time, this process is now even more sustainable thanks to the use of waste heat from cooling.

In addition, the increased space allowed the company to install an additional mixer and cutting system. And the area for weighing the products is now eight times as large as in the previous building. Bresc can now more than double its production capacity: "We estimate that in the future we will be able to produce up to 5,000 tonnes of freshly chilled specialities per year here", says Arjan Hak.

When designing the new building, however, it was not only current technologies and efficient structures that were important to those responsible. It was equally important to them that the architecture reflected the company's values. "Bresc stands for hospitality, curiosity, openness and teamwork. This philosophy is reflected in the modern, inviting design of our new building", says Arjan Hak. "Brescuisine", where the herbal experts can welcome customers and other guests and inspire them with their specialities, also contributes to this.



And there are many specialities. The range for food service and the food industry comprises around 450 products. The bestsellers include garlic in various variations, purees made from individual herbs and spice mixtures. All are ready to use and have a long shelf life when cooled – just as it is best for food service customers.

The customers for these products already come from 15 European countries. The main market is the Netherlands, where Bresc generates around 60 per cent of sales – and the trend is rising. The company also sees further growth potential in the DACH region, where Hügli has a strong sales team and can thus exploit synergies.

According to Arjan Hak, synergies not only result during the joint marketing of the products, but also in the kitchen: "Anyone who has ever tasted the Hügli tomato soup seasoned with our 'Tasty Tomato Bruschetta' or the Hügli chocolate mousse with our black garlic puree knows how well our brands complement each other." • *mr*

The extensive range comprises around 450 products.





Bell founded the Central Halls,
Switzerland's first "Shopping-Center"

THE ONLY ONE IN SWITZERLAND

In 1906, the company Samuel Bell Söhne was the driving force behind the opening of Switzerland's first supermarket – the Basler Central Halls on Barfüsserplatz. In more than 100 years, the concept has often changed, but never the principle: to make it as easy and pleasant as possible for people to buy goods for their daily needs.

"A commercial building of the most modern style, as it exists only in Switzerland, opened its gates in Basel on 3rd August", wrote the "Basler Anzeiger" in its issue of 7 August 1906. And that was still phrased cautiously. The sales concept in the new Central Halls was, from today's perspective, nothing other than the idea for a first "shopping-center", a supermarket for items of daily need in a prime location in Basel.

The company Samuel Bell Söhne, founded in 1899, was the mastermind of the Central Halls concept. The descendants of Samuel Bell-Roth, who had founded his "Ochsenmetzger" butchery in 1869 on Streitgasse opposite the Central Halls and thus stood at the beginning of the company history of today's Bell Food Group, were ambitious and thought big.

With the expansion of the "Ochsenmetzger" butchery, the opening of a charcuterie shop in 1897 and the acquisition of additional properties on Streitgasse and Weissengasse in the heart of Basel, Bell had long since become what was then known as a "large-scale butcher's shop". Sales were expanded with branch stores on Spalenberg and Rheingasse; so the Central Halls became the main sales business of the most modern kind.

The concept was as simple as it was convincing – and the city's leading retail outlets stood behind it. Besides Bell, which offered meat products on the ground floor – even in a cooled "Montre" – and fine charcuterie on the 1st floor, the vegetable merchant Ernst Dreyfus, the colonial goods store Preiswerk Söhne, the butter, egg and cheese shop Oesterlin & Cie., the bread and pastry bakery Singer, the flower and plant sale of Wilhelm Schneider as well as the drugstore and drinks company Sengelet & Cie were involved on about 400 square meters. According to the press article at the time, Sengelet also offered "Liquors and fine wines".

The offer in the Central Halls was one thing, the service for the customers was another. In a "refreshment room" on the upper floor, drinks and small food could be consumed, there was a toilet and an automatic telephone – at that time anything but a matter of course. The electricity was supplied by a diesel generator, five cold storage rooms ensured the freshness of the goods.

In April 1953 another historical innovation took place in the Central Halls. For the first time in Switzerland, meat products were offered packaged in self-service shelves. Bell called the new service "Hopp-Hopp-Service" and did not yet seem to be completely convinced by

this new system imported from America to Europe. In his speech at the general assembly on 26th March 1953 Chairman Heinrich Küng said: "Our critical reluctance is directed above all against the sale of packaged fresh meat." He did not believe that the Swiss market was created for it. Well, in retrospect his scepticism was unfounded.

Between 1961 and 1963, the old Central Halls were demolished and replaced by a new building. In 1979 and 1996, after extensive modernisation, new concepts were implemented there, first a modern shopping street, later an even more traiteur- and take-away-oriented store. From 1st January 2003, the property became the property of the major bank UBS.

In the course of Bell AG's complete closure of all its own retail businesses on 1st January 2004, the meat shop in the Central Halls was also closed. On 28th February 2004 the Central Halls, which next to Bell also housed Con-fiserie Kämpf, had their last day of sale. Bell tried to establish another butcher's shop, but nobody was interested. Thousands of signatures had been collected from the population to preserve the Central Halls. This was one of the reasons why the contract for the successor was ultimately awarded to the food retailer Coop, which has been operating a pronto shop with extended opening hours ever since. In the 1st floor the pizzeria-restaurant "Centro" continues the restaurant tradition existing since the beginning in the Central Halls. • Daniel Schaub, historian from Basel, has reviewed the history of Bell for the 150th anniversary.



The Central Halls offered a supermarket for daily necessities in a prime location in Basel.

In 1953, for the first time in Switzerland, meat products were packed in self-service shelves in the central halls, following the model of a London supplier.



Anniversaries

LOOK! congratulates the jubilarians of June to August 2019

Bell Switzerland

20 years of service

Markus Kauschinger, 1 June, Bell, Basel
Franz Büchler, 2 June, Geiser AG, Schlieren
Christophe Briand, 7 June, Bell, Cheseaux
Irma Luisoni, 30 June, Bell, Basel
Markus Fankhauser, 1 July, Bell, Zell
Thomas Graf, 1 July, Bell, Basel
Willy Ruckstuhl, 1 July, Bell, Zell
Bertrand Vuillequez, 1 July, Bell, Basel
Fatma Güzel, 26 July, Bell, Basel
Derva Halilovic, 28 July, Bell, Zell
Nicole Acone-Veraguth, 15 August, Bell, Cher-Mignon
Muruganathan Paramagurunathan, 16 August, Bell, Zell
Sanije Bajrami-Demiri, 18 August, Bell, Cheseaux
Labinot Neziri, 23 August, Bell, Zell

25 years of service

Christine Descot, 1 June, Bell, Basel
Guido Bühlmann, 2 June, Geiser AG, Schlieren
Kurt Anderegg, 1 July, Bell, Oensingen
Mario Schaad, 1 July, Bell, Oensingen
Sivasambo Yoganathan, 4 July, Bell, Zell
Josef Aregger, 18 July, Bell, Zell
Jean-Marc Petit, 25 July, Bell, Oensingen
Pascale Schmitt, 1 August, Bell, Basel
Uezeyir Kocak, 15 August, Bell, Basel
Biagio Manzo, 22 August, Bell, Basel

30 years of service

Géraldine Adler, 1 June, Bell, Basel
Jean-Jacques Berna, 1 June, Bell, Basel
Frédéric Bernaz, 12 June, Bell, Cheseaux
Pejo Brnadic, 1 July, Bell, Zell
Mehmet Iscen-Torun, 1 July, Bell, Basel
Eric Terefenko, 1 July, Bell, Basel
M'bark Amgoune, 1 August, Bell, Oensingen
Barbara Spies, 1 August, Bell, Basel

35 years of service

Hans Aregger, 12 June, Bell, Oensingen
Marcel Onorato, 2 July, Bell, Basel
Jean-Claude Wenck, 2 July, Bell, Basel
Jean-Luc Thomas, 6 August, Bell, Cheseaux

40 years of service

Michel Meister, 5 June, Bell, Basel
Régine Hoferlin, 20 August, Bell, Basel

Early retirements

Anton Abbuehl, 30 June, Bell, Cheseaux
Remy Schaffhauser, 30 June, Bell, Basel
Francesco Pinelli, 31 July, Bell, Basel
Véronique Luttringer, 31 August, Bell, Basel

Retirements

Lokmann Ziberi, 30 April, Bell, Basel
Minever Bajrami, 30 June, Bell, Oensingen
Therese Vogel, 31 July, Bell, Zell
Mirzade Dizdar, 1 August, Geiser AG, Schlieren

Death

Miodraga Duric-Jankovic, 7 March, Bell, Oensingen

Bell Germany

20 years of service

Rosalie Ebert, 7 April, Bell, Suhl (*subsequent*)
Monika Kleylein, 4 May, Bell, Suhl (*subsequent*)
Ina Bienek, 2 July, Bell, Suhl
Henryk Wach, 27 July, Bell, Seevetal
Marcel Gerst, 2 August, Bell, Suhl
Josef Ridder, 2 August, Bell, Bad Wünnenberg
Reinhard Pengel, 17 August, Bell, Seevetal

25 years of service

Tatjana Konnow, 10 May, Bell, Harkebrügge (*subsequent*)
Doreen Kirchner, 2 August, Bell, Edewecht
Thomas Bartels, 4 August, Bell, Seevetal

30 years of service

Arnold Caspers, 2 April, Bell, Edewecht (*subsequent*)
Andreas Woller, 2 August, Bell, Edewecht

40 years of service

Katharina Grote, 2 August, Bell, Börger

Hilcona

20 years of service

Manuela Geosits, 2 June, Hilcona, Leinfelden-Echterdingen
Fredy Kunz, 2 June, Hilcona, Schaan
Fatma Suicmez, 2 June, Hilcona, Schaan
Alexa Neuhaeusler, 2 July, Hilcona, Schaan
Edin Rizvic, 2 July, Hilcona, Schaan
Helena Santos Vicoso, 2 July, Hilcona, Schaan
Mayte Lema Trigo, 2 August, Hilcona, Schaan
Nevza Bajrektarevic, 27 August, Hilcona, Orbe
Fatime Buja, 27 August, Hilcona, Orbe
Myrvete Krasniqi, 27 August, Hilcona, Orbe
Aurora Teixeira Sousa, 27 August, Hilcona, Orbe

25 years of service

Radzima Cuhe Jamakovic, 28 August, Hilcona, Orbe

40 years of service

Armin Reich, 4 July, Hilcona, Salez

45 years of service

Ramon Quintans Santos, 1 March, Hilcona, Schaan (*subsequent*)

Retirement

Sylvia Heldstab, 8 March, Hilcona Taste Factory, Landquart (*subsequent*)

Bell International

20 years of service

Marianne Bachleitner, 14 July, Hubers Landhendl, Pfaffstätt
Peter Rillinger, 15 July, Hubers Landhendl, Pfaffstätt
Vskra Pasoska, 17 July, Hubers Landhendl, Pfaffstätt
Isabelle Meunier, 1 August, Bell France, Saint-André-Sur-Vieux-Jonc
Zehrudin Hodzic, 5 August, Hubers Landhendl, Pfaffstätt
Brigitte Bridon, 10 August, Bell France, Saint-André-Sur-Vieux-Jonc

25 years of service

Marie-Laure Delabrise, 7 June, Bell France, Teilhède

Retirement

Gilles Granjeon, 1 July, Bell France, Teilhède

You will find current job offers under:
bellfoodgroup.com/karriere

Hügli

20 years of service

Esther López, 2 January, Granovita Spain, La Vall d'Uixó (*subsequent*)
Claudio Ravasi, 26 January, Ali-Big Italy, Brivio (*subsequent*)
Grit Berger, 2 June, Hügli Germany, Radolfzell
Maurice Bruce, 2 June, Hügli Germany, Radolfzell
Klaus-Jürgen Grebien, 2 June, Hügli Austria, Hard
Hansruedi Schneider, 22 June, Hügli Switzerland, Steinach
Adriana Sowislo, 30 June, Hügli Germany, Radolfzell
Keith Gibbins, 20 July, Huegli UK, Redditch
Gary Powell, 17 August, Huegli UK, Redditch
Ralf Kotai, 31 August, Hügli Germany, Radolfzell

25 years of service

Britta Pinkepank, 2 July, Hügli Germany, Radolfzell
Anja Stöckle, 2 July, Hügli Germany, Radolfzell
Michaela Klopsch, 2 August, Hügli Germany, Radolfzell
Tilo Kuhlmeier, 23 August, Hügli Germany, Radolfzell

30 years of service

Norbert Heine, 2 June, Hügli Germany, Radolfzell
Daniel Peck, 2 July, Hügli Switzerland, Steinach
Alexander Duller, 25 July, Hügli Germany, Radolfzell

35 years of service

José del Bosque, 3 May, Granovita Spain, La Vall d'Uixó (*subsequent*)
Manuel Kräutler, 5 June, Inter-Planing, Langenhaslach
Norbert Schorer, 7 August, Inter-Planing, Langenhaslach
Renate Musacchio, 30 August, Hügli Germany, Radolfzell

Retirement

Segundo Cañizares, 3 June, Granovita Spain, La Vall d'Uixó

Eisberg

20 years of service

Thirukeswaran Navaratnam, 15 June, Eisberg, Dällikon
Cristina Maria Soeiro Gomes Oliveira, 15 June, Eisberg, Dällikon
Paul Turk, 22 June, Eisberg, Dällikon
Santa Kitala-Serio, 20 July, Eisberg, Dällikon

25 years of service

Veronika Meyer, 12 August, Eisberg, Dällikon

Early retirements

Rita Gisler-Probst, 30 June, Eisberg, Dällikon



Sustainable MSC pulpo from Spain

FISHING SMART

Actually everyone knows that we humans should not pull everything out of the sea that we can snatch. But too few still follow that. For Coop, Bell now receives octopus from MSC-certified catches.



The fishermen don't just pull out everything the sea has to offer.

Fisherman David Manuel García uses the winch to pull cage after cage out of the water. He pulls an octopus out of about every second one. He throws the small squids back into the water. They are still too young, he does not want to and must not catch them. But he keeps the big ones, those weighing more than one kilo. He hands the empty cage to Alfredo Alvarez, who stacks it on the stern.

The fishing boat with the name Ruben David is located off the coast of Asturias in the northwest of Spain, near the small village Viavélez. The April weather is cool. It is time to catch a delicacy of the region: octopus or pulpo, as it is also called in the kitchen.

David, his father José Manuel and Alfredo operate one of currently twenty-seven fishing boats that catch octopus following the MSC standard in Asturias. When father José Manuel tells the story, you can feel his pride in carrying the MSC label. "You have to fish smart", he explains. With "smart" he means that the fishermen don't just pull out everything the sea has to offer. The MSC fishermen comply with the catch limits, do not lay out more than the permitted 350 traps, use traps that comply with MSC regulations and control each other. "The control is the hardest part of the MSC certification", explains son David with a smile: "The older fishermen are very reluctant to look at the books and they hate to carry a tracking device with them, which can be used to check exactly where they are fishing. But they have to get used to it."

In the meanwhile José Manuel, David and Alfredo have reached the last traps. Today's catch is rather modest by their standards. "About 90 kilograms", David estimates. But because it is MSC pulpo, they get about 20 per cent more money for it than for conventional octopus. "We have stricter regulations and still catch about the same amount as before", explains father José Manuel, who has been at sea for 43 years. "But in the end, we earn better thanks to MSC." The voice spread. "Even with all the reservations against the controls, more and more fishermen are getting certified", says David. In the medium term, they will also be able to supply more MSC octopus. From January to June the MSC fishermen from Asturias catch around 50 tons each. "This is actually negligible in terms of quantity", says Concha Lopez, export manager of the fish processing Alfrio in northern Spain, who processes these 50 tons. Alfrio produces 1,400 tons of pulpo per year. "But when we talk about the quality and philosophy behind it, MSC is a very important step."

Theodor Pulver, who supplies the MSC pulpo for Coop and Bell, shares this view. He is Head of Seafood Purchasing at Bell and a little proud that Coop is the only supplier in Switzerland that offers MSC pulpo in its range. "The Swiss are not the big octopus lovers", says Pulver, "but they are catching up." Above all, however, it is the southerners living in Switzerland who love this cuttlefish. And, very important: "They are also increasingly relying on sustainability labels such as MSC."

In culinary terms, the pulpo is an absolute delicacy and is sold dearly in Galicia and Asturias. One kilogram costs between 45 and 50 euros in the supermarket in Spain, which is more than what you pay for premium beef. The MSC pulpo is gutted and washed and then packaged and frozen as a whole squid. Freezing serves to facilitate transport, but not only: the freezing process and subsequent thawing breaks up the structure of the meat so that it becomes a tender delicacy in the first place. • *Thomas Compagno writes for the Coop magazine and has visited Theodor Pulver for this reportage in Viavélez, Spain.*

Hügli employee Renato Marni is unbeatably good in Taekwondo

Excellence with hand and foot

Take measure, concentrate and then break through several boards with a targeted blow with the edge of the hand – one of the easiest exercises for Renato Marni. This is why the sales manager and coach at Hügli is world champion in Taekwondo. He was able to successfully defend his title at the last World Championships. And this although after more than 30 years as an active sportsman he meanwhile thinks of eventually stopping.

Renato Marni was introduced to Taekwondo in 1986 by a colleague. In the record time of three years – usually at least twice as long – he got the black belt and thus rose to the rank of a master. He even went to North Korea to pass the examination. “That was a very tough school”, the 52-year-old reports with a smile. “But it was also an exciting experience, especial-

“Trust and mental strength are important.”



ly, because during the trip I had the opportunity to see how the people live there.”

The Hügli employee achieved his first successes on a national and international level in the discipline of “breaking”. In this, boards are broken with blows from the hands or kicks from the feet. “This discipline has always been easy for me, although unlike many of my opponents, I am not a heavyweight”, he says. “The important thing is trust and mental strength. When I have four table tops in front of me, I must not imagine that they are solid material.”

In 2010 he won his first title as a world champion in the discipline of “forms”, in which the athlete follows a fixed choreography. “For me this is the most difficult discipline in Taekwondo, because every kick and every stroke has to fit exactly”, Renato Marni explains.

Although, in the past years, he has thought again and again about the end of his active career, he still participated in the last World Championships 2018 in Italy in the forms competition. After a short uncertainty in view of the great performance of his opponent, he was able to come through again, scored the best mark and thus win just ahead of the runner-up.

But Renato Marni has not only advanced his own sporting career over the past three decades. As coach and president of the Taekwon-Do International Switzerland association, he has also been committed for many years



to making the sport better known throughout Switzerland and promoting young talent. “We have very good fighters who are on their way to the top. I would like to build up these further so that I can withdraw from the competitions myself”, says the Swiss, who would like to have more time for travel and other leisure activities in the future.

Renato Marni is also committed to promoting young talent in Taekwondo.

When the time comes, he can look back on numerous highlights. Beside competition successes, also on the international sport night 2009 in Davos for example, at which he was distinguished for his achievements and merits in the Taekwondo with the “Davos crystal”. As a short interlude, he also showed his skills with the edge of his hand at the award ceremony and smashed five concrete slabs before the eyes of the enthusiastic audience.

Despite all his determination, Renato Marni cares mostly about encounters with people. “The friendships I made through Taekwondo are priceless for me”, says the world champion. Thus he can imagine continuing his work in the club even until old age – but then in the second row as a teacher and promoter of his sport. • *mr*

Personal details

Name: Renato Marni

Job at Hügli:
Sales manager and coach for the German-speaking sales team

By Hügli since: 1990

Age: 52

Taekwondo

Taekwondo is the Korean form of weaponless self-defence. The three syllables “Tae”, “Kwon” and “Do” mean foot, hand and path. The sport, which developed after the Second World War from the Japanese Karate and the Korean Taekkyon, belongs to the youngest Asian martial arts. The rank of the athlete can be recognised by his belt colour. The traditional Taekwondo is divided into three disciplines: forms (also called shadow fighting), breaking and sparring, in which two fighters compete against each other. The latter has also been part of the Olympic games since 2000.

Prevention instead of antibiotics in poultry fattening

Less is more

In order to reduce the use of antibiotics, Bell Switzerland is implementing extensive prevention measures in integrated poultry production.

An important role is played by Bell's advisory and health service, which provides significant support to producers in maintaining animal health with preventive measures.



It has long been known that the excessive and improper use of antibiotics in human and veterinary medicine is the reason for an increasing number of bacteria becoming resistant to it. In order to prevent the emergence of resistance and to curb its spread, the Swiss Federal Council launched the Antibiotic Resistance Strategy Switzerland (StAR) in 2015. Eight fields of action were defined in this strategy – one of them also about animal husbandry.

However, the effort to reduce the use of antibiotics is not new. "At Bell, antibiotics have not been used as performance enhancers for more than 30 years. Also therapeutically they are only used when no other treatment is possible", explains Dr med. vet. Kathrin Kühni Boghenbor,

The use of antibiotics has been further reduced in the last three years.

head of Zell's advisory and health service and one of the people responsible for reducing the use of antibiotics in Bell's integrated poultry production in Switzerland.

With the start of StAR, however, the topic was given even higher priority at Bell. Consequently, the "reduction treatments" project was launched at the beginning of 2016. The entire production chain was systematically examined and possible risk areas were identified. Subsequently, Zell's advisory and health service, together with animal owners, implemented various measures to maintain animal health and further reduce the therapeutic use of antibiotics.

Improvement measures were implemented in areas such as stable preparation, cleaning and disinfection of stalls during empty periods, the 24-hour check, stable management and disinfection of drinking troughs. With success. "Although the use of antibiotics in Swiss poultry production was already at a comparatively low level, the use of antibiotics in veterinary medicine has been further reduced in recent years", explains Kathrin Kühni Boghenbor. At Bell, the number of herds that had to be treated with antibiotics was reduced to 3.2 per cent. •fv

