

# LOOK!

Bell Food Group Employee Magazine

03 2019



**Behind  
the scenes  
of product  
development**

**BELL  
FOOD  
GROUP**



# The switches are set

## Dear colleagues

In the first half of 2019, the Bell Food Group set the future direction of the company. Despite our great commitment, we have not succeeded in making Bell Germany's sausage products business profitable in a price-driven and competitive market environment in recent years. The sharp rise in raw-material prices for pork since the beginning of the year has made the situation even more difficult. For this reason we decided in June to sell the sausage shop. With the Zur Mühlen Group we have found a buyer group that has a strong position in the sausage products business and thus the best prerequisites to continue operating the plants in Börger and Suhl. We are convinced that we have thus found a sensible and promising solution for all participants.

At Bell Germany we will concentrate on our competence in the field of high-quality German and international raw hams. An important step in this direction was taken with the opening of Bell Spain's new production plant for Serrano ham in Fuensalida near Madrid. This enabled us to overcome a bottleneck in the production of the increasingly popular Serrano hams and we now have our own production capacity of around one million hams per year.



In the second half of 2019, the expansion of the growing convenience segment remains an important thrust.

In Marchtrenk, Austria, Eisberg opened the most modern convenience factory in Europe at the beginning of the year. The start went according to plan and by the end of June half of the planned production lines could be put into operation as planned. The former Bell Germany plant in Bad Wünnenberg will in future be converted into a production plant for Hilcona convenience products for the German market. We are counting on starting the production by the end of the year.

In the short term, the construction of new buildings, the sale of the sausage products business in Germany and the conversion of the Bad Wünnenberg plant and the associated loss of production caused substantial special costs, which burdened our earnings in the first half of 2019. However, I can assure you, esteemed employees, that our decisions always focus on the long-term and sustainable development of the Bell Food Group. We are therefore convinced that with these measures we have created important preconditions for our future success.

Lorenz Wyss  
The Group's Chief Executive Officer



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Interview with Volker Baltes and Xavier Buro

# “THERE IS A GREAT DEAL OF POTENTIAL”

With the reorganization of the Bell Food Group’s corporate structure on 1 July 2019, Volker Baltes, Head of the Convenience Division, and CFO Xavier Buro took over their new functions in Group Management. In this interview they tell us about their goals at the Bell Food Group.



With Volker Baltes (left) and Xavier Buro the group leadership receives a competent enhancement.

On 1 July 2019, the company was divided into the Bell Switzerland, Bell International, Convenience and Finance/Services Divisions. The reorganisation also resulted in changes to the Group Management. The Bell Switzerland Division will continue to be headed by CEO

Lorenz Wyss. Marco Tschanz takes over as Head of the newly formed Bell International Division. Volker Baltes has joined the Bell Food Group as Head of the Convenience Division and Xavier Buro is responsible for the Finance/Services Division.

**LOOK!** *Very a warm welcome to the Bell Food Group. Can you tell our readers something about your career?*

Xavier Buro: Over the last few years I have worked as CFO of Transgourmet Central and Eastern Europe in Germany. Before that I was in charge of several projects in the financial sector at Coop.

Volker Baltes: I have worked in several food companies, including the Oetker Group, Campell and Campofrio. My last position was with Nestlé. There I first managed the Herta company, later I was responsible for the entire chilled-food sector in Germany.

**Did you know the Bell Food Group before?**

Baltes: Yes, of course I was familiar with the company, first and foremost as a competitor. I saw the Bell Food Group as one of the best positioned companies in Europe in the chilled-food sector. An impression that has now been confirmed.

**With you this question is probably superfluous, Mr. Buro?**

As I had previously also worked in the Coop Group, I had to deal with the Bell Food Group from time to time. Some people, such as CEO Lorenz Wyss, I knew from joint projects. We also had the same manager in the person of Hansueli Loosli. That’s how the contact came about, which finally led to my move to the Bell Food Group.

**What was it like with you, Mr. Baltes?**

I was asked in April 2018 whether I knew of a suitable candidate for the Bell Food Group. I answered: yes, how about me (laughs). Since then we have had many discussions and in December 2018 we made the decision.

**What was your impression of the company in the first days?**

Buro: I have been with the company for some time now and have now had the opportunity to meet many new colleagues. I was given an open and warm welcome, which made me very happy. I am also convinced that there is a great deal of potential in the individual di-

visions and units, both in terms of employees and in terms of the diverse and broad range of products and cooperation.

Baltes: I have only been here for a short time, but I can confirm this impression after the first few days. It is also noticeable that the company has grown strongly in recent years and is now positioned differently from a few years ago. Of course, there are also some fears and uncertainties associated with this. However, this is a normal and healthy process of change and ultimately also a reason why the Bell Food Group is so well positioned today.

**Have you been able to get more involved with your new task?**

Baltes: In my case, the objective is formulated relatively clearly. The corporate strategy states that in the medium term the convenience share should be around 50 percent. We are currently at a little over 25 percent. That’s why I know what is expected of us.

Buro: I see our business division as a service department for all companies. That’s where I want to start. It must also be our goal to grow healthily. This is particularly true at the moment for the convenience division, for which a clear growth strategy has been formulated. However, it is important for me to emphasise that we also want to continue to develop Bell Switzerland and Bell International. We are committed to sustainable and healthy growth in all business areas. • fv

**“We want to further develop all our business areas.”**



TOP BPM in the office

## From production to management

The TOP Bell Productive Management is also introduced to the administration. The Quality Management/Sustainability department at the head office in Basel was launched at the beginning of the year. The first experiences show that the implementation in the office differs substantially in some points from the implementation in the production.

Since the beginning of 2019, TOP Bell Productive Management (TOP BPM), the programme for increasing efficiency, productivity and quality at the workplace, has also been applied to the administration. The aim of TOP BPM is to detect and eliminate waste in a continuous process. It was started almost four years ago in the charcuterie production in Basel. After its introduction in different areas of production, the system is now also being used in the office. The Quality Management/Sustainability (QM/NH) department was launched at the company's headquarters in Basel.

The introduction and implementation in the office differs significantly in some respects from the situation in the production environment. First and foremost, there is the fact that, as a rule, there is no physical product by which waste can be measured and contained. However, there are also wastes in the office environment: whether these are hurdles with interfaces to other departments, non-optimised process cycle times or simply too complicated processes. Key performance indicators for measuring progress are therefore much more creative in the office.

Differences to the implementation in production can also be found in quite profane things such as deadline coordination. As a rule, administrative staff are increasingly involved in appointments and meetings. TOP BPM meetings must therefore be planned early and cannot usually be convened at short notice.

Since the QM/NH department acts as a staff unit and internal service provider, it usually works in complex processes with many interfaces to other departments and areas. TOP BPM



now offers the opportunity to investigate such processes and make them simpler and more efficient.

As a first step, the core processes were analysed and the needs and expectations of internal customers – such as production, purchasing, sales or development – were queried. Several fields of action were derived from these analyses, which are further processed within the scope of focus projects. This will allow QM/NH to support its internal customers even better in the future and align processes more consistently with their needs. • sh



History Challenge

Play  
and  
Win!

Employee competition "Play and Win" – History Challenge

A journey  
into the past

On the occasion of Bell's 150th anniversary, this year's "Play and Win" employee competition is all about the past. For four weeks employees can answer several questions about the traditional history of Bell, Eisberg, Hilcona and Hügli in an online quiz and win great prizes worth a total of 6,000 Swiss francs.

Bell, Eisberg, Hilcona and Hügli: four brands rich in tradition, four remarkable company histories – one group.

To mark Bell's 150th anniversary, this autumn's employee competition will take employees on a voyage of discovery into the past of Bell, Eisberg, Hilcona and Hügli.

### The competition dives into the past of the Bell Food Group.

Over four weeks, employees will be able to answer several questions about the past of the Bell Food Group in an online quiz. From 7 October to 1 November 2019, eight new questions await answer every week. The winners will receive prizes worth a total of 6,000 Swiss francs. • sh

### The special challenge: Take a 1869 photo!

Bell celebrates its 150th anniversary in Switzerland in 2019. A special challenge therefore focuses on 1869, the year of birth.

Throughout the quiz time you will have the opportunity to upload a photo of the "1869" number. Be creative! Have you spotted the number in a telephone number, calculated it in the math homework of your children or does your alarm clock accidentally indicate 18:69? Take a quick photo of it and upload it to [www.playandwin.bellfoodgroup.com](http://www.playandwin.bellfoodgroup.com).

The submitted photos will then be displayed in a photo gallery. The ten best and most creative entries will receive a special prize worth around 200 Swiss francs.

### How to participate

To take part in the competition, register from 9 September 2019 under:

[www.playandwin.bellfoodgroup.com](http://www.playandwin.bellfoodgroup.com)

Participation as a group is not possible.

### This is what you can win

**First place:** A travel voucher worth 3000 Swiss Francs.

**Second place:** One day at Europapark Rust including overnight stay at the park's hotel "Bell Rock" and journey there for two persons worth about 2,000 Swiss francs.

**Third place:** An iPhone X 128 GB (black) or a Samsung Galaxy S10 128 GB (black) worth about 1,000 Swiss Francs.

Apprentices at the Bell Food Group

# Ready for the next step

*For some it was time to say goodbye, for others it really got started after the summer: in the past months, for many young professionals at the Bell Food Group the first phase of their professional career has come to an end. We congratulate the graduates on successfully completing their apprenticeship. At the same time we welcome the new apprentices who started their training at the Bell Food Group in August. We are pleased to be allowed to accompany them in their first steps in the professional world.*

## Graduates from Hügli, Steinach

From left to right:  
Berk Baybudogaglu, Julian Eicher,  
Tatjana Kobas (missing in  
the picture: Noah Signer)



## Graduates from Hilcona

From left to right: Selina Billet,  
Oliver Senti, Kail Kasemir,  
Luis Gouveia, Mertcan Tedik



## Graduates from Bell Switzerland

From left to right: Julian Laya, Janik Brunner, Dylan Gertschen,  
Erkam Yilmaz, Simon Streuli, Lara Wolf, Amy de Boers, Nico  
Ambrosini, Luca Wiedemann, Jasper Kugler (missing in the  
picture: Nicole Aregger, Vanessa Hoffmann and Luka Ristanovic)



## Graduates from Hügli Radolfzell

From left to right below: Gabriela Szczyпка,  
Sabrina Fetzler, Selina Fraider, Faiza Khadir,  
Hannah Veit, Jessica Reinartz  
From left to right above: Stefan Dieng (instructor),  
Timo Schneider, Michael Doser, Jonas Gnirss,  
Stefan Rehfuss (instructor)



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

### BELL SWITZERLAND

**Nico Ambrosini**, automation engineer Basel  
**Nicole Aregger**, food technology EFZ, Zell  
**Janik Brunner**, assistant specialized in meat EBA, Oensingen  
**Amy de Boers**, saleswoman support management in charcuterie, Basel  
**Dylan Gertschen**, meat specialist, Basel  
**Vanessa Hoffmann**, poultry specialist EFZ, Zell  
**Jasper Kugler**, logistics specialist EFZ, Basel  
**Julian Laya**, meat specialist, Basel  
**Luka Ristanovic**, logistics Assistant EBA, Oensingen  
**Simon Streuli**, meat specialist, Basel  
**Luca Wiedemann**, IT specialist and system technology, Basel  
**Lara Wolf**, saleswoman in marketing services, Basel  
**Erkam Yilmaz**, specialist in operational maintenance, Basel

### BELL INTERNATIONAL

**Bell Deutschland GmbH & Co. KG, Seevetal:**  
**Harry Neeb**, specialist in operational maintenance

### CONVENIENCE

**Hilcona, Schaan:**  
**Selina Billet**, saleswoman FZ, – E Profile  
**Louis Gouveia**, logistics specialist FZ  
**Kail Kasemir**, automation specialist FZ  
**Oliver Senti**, logistics specialist FZ  
**Mertcan Tedik**, plant operator specialist FZ

**Hügli Nahrungsmittel AG, Steinach:**  
**Berk Baybudogaglu**, logistics specialist EFZ  
**Julian Eicher**, salesman EFZ  
**Tatjana Kobas**, logistics specialist EFZ  
**Noah Signer**, food technology specialist EFZ

**Hügli Nahrungsmittel GmbH, Radolfzell:**  
**Michael Doser**, specialist in food technology  
**Sabrina Fetzler**, DH student business administration industry  
**Selina Fraider**, industrial clerk with additional qualification  
**Jonas Gnirss**, industrial clerk with additional qualification  
**Faiza Khadir**, industrial clerk with additional qualification  
**Jessica Reinartz**, specialist in food technology  
**Timo Schneider**, specialist in food technology  
**Gabriela Szczyпка**, DH student business administration industry  
**Hannah Veit**, industrial clerk with additional qualification

Welcome to the Bell Food Group

### BELL SWITZERLAND

**Betim Aliu**, meat specialist EFZ, Basel  
**Marko Bahor**, cook EFZ, Basel  
**Philippe Cattin**, specialist in operational maintenance EFZ, Basel  
**Damian Dürr**, meat specialist EFZ, Basel  
**Aziz Ullah Egbali**, logistics specialist EFZ, Oensingen  
**Laurent Frei**, meat specialist EFZ, Basel  
**Nestor Haraditiohadi**, automation engineer EFZ, Basel  
**Lukas Haurin**, meat specialist EFZ, Basel  
**Nicolas Horny**, meat specialist EFZ, Basel  
**Gian Knoepfli**, meat specialist EFZ, Basel  
**Samantha Leuenberger**, saleswoman EFZ, Basel  
**Tabea Meyer**, saleswoman EFZ, Basel  
**Abdulsalam Mohamed**, assistant specialized in meat EBA, Oensingen  
**Amanuel Mulubrhan**, assistant specialized in meat EBA, Oensingen  
**Antonio Nedeski**, meat specialist EFZ, Basel  
**Jan Reist**, IT application developer EFZ, Basel  
**Fesnike Rushiti**, food technology specialist EFZ, Basel  
**Lorena Schelb**, business administration-personal management DHBW which stands for Baden-Württemberg Cooperative State University (starting on 1.10.2019), Basel  
**Fabio Teles**, assistant specialized in meat EBA Basel  
**Igor Trajanov**, office assistant EBA, Basel

### BELL INTERNATIONAL

**Bell Germany GmbH & Co. KG, Edewecht:**  
**Lennart Jaspers**, specialist for food technology  
**Bell Deutschland GmbH & Co. KG, Harkebrügge:**  
**Marvin Erik Cramer**, electronic technician for industrial engineering  
**Hendrik Oltmanns**, electronic technician for industrial engineering  
**Nico Verweyen**, machine and plant operator, Focus on food technology  
**Bell Deutschland GmbH & Co. KG, Seevetal:**  
**Susan Geyersbach**, industrial clerk  
**Dominik Siemer**, industrial clerk  
**Robin Thurm**, dual studies in business administration (B.A.) / industrial clerk

### CONVENIENCE

**Hilcona, Schaan:**  
**Francisco Fernandez Alvite**, logistics specialist FZ  
**Sidney Briggen**, logistics specialist FZ  
**Michal Karczmarzyk**, automation engineer FZ  
**Ekim Kardesoglu**, plant operator FZ  
**Hatice Kocatas**, plant operator FZ  
**Lars Meier**, food technology specialist FZ  
**Lorin Murk**, food technology specialist FZ  
**Veronika Anastasia Watzke**, saleswoman FZ, – E Profile  
**Laurin Zenger**, logistics specialist FZ

**Hügli Nahrungsmittel AG, Steinach:**  
**Lara Brunner**, saleswoman EFZ, – E Profile  
**Asmitha Canagathas**, food Practitioner EBA  
**Menil Demiri**, logistics specialist EFZ  
**Patic Graf**, food technology specialist EFZ  
**Jack Stepke**, logistics specialist EFZ  
**Marc Sutter**, food Practitioner EBA  
**Jordan Sutter**, saleswoman EFZ, – E Profile

**Hügli Nahrungsmittel GmbH, Radolfzell:**  
**Ramazan Bakici**, mechatronics engineer  
**Luisa Berchtold**, dual studies in business administration  
**Fabian Dan**, industrial clerk  
**Christian Dornhof**, mechatronics engineer  
**Laura Hagelkrüs**, industrial clerk with additional qualification  
**Jan Hammer**, dual studies in business administration  
**Luica Kral**, industrial clerk with additional qualification  
**Jaroslav Osinka**, industrial clerk with additional qualification  
**Hamzah Ragoubi**, warehouse logistics specialist  
**Eric Wiedenbach**, warehouse logistics specialist

Hilcona is the first “Friendly Work Space” in Liechtenstein

# Great commitment to health in the workplace

With a holistic concept Hilcona is committed to the well-being of its employees. The company in Liechtenstein was the first in the Principality to receive the label “Friendly Work Space”. It is the most important Swiss label in the field of occupational health management.

Good working conditions, a healthy working atmosphere, managers who know how to motivate their teams – if you want to call yourself “Friendly Work Space”, you have to be committed to the well-being of your employees in many different ways. Since spring, Hilcona has also been one of more than 80 companies to carry the quality seal for a systematically implemented occupational health management (OHM).

### Promote employees at all levels

“Hilcona is growing and so are the demands placed on our employees”, explains Birgit Schmidinger, Head of Human Resources at Hilcona and the main responsible for the certification process. “Effective occupational

health management is therefore essential and is one of the success factors for the future of our company.”

Hilcona has been well positioned in OHM for many years. By applying for the “Friendly Work Space” label, the company wanted to take a closer look at its already established activities, identify the need for optimisation and combine the measures in an overall strategy.

As Bell Switzerland has been carrying the yellow seal since 2016, Birgit Schmidinger received valuable first-hand information from Harry Bechler, Head of Corporate HR at the Bell Food Group, in advance. In the spring of 2018, the certification process began with a self-assessment. In November, those responsible for the seal of approval visited the Schaan plant and examined it thoroughly. Last March, Hilcona was the first company in Liechtenstein to receive the coveted seal at a ceremony.

### Anchoring corporate health management to the company

One of the measures which the convenience professionals take to keep their staff healthy is the cooperation with the occupational physician Dr. Nada Ivica. She has been visiting the Schaan site regularly for almost a year now, analysing the workplaces and enabling statutory and voluntary company medical examinations to be made at the workplace.

They manage the OHM at Hilcona (from left to right): Thomas Stigger, Michèle Stingelin, Birgit Schmidinger, Mario Kuschny, Günter Grabher, Monika Esperanza Fernandez



In addition, Hilcona cooperates with ergonomics specialist Tobias Gredel, who advises employees both in production and in the office on all questions relating to ergonomics directly at their workplaces. Following the successful launch of the duo in Schaan, the rollout of occupational health support to other locations is now planned.

### Managers are optimally prepared for their tasks.

Hilcona also gives great importance to the further development of employees in managerial positions. In order to optimally equip supply chain managers for their tasks, Hilcona commissioned the management consultancy “Hiking Days” with a series of workshops. The concept is based on a positive human image considering the assumption that every employee wants to give his best and that mistakes are not made deliberately. The one- to two-day workshops took place within one year at exter-

nal locations. An important part of the events was to spend part of the time in nature. In this way, the participants were always given the opportunity to change perspectives.

“The certification according to the <Friendly Work Space>, standard confirmed that we are on the right track with our OHM. And we now also know exactly in which areas we can still improve”, says Günter Grabher, who is co-responsible for the operational implementation of the OHM strategy in his capacity as vocational training coordinator. “This is where we will now start in order to make our company an even healthier environment for our employees.” • mr

Facts about production and  
consumption of meat

# MEAT OR NO MEAT?

There has been a lot of discussion about meat consumption lately. Is it ecological nonsense and unhealthy or is it the cultural embodiment of enjoyment and a balanced diet as well as an important part of the agricultural cycle? It is therefore high time for an objective examination of the facts.

## Under the nutritional physiological aspect there are good reasons to eat meat.

Is eating meat the new smoking, as a Swiss newspaper recently called it, or an important part of a balanced diet? Meat consumption has been

a recurring topic of discussion recently, both in the media and in private circles – an emotional and often controversial topic. Either you appear to be a clear advocate or a staunch opponent. However, an objective discussion of the facts is rare.

### Human beings need proteins

An undisputed fact is that the human body needs protein. Protein consists of twenty different amino acids, nine of which are essential for the body because it cannot produce them itself, or only incompletely. The body has to absorb them through food. For centuries, meat has been the most important source of protein for humans, and this is still the case today. Although there are other protein-containing foods, proteins in meat are particularly rich in important amino acids and they are in their composition very similar to the body's own proteins. Meat is not only rich in vital proteins, but also contains many other nutrients such as vitamins, polyunsaturated fatty acids and trace elements such as iron, iodine or zinc, which are important for the human body. From a nutritional point of view, there are a number of good reasons to eat meat.

### The thing with the environment

The fact is that food production requires energy, natural resources such as water or land, releases emissions and thus has an impact on the environment. According to figures published by the Food and Agriculture Organization of the United Nations (FAO), livestock farming

worldwide is responsible for 14.5 percent of greenhouse gas emissions. This percentage varies from region to region. In Switzerland, according to the Federal Office for the Environment, agriculture as a whole contributes 13.5 percent to national greenhouse gas emissions. Animal husbandry is responsible for most of this. It is therefore important for agriculture to play its part in improving the climate balance. However, it is wrong to present agriculture as the main cause of climate change. In Switzerland, transport, households and industry are responsible for over 70 percent of CO<sub>2</sub> emissions.

There are also a number of factors that must also be taken into account when analysing the environmental impacts of agriculture.

In terms of emissions, agriculture cannot be equated with other sectors of the economy. Although agriculture causes emissions, it also serves as a storage site. Soils rich in humus store CO<sub>2</sub>, while other economic sectors only act as emitters. Moreover, for natural reasons, only about one third of the world's agriculturally usable land is suitable for arable farming or the cultivation of cereals, vegetables and fruits. The rest are meadows, pastures and steppes. The plant material growing here cannot be used directly by humans. But cows, goats, sheep and other roughage eaters can use it and produce high-quality food for human consumption on land that would otherwise not be usable for food production.

### Rethink consumer behaviour

The life cycle assessment of meat is ultimately also decided by consumers. From an ecological point of view, it always makes sense to resort to regionally and seasonally produced products. This saves long transport and cooling times. And just as important: you should only buy what you really want to consume. Especially in wealthy countries, so-called food waste is a major problem. According to the FAO, depending on the region, about 120 to 300 kilograms of food per capita and year end up as waste. Containing food waste is therefore an additional lever for reducing greenhouse gas emissions. Since what is not produced does not cause any emissions. • fv

**The consumption  
behaviour is an  
important factor for  
the ecological balance  
of food like meat.**

**The Proviande branch organisation has compiled detailed  
information on meat production:**

[www.proviande.ch/de/dossiers/oekologie.html](http://www.proviande.ch/de/dossiers/oekologie.html)

The Swiss "Metzgete"

# The hearty side of autumn

*In autumn the Swiss meat lovers are looking forward to one thing in particular besides the popular game dishes: the traditional "Metzgete". An old custom, developed from a necessity, which today thanks to the "Nose to tail"-movement increasingly gains importance again.*



### **An emergency has become tradition**

The "Metzgete" in Switzerland belongs to autumn, like the grill sausage to summer. Nobody really knows when it first took place. Before professional pig farming gained a foothold, families usually kept several pigs. These ate kitchen food scraps or were led by the swineherd to eat in the forest. No one could afford to feed the animals through the winter. In late autumn and early winter some of the pigs were therefore slaughtered.

### **The animals had to be slaughtered before winter.**

All parts of the pig were used, because meat was precious. Perishables that could not be preserved by drying, curing, smoking or canning had to be consumed on the same day – after all, there was no cold store. The "Metzgete" therefore meant not only hard work for the butchers, but above all a real feast for the whole family before the pre-Christmas fasting season began. Neighbours, friends, priests and teachers were often invited – the "Metzgete" was regarded as one of the most important family celebrations.

Today, farmers are no longer forced to slaughter their pigs before winter. Slaughter takes place all year round. However, the custom of the autumnal "Metzgete" has remained and has long since become a culinary tradition.

### **From the snout to the tail**

The focus of "Metzgete" has always been the holistic utilisation of pigs. From nose to tail, no piece should be wasted.

The pigs were usually slaughtered early in the morning. Parts that did not last long, such as innards and blood, were immediately used. Head, tail and innards (kidney, liver and stomach) were taken to the kitchen and were put in pots to become boiled pork belly. Among other things, they formed the basis for the production of the well-known blood and liver sausages. Belly, breast, neck, shoulder and back were preserved and consumed in the winter. The buttocks were processed into ham and the fillet landed on the plate a few days later.

Traditionally, black pudding, liver sausage, knuckle of pork, boiled meat and bacon belong on today's slaughtering plate. Popular side dishes are boiled potatoes or Rösti. Sauerkraut or dried beans are also a must, as are the obligatory steamed apple slices. They add a little sweetness to the hearty main course.

### **Sustainability and respect for the animal**

In the last years the "Metzgete" experienced a real revival in the course of the "Nose to tail"- movement also outside of country inns and bourgeois taverns and has arrived meanwhile also long ago in the cities. So today, even in the upscale gastronomy, "second-rate pieces of meat" are on the menu cards. All in the spirit of sustainability and out of respect for animals. • sh

***The "Metzgete" has long since arrived in the upmarket gastronomy.***



Behind the scenes of product development

# FROM THE GOOD IDEA TO THE SUCCESSFUL NEW PRODUCT

*Whether a world innovation or a classic with a different recipe – the product developers of the Bell Food Group always come up with fresh stimuli. In the beginning, there is mostly a good idea.*

*LOOK! learned from experts from the product development departments of Bell, Eisberg, Hilcona and Hügli how a marketable product can be created.*



## Product development is quite similar in all areas.

More than 100 new products are created in the Bell Food Group every year. The spectrum ranges from charcuterie products, salads and desserts to vegan alternatives for meat and fish. As different as the individual segments may be, product development is usually very similar.

First of all, it is important for all brands in the Group to stay in tune with the times. Whether store checks in pioneering metro-

polises like London or Amsterdam, innovation workshops, visits to trade fairs or exchanges with external experts – the product developers at Bell, Eisberg, Hilcona and Hügli use several methods to track down the latest trends. And customer requests are often the trigger for new developments. This is just as true in the end customer segment as in the food service segment.

Once the idea is born, it is usually first thoroughly tested. Is the product feasible? Which raw materials are required? How should it be packaged? What is the price range? Are all guidelines regarding ingredients and sustainability taken into account? Once these and all other relevant questions have been answered and the green light given, product development finally enters the hot phase.

Now the theory is put into practice in the test kitchen. For the developers, this means fiddling about with all the parameters until everything fits together. In between they have to taste the product samples again and again, of course. If it is an order from a specific customer, they will also receive their first samples for tasting. Particularly in the case of complex new products, it can take some time before the recipe is refined and the “prototype” is ready.

## Samuel Bell: classic with new recipe

Bell's 150th anniversary also kept the product developers busy. On the occasion of the anniversary, they designed a line that brings the brand's tradition of craftsmanship to the present day. For “Samuel Bell 1869” they chose 16 classics such as the Bell Würstli, the cooked ham or the polony and adapted their recipes in such a way that additives and preservatives could as far as possible be avoided.

“The challenge for us was that taste and quality should not change in comparison to the original product”, reports Jan Schemmer. “In order to receive broader feedback from customers in advance, we also carried out consumer tests on this line.”

The products should also convey the traditional craftsmanship they contain in terms of appearance. To reconcile this claim with industrial production was also a challenge for those responsible.

As always, the creation of a suitable packaging design went hand in hand with the development of the line. The beige packaging with the portrait of the founder as well as the contents convey the long tradition of specialities.

In this case, Bell's marketing experts also strongly promoted the introduction, including their own TV spot, which combines the past with the present in a delightful way.

Stein's Best of Hügli:  
out of the kitchen with a new brand

With its Stein's Best concept, Hügli shows that product developers are also intensively involved with the subject of brands and packaging. In order to support restaurateurs in the continuing BBQ trend, they gave a modern brand image to well-tried sauces and spice mix.

This also meant that mayonnaise, ketchup, steak or cocktail sauces, which were already available in bulk, were given a new outfit. The transparent squeeze bottles are not only suitable for use in the restaurant kitchen, but also cut a fine figure on the table in the dining room.

At the same time, the developers also adapted the recipes to the new use. Among other things, they ensured that the sauces could be kept for at least six months without refrigeration. In addition, they do not contain any ingredients that require declaration. A relief for the restaurateurs, who can save themselves corresponding references on the menu.

The sauces can be kept  
for at least six months  
without refrigeration.



Recipes for new Hügli products are created in the development kitchen in Radolfzell.

“The development of a complex product can take nine months.”

At the same time as the sample is created, the preparations for the appropriate packaging also take place. “For us, packaging is always part of the product”, says Jan Schemmer, head of Product Management & Development at Bell in Switzerland. “In fact, their development often takes longer than their contents.” One of the reasons for this is that not only is the packaging tailored precisely to the product, but that lists of ingredients, statements and the best-before date have to be carefully determined and checked for labelling.

Once product samples and packaging have been approved from all sides, the next exciting step takes place: transfer to production. In most cases, the so-called “zero batch” is created. This first test run shows whether the new product also proves its worth in industrial production. This is particularly important for products that may behave differently when transferred from

the test laboratory to the large machines. For example, breadcrumbs are thinner in industrial processes than in manual processes. And even with liquid sauces, stirring in a large machine can produce a different result than in a small mixer.

In contrast, however, there are also cases in which production can start directly on a grand scale. “With powder products, zero production is not always necessary, as the recipe developed in the laboratory scale can usually be easily transferred to industrial production and larger blending systems”, reports Matthias Geyer, Head of Strategic Marketing in the Food Service Division at Hügli.

If everything is right, the new product can enter series production. Depending on the sales channel, marketing initiatives and listing talks have often already started. In the case of prod-

**Additives were largely avoided in the new recipes.**

## Manufaktur Salads: top freshness from Eisberg

Ordered till 8pm, at 6am the next morning at the store. What sounds like witchcraft is already reality at Eisberg. In a pilot project, the convenience experts have tested a concept for meal salads in recent months.

The challenge for the product developers here is the ultra-fresh production process. As with all Eisberg products, processing takes place in refrigerated rooms. The salads used are washed in ice water to keep them crunchy.

There is also a lot of manual work involved in the finished alternatives. For example, employees cut ingredients such as chicken breast by hand into beautiful slices.

All this happens from midnight so that the salads are ready for delivery to takeaway markets in the Zurich region at five o'clock the next morning. And in the evening the process starts all over again, because the ultra-fresh vitamin bombs also have an ultra-short sell-by date in one day.



“We learn  
with every new  
product.”



The handover to  
production is always  
an exciting step.



Julia Sackers develops  
vegan alternatives to  
fish and meat products  
for Hilcona.

ucts for the retail trade, the launch can be associated with tastings in supermarkets, for example. For some concepts there are also more extensive advertising campaigns, for example on the Internet or on TV. Sales representatives are in particular sought after for new products for the food service segment. So that they can present the innovation to customers in the best possible way, they also taste the products in advance and, if necessary, familiarise themselves with the preparation.

How much time the whole process from the idea to the marketability takes, is very different. “The development of a simple bag salad – always including the packaging – takes about four months with us, a simple sliced product about six months. A more complex sliced product can also take us nine months”, says Roland Zehnder, product manager and head of Product Development at Eisberg. “It even took us two years to develop the vegetarian fish fillet”, explains Julia Sackers, technology manager at Hilcona. “This was a special case, however, since the framework conditions changed several times during this time.”

Towards the end it becomes exciting for the product developers once again. Only at this stage it is becoming evident how customers are accepting the product. “Fortunately, it doesn't often happen that a new concept isn't well received by consumers”, says Jan Schemmer. “By carefully preparing our new products, we keep the risk of a flop to a minimum.” • *mr*

### Three questions for Julia Sackers

**At Hilcona they develop vegetarian and vegan alternatives to meat products. What concept are you pursuing?** Julia Sackers: The products should be as close as possible to the original in terms of appearance, taste and consistency. Nutritional values, such as protein content, are also almost as good as the original meat and fish. And important for vegans: they contain vitamin B12, which a purely vegetable diet does not provide sufficiently.

**Since when has Hilcona been active in this trend segment?** When I came to Hilcona in 2015, we were still at the very beginning. Since then, our team has been learning with each product and we know better and better what matters. And the raw materials, the so-called textured plant proteins from peas, soybeans, wheat or sunflowers, are also getting better and better. Nevertheless, in addition to know-how, every new product also involves a lot of experimental work until we have found the perfect recipe. The excellent feedback from our customers shows us that our daily commitment really pays off.

**Hand on heart: are the products you develop a real alternative to their models made of meat or fish?** They taste very similar. To achieve this, we have tasted the vegan fish fingers again and again in comparison with the alternatives made from fish. At home I have already managed to create confusion with them: when I once brought samples with me, my husband only discovered after the fifth fish stick that they were vegan fish sticks. The quality also convinced him.

New production plant for Serrano ham in Fuensalida

# BELL BECOMES A MILLIONAIRE

*Bell Spain gets ready. In Fuensalida near Madrid a new, very modern production plant for Serrano ham has been built. With the new plant, around one million Serrano hams can now be produced in Spain every year.*

Fuensalida is a small provincial town just outside Madrid. There is a shopping street that is not very populated at noon, otherwise the place is characterized by industrial and commercial buildings. The new factory for Serrano ham for Bell Spain has recently been added to this

During the approach, the hall can already be seen from a distance and has taken on impressive dimensions. On 26,000 square metres, the new building offers space in 64 drying rooms for the production of around one million Serrano hams per year. Around 45 million euros were invested in the new building. This makes Bell Spain's project one of the largest investment projects in the Spanish charcuterie market in recent years.

Besides the production, Bell Spain's headquarters will be relocated from nearby Casarrubios del Monte to Fuensalida. The plant was opened in June 2019. Parts of the management, office staff and the first production staff have already moved to Fuensalida. The production facilities are currently being tested and gradually put into operation. Full production capacity is to be reached by the end of the year. By

then Fuensalida will have around 100 employees. The new plant will be officially inaugurated at the end of September with a festive opening ceremony.

The reason for the new building is a gratifying one. The new plant became necessary since the popularity of Spanish charcuterie specialities has increased strongly throughout Europe in recent years. The production capacity at the old plant in Casarrubios del Monte has been unable to keep up with the rising demand for some time now. "Due to the long maturing period of Serrano ham, there was a lack of sufficient maturing rooms, so that we had to store our hams more and more often with third parties", explains Rodrigo Fernandez, Marketing Manager at Bell Spain.

The new plant in Fuensalida was a corrective and laid the foundation for Bell Spain's further growth. The modern production facilities offer sufficient space and are fully organised for the salting, deboning and drying of Serrano ham. Casarrubios del Monte, about half an hour's drive away, will be converted into a logistics centre with additional drying capacities. Bell Spain's third production plant is located in Azuaga, in the heart of Extremadura, the breeding area of the famous Ibérico pigs. Here the focus will keep on being on the production of exquisite Ibérico hams and Spanish "embutidos" such as salchichón, lomo or chorizo. • fv

64 drying rooms  
provide space for  
about one million  
Serrano hams.



Bell's advertising posters attracted national attention in the last century

# POSTERS FROM THE "BASEL SCHOOL"

The best graphic designers in Switzerland designed timeless advertising posters for Bell in the 20th century. Especially the works of the so-called "Basel School" around Donald Brun and Herbert Leupin presented themselves as highly regarded works of art.

The first artistic advertising poster of the former Bell AG, designed by Niklaus Stöcklin, 1923.

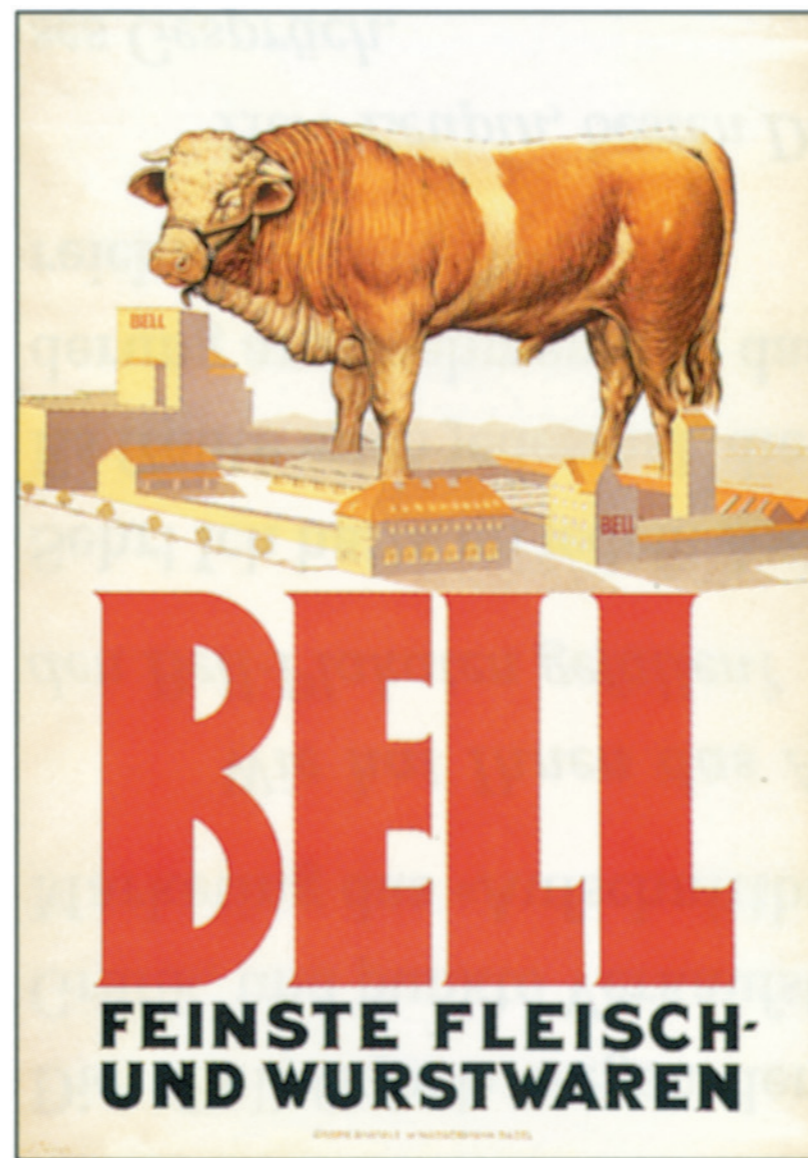


"The best of the good". This simple but catchy slogan also found its way onto the first artistic advertising poster of Bell AG in 1923. At that time, the company had long since become one of the largest meat producers in Europe, and the factory area on Elsässerstrasse, built in 1908, grew continuously – and advertising became increasingly impor-

tant. Niklaus Stöcklin, a painter from Basel, succeeded in creating the desired great success - the motif with the ham was used in advertising for over three decades. In 1952 it was Stöcklin himself who gave his poster a modern touch and reissued it.

Stöcklin was the first, but soon not the only commercial artist and poster artist to work for Bell. One year after the premiere, August Haas placed a graphic cow on Bell's premises. The motif also adorned Bell's first image brochure, published in 1928. Inside, the 132 Bell products available at the time are numbered consecutively and shown in colour.

In 1939 the well-known artist and graphic artist Herbert Leupin, born in Beinwil in 1916, trained at the "Ecole Paul Colin" in Paris and later living in Basel, submitted his first work for Bell. It is the well-known meat platter that was created shortly before the Second World War and was to play a special role once again at the end of this difficult period. Three years after the end of the war, in 1948, the long-running rationing of meat in Switzerland was lifted. At Bell AG, this day was celebrated by giving all employees a polony sausage as a gift. And the work of Herbert Leupin hung again on the city's billboards shortly afterwards. Bell's head of advertising, Peter Miescher, had acted quickly – everything was to be as it was before the war. The meat platter experienced a "real" renaissance on the occasion of the exhibition "Happy Birthday Dear Leupin" at the Basel Poster Collection three years ago to celebrate the 100th birthday of the artist who had died in 1999. At the vernissage, the graphic meat platter was presented with the corresponding meats as a culinary treat.



Cow standing on factory grounds, August Haas, 1924

A number of Bell posters are now kept in the Basel Poster Collection.

In his later, consistently successful years, Leupin designed three more posters for Bell. He had long since become the best known representative of the existing "Basel School", which had also been influenced by Donald Brun. In 1937 Leupin worked at times in Brun's studio, who had trained as an advertising artist with Ernst Keiser and then set up his own business.

In 1939, the same year of his premiere for Bell, Leupin also designed the poster for the Swiss Schützenfest in Lucerne, a year later the much acclaimed poster for the Muba. Soon he was sought after throughout Swit-

zerland and abroad. His many posters for the Eptinger mineral spring in Sissach are famous. He is also regarded as the creator of the basis for Milka's later purple cow. In 1970 he created the Logo for the first "Art Basel". The circus poster, in which a clown from the Swiss national circus Knie balances the four letters symbolically on his left knee, is one of the classics in Herbert Leupin's work.

Hermann Eidenbenz and Celestino Piatti, two other artists who worked for Bell, belonged to the "Basel School". In the 1930s and 1940s, the graphic artists who came from the then School of Arts and Crafts were regarded as leaders throughout Switzerland.

To mark its 150th anniversary, Bell AG is publishing a sheet with its own artistic poster history. 42 posters from 1923 to 1994 show the development of the company over the past 70 years. In an interview, graphic designer Herbert Leupin talks about the significance of advertising posters over time. In the anniversary year, a national poster competition is launched as part of the long poster tradition. During the summer, the 125 most beautiful posters went on a touring exhibition through twelve Swiss cities.

Many of Bell's posters are now kept in the Basel Poster Collection, which contains over 90,000 Swiss posters.

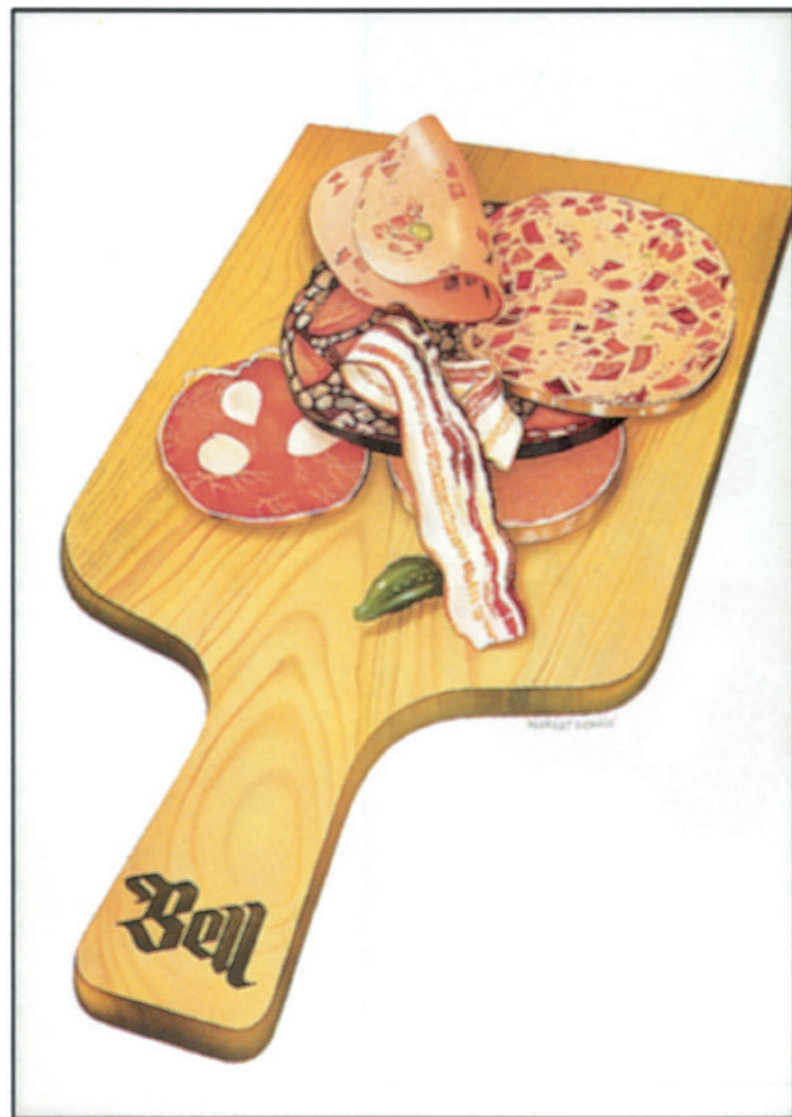


## Poster competition 150 years of Bell

To mark its 150<sup>th</sup> anniversary, Bell is holding a poster competition together with the renowned Hochschule für Gestaltung und Kunst (HGK) in Basel. HGK students reinterpret a historical Bell poster of their choice and translate it into modern times. From 14 to 19 November 2019, the posters can be seen at an exhibition at the HGK at Freilager-Platz 1 in Basel. On 14 November 2019 the exhibition will open at 5 p.m. with a vernissage at which the winning poster will also be chosen. Admission is free and all employees are kindly invited.



In 1952 Stöcklin modernized the poster motif and added the Bell lettering by Paul O. Althaus.



In 1939 Leupin delivered his first commissioned work for Bell AG – the legendary meat platter.

**1923, Niklaus Stöcklin**

Born in Basel in 1896, Niklaus Stöcklin was already a gifted illustrator in his youth. His uncle Heinrich Müller introduced him to the art of painting. With his technical virtuosity he is made for poster art and advertising graphics. In 1923 he was commissioned by Bell AG to design a timeless poster. He achieved this ideally with the ham with ribbon – a motif of “magical realism”. It has been used in Bell advertising for over 30 years, Stöcklin modernized the poster motif in 1952 and added the Bell lettering by Paul O. Althaus. Long lifetimes and reprocessing of already used motifs are not common. Patricia Jordanov, assistant in the management of the Basel Poster Collection of the Higher School of Design thinks of an example of the well-known graphic artist Herbert Leupin, who in 1945 used the curly hair of a question mark as a motif for the provider Pantene and reworked this three years later into an actual logo.

**“The diagonal is a stylistic device that Stöcklin likes to use.”**

**1939, Herbert Leupin**

Herbert Leupin was inspired by many graphic artists, Niklaus Stöcklin, Hermann Eidenbenz and Donald Brun were among them, all also poster artists for Bell. In 1939 Leupin delivered his first commissioned work for Bell AG, a wooden meat platter with bacon, blood pudding, cold cuts and a gherkin. It is still considered a classic among Bell posters today. “The diagonal is a stylistic device that Niklaus Stöcklin liked to use. It’s also very appealing with Leupin here, even if the graphics don’t quite fit three-dimensionally and show mistakes, it’s still right for the eye” says Patricia Jordanov. Also this poster is to be assigned to the “magical realism” typical for the Basel School.

**1949, Paul O. Althaus**

First and foremost Paul O. Althaus is known as the creator of the 1938 Bell lettering in old script, which was to last for 65 years and was only slightly adapted until 2003. But Althaus, an advertising icon of his time, was also active as a poster artist for Bell. In 1949 he took the famous sausage “Bell-Würstli” as his model. The yellow-golden background, the steaming sausages and the wide open eyes have an amazing resemblance to an Ovaltine poster by Viktor Rutz from 1937. “The somewhat exaggerated glorification of the product was his trademark”, says Patricia Jordanov, who sees “nothing relaxed, rather creepy” in the facial expressions of the male family members. And she emphasizes that this is the only poster in Bell’s history until 1950 that shows people.

**“The somewhat exaggerated glorification of the product was his trademark.”**



A work of art by Donald Brun on the occasion of Bell’s 100th anniversary in 1969.

**1969, Donald Brun**

Donald Brun succeeded in creating a work of art with his motif for Bell’s 100th anniversary in 1969. The motto of the year was “Bell epoque” – and Brun showed in many colours a historical shopping picture of a grand dame from the early days of the company in the 19th century and a dog who clicks his tongue seeing a cervelat string hanging from the shopping basket. “The language of the poster reminds of the Frenchman Jules Chéret, who from 1890 as the first artist began to use women’s motifs in advertising”, explains Patricia Jordanov. The rounded fonts used for the slogan “Bell epoque” are also typical of Chéret. The poster from 1969, with its clear colour gradients, especially in the colourful, flowery headdress, is typical of the period. • Daniel Schaub, historian from Basel, has reviewed the history of Bell for the 150th anniversary.

# Anniversaries

LOOK! congratulates the jubilarians from September to November 2019

Bell Switzerland

## 20 years of service

**Vilvarajah Kandiah**, 1 September, Bell, Cheseaux-sur-Lausanne  
**Joachim Messner**, 1 September, Bell, Oensingen  
**William Ritt**, 1 September, Bell, Basel  
**Sylvain Tiili**, 1 September, Bell, Basel  
**Cristiano Zapatero**, 1 September, Bell, Gossau  
**Fahri Kuqi**, 6 September, Bell, Zell  
**Sébastien Block**, 13 September, Bell, Basel  
**Bubacarr Jaiteh**, 13 September, Bell, Basel  
**Kikeba Mpebele**, 13 September, Bell, Basel  
**Dritim Sadiku**, 27 September, Bell, Basel  
**Arsim Asani**, 1 October, Bell, Basel  
**Ceryani Can**, 1 October, Bell, Basel  
**Giuseppe De Marco**, 1 October, Bell, Cheseaux-sur-Lausanne  
**Gerald Kueny**, 1 October, Bell, Basel  
**Jessica Rapp-Hermann**, 1 October, Bell, Basel  
**Sivasutha Tharmalingam**, 1 October, Bell, Basel  
**Rajiny Thiyagarajah**, 1 October, Bell, Basel  
**Philippe Collonge**, 4 October, Bell, Cher-Mignon  
**Christine Messmer**, 4 October, Bell, Oensingen  
**Alain Le Faou**, 11 October, Bell, Basel  
**Ursula Bachmann**, 1 November, Geiser, Schlieren  
**Philippe Furst**, 1 November, Bell, Basel  
**Elvira Meyer**, 1 November, Bell, Oensingen  
**Jean-Pierre Mouglin**, 1 November, Bell, Basel  
**Ilyas Oezcan**, 1 November, Bell, Basel  
**Harald Baumann**, 15 November, Bell, Oensingen  
**Pilar Pérez**, 16 November, Geiser, Schlieren  
**Dragoslav Ivanović**, 22 November, Bell, Cheseaux-sur-Lausanne

## 25 years of service

**Giai Tat**, 19<sup>th</sup> September, Bell, Basel  
**Christian Haenggi**, 1 October, Bell, Cher-Mignon  
**Aferdita Mehmeti-Avdiu**, 1 October, Bell, Oensingen  
**Sandra Ndione**, 3<sup>rd</sup> October, Bell, Basel  
**Borce Stojanoski**, 3<sup>rd</sup> October, Bell, Basel

## 30 years of service

**Claudia Fiorillo**, 1 September, Bell, Basel  
**Joaquín Flores**, 1 September, Bell, Cheseaux-sur-Lausanne  
**Laurent Bachmeyer**, 11 September, Bell, Basel  
**Andreas Hurni**, 16 October, Bell, Oensingen  
**Thomas Müller**, 30 October, Bell, Zell  
**Gabriel Ifrid**, 1 November, Bell, Basel  
**Mario Ramseier**, 2<sup>nd</sup> November, Bell, Oensingen  
**Bertrand Kaiser**, 13 November, Bell, Basel

## 35 years of service

**Jean-Luc Rasser**, 1 October, Bell, Basel  
**Nadine Groell**, 8 October, Bell, Basel  
**Rosario Donato Gagliarde**, 15 October, Bell, Cher-Mignon

## 40 years of service

**Catherine Becoye**, 10 September, Bell, Basel  
**Monika Wyss**, 1 October, Bell, Basel

## Retirement

**Beatrice Contarato**, 30 November, Bell, Basel

## Early retirements

**Yoganathan Kanapathipillai**, 31 August, Bell, Zell (*subsequent*)  
**Marc Pelletier**, 30 September, Bell, Basel  
**Pierrot Pennestri**, 30 September, Bell, Basel  
**Marcello Tocci**, 31 October, Bell, Basel  
**Antonio Leite**, 30 November, Bell, Cher-Mignon

## Death

**Frank Honold**, 26 May, Bell, Basel (*subsequent*)

Bell International

## 20 years of service

**Stefan Höter**, 1 September, Bell Germany, Seevetal  
**Lilija Mass**, 6 September, Bell Germany, Harkebrügge  
**Elvira Rissling**, 6 September, Bell Germany, Harkebrügge  
**Claudia Hartwich**, 13 September, Bell Germany, Seevetal  
**Larissa Eirich**, 1 October, Bell Germany, Harkebrügge  
**Tatjana Fedotov**, 1 October, Bell Germany, Harkebrügge  
**Wilfried Kramer**, 1 October, Bell Germany, Edewecht  
**Annick Robert**, 2 November, Bell France, Val de Lyon  
**Isabelle Desayes**, 15 November, Bell France, Saint-André-sur-Vieux-Jonc  
**Marlies Sahr**, 15 November, Bell Germany, Seevetal

## 25 years of service

**Alicja Romanek**, 31 July, Bell Poland, Niepolomice (*subsequent*)  
**Silvia Bronn**, 29<sup>th</sup> August, Bell Germany, Harkebrügge (*subsequent*)  
**Emma Benz**, 31 August, Bell Germany, Harkebrügge (*subsequent*)  
**Elke Kahrels**, 19<sup>th</sup> September, Bell Germany, Harkebrügge  
**Andreas Röben**, 10 October, Bell Germany, Edewecht  
**Gabriele Rassbach**, 17 October, Bell Germany, Suhl  
**Gennadi Konnow**, 2<sup>nd</sup> November, Bell Germany, Edewecht  
**Albert Benz**, 7<sup>th</sup> November, Bell Germany, Harkebrügge

## 30 years of service

**Gerold Schulte**, 6 July, Bell Germany, Harkebrügge (*subsequent*)  
**Henry Bauroth**, 1 September, Bell Germany, Suhl  
**Michael Bienek**, 1 September, Bell Germany, Suhl  
**Olivera Andrejic**, 16 October, Hubers Landhendl, Pfaffstätt  
**Hans-Dieter Wester**, 6 November, Bell Germany, Börger  
**Brigitte Konermann**, 27 November, Bell Germany, Börger

## 35 years of service

**Ralf Körte**, 16 July, Bell Germany, Edewecht (*subsequent*)  
**Mike Günther**, 1 September, Bell Germany, Suhl  
**Egbert Groeneweg**, 20 September, Bell Germany, Harkebrügge

## 40 years of service

**Ramona Droese**, 1 September, Bell Germany, Suhl  
**Dominique Bernard**, 17 September, Bell France, Saint-André-sur-Vieux-Jonc

## Retirements

**Georg Hattinger**, 31 August, Frisch Express, Pfaffstätt (*subsequent*)  
**Brigitte Rezongle Laty**, 31 October, Bell France, Salaison Polette  
**Rosemarie Seywald**, 30 November, Hubers Landhendl, Pfaffstätt

Convenience

## 20 years of service

**Szabó Gáborné**, 15 March, Eisberg Hungary, Gyál (*subsequent*)  
**Paulo Dos Amjos Goncalves**, 1 September, Hilcona, Schaan  
**Ronald Gisinger**, 1 September, Hilcona, Schaan  
**Stefan Heim**, 1 September, Hilcona, Schaan  
**Gjergj Noshi**, 1 September, Eisberg, Dänikon  
**Nazmi Basöz**, 20 September, Hügli, Radolfzell  
**Ali-Haydar Turan**, 27 September, Hügli, Radolfzell  
**Abraham Ess**, 1 October, Hilcona, Schaan  
**Adelina Fenoy**, 1 October, Hilcona Taste Factory, Landquart  
**Andreas Krenn**, 1 October, Hilcona, Schaan  
**Angelika Koch**, 1 October, Hilcona, Schaan  
**Juan Alonso Mouzo**, 1 October, Hilcona, Schaan  
**Oemer Suicmez**, 1 October, Hilcona, Schaan  
**Sonja Zueger**, 4 October, Hilcona, Schaan  
**Maria Allenspach**, 1 November, Hügli, Steinach  
**Susanne Bochsler**, 1 November, Eisberg, Dällikon  
**Bernd Gaechter**, 1 November, Hilcona, Schaan  
**Albert Gotzmann**, 1 November, Hügli, Radolfzell  
**Ulrike Studer**, 1 November, Hilcona, Schaan  
**Ali Tedik**, 1 November, Hilcona, Schaan  
**Markus Tusch**, 1 November, Hilcona, Schaan  
**Wolfgang Mayer**, 15 November, Hügli, Radolfzell

## 25 years of service

**Endrik Dallmann**, 1 September, Hügli, Radolfzell  
**Claudia Rotter**, 1 September, Hügli, Radolfzell  
**Brigitte Ruh**, 1 September, Hügli, Radolfzell  
**Maria Torre-Kleer**, 6 September, Hügli, Radolfzell  
**Manuel Francisco Calvo Lago**, 1 October, Hilcona, Schaan  
**Marilia Teixeira Carvalho**, 1 October, Hilcona, Schaan  
**Gabriele Sander**, 10 October, Hügli, Radolfzell  
**Maria Marques Mendes**, 1 November, Hilcona, Schaan  
**Heinz Walther**, 1 November, Hügli, Radolfzell  
**Norbert Hajesch**, 8 November, Hügli, Radolfzell

## 30 years of service

**Fiore Franca**, 14 September, Hügli, Radolfzell  
**Beat Bayer**, 1 October, Hügli, Steinach  
**Brigitta Benz**, 1 October, Hügli, Steinach  
**Michael Ogriseck**, 2 October, Hügli, Radolfzell  
**Monika Hiller**, 23 October, Hügli, Radolfzell

## 35 years of service

**Benno Eggenschwiler**, 1 October, Eisberg, Dällikon  
**Eva Mayer**, 5 November, Hügli, Radolfzell  
**Margreth Huber**, 15 November, Hilcona, Schaan

## Retirements

**Ivanka Samardzic**, 30 June, Hügli, Radolfzell (*subsequent*)  
**Stefka Marija Breuss**, 30 September, Hilcona, Schaan  
**Maria Mumbi Gossen-Kameri**, 30 September, Eisberg, Dällikon  
**Martha Kiener**, 31 October, Eisberg, Dällikon  
**Riccardo Alexandre Biaggi**, 30 November, Eisberg, Dällikon

## Early retirement

**Helen Heeb**, 31 October, Hilcona, Schaan

## Deaths

**Szellár Tamás**, 17 March, Eisberg Hungary, Gyál (*subsequent*)  
**Karl Michalka**, 11 May, Inter-Planing, Langenhaslach (*subsequent*)

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



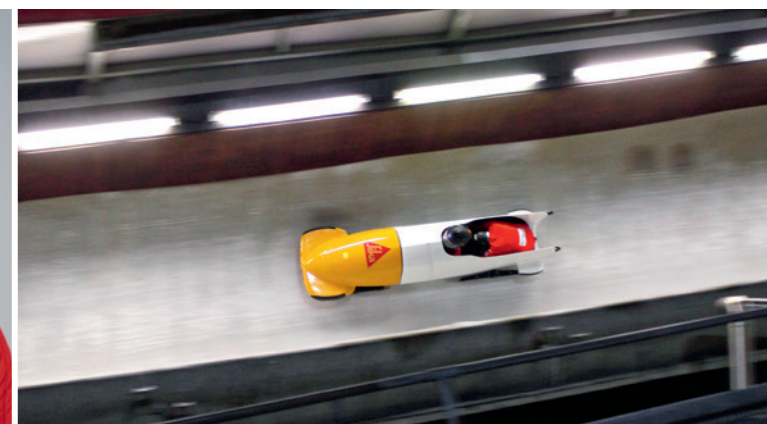
For top athlete Simon Friedli, the job is more of a hobby than a job

## IN SUMMER HE EXCHANGES THE BOBSLED FOR THE WOODEN SPOON

*When Simon Friedli hangs up his chef's jacket in October, his colleagues at Bell in Oensingen know that in the next few months they will no longer see the 28-year-old in the kitchen but only on TV. The professional bobber will then speed again through the ice tracks of this world. Since the staff restaurant team is well organised, his absence of several months is not a problem. For the smooth handling of the Olympic athlete, Bell has even been awarded the label "Employer Supporting Competitive Sport".*

### Personal details

**Name:** Simon Friedli  
**Job at Hügli:** Cook  
**At Hügli since:** 2018  
**Age:** 28



Simon Friedli owes the fact that today he is one of the best bobsledders in Switzerland to a coincidence. As a teenager, he successfully trained in an athletics club. One day, bobsledder Rico Peter came by. He was looking for new pushers for his team – and found Simon Friedli. "From the very beginning, everything was perfect for me: the performance test went just as well as the first training camp", tells the giant from Derendingen.

And so in 2011 he became a permanent big player in Rico Peter's team and celebrated many successes with him. Among other things, they finished third with their four-man bob at the 2016 World Championships in Igls and fourth at the 2018 Olympic Games in Pyeongchang.

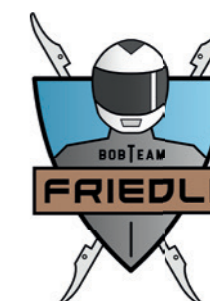
From October to April Simon Friedli is fully occupied with training runs and competitions. Until recently, however, during this time he also had to find a job for the summer months. Today, thanks to Bell, he can concentrate entirely on bobsledding. Since last August, the trained cook has been part of the team at the staff restaurant in Oensingen.

Even if it sounds a bit like Simon Friedli's hobby is cooking, the employment at Bell is very important to him. "It is great that it worked", says the athlete. "The job gives me financial security on the one hand. On the other hand, I can really relax at work and don't think about my sport all the time."

However, the bobsledding does not let him go completely even during the warm season. After work, two to three hours of strength and endurance training per day are on the agenda. Since last winter, organisational tasks have also been added. There he changed to the pilot position and now leads his own two-man bob team. "It's a bit like running a small company," explains the 28-year-old. "For example, I have to look for sponsors or get junior staff excited about bobsled racing."

Simon Friedli has of course also set himself ambitious goals for his pilot career: Together with pusher Gregory Jones, it's now a matter of continuing to deliver top performances and gaining additional experience on the international stage. After all, in two and a half years' time the next Olympic Winter Games are scheduled and only the best two teams in Switzerland will be able to travel to Beijing. "My very first Olympic participation was an absolute highlight that I will never forget it. I would love to see that again in 2022", tells Simon Friedli.

So it's time to get away from the warm stove and into the ice track. The division of tasks in his absence can already be well planned in advance thanks to the fixed times. Meanwhile, his colleagues in Oensingen are keeping their fingers crossed for him in front of the television and are hoping for many success stories after his return in spring. • mr



He recently changed to pilot position and is now leading his own team.

### Employer supporting competitive sport

In order to give top athletes like Simon Friedli a fair chance on the Swiss labour market, the umbrella organisation Swiss Olympic and the personnel service provider The Adecco Group Switzerland have developed the label "Employer Supporting Competitive Sport". Companies that carry it enable athletes to gain professional experience and thus build up a second source of income. Employers are rewarded with motivated, determined and persistent employees for the flexibility they offer, for example in working hours.



A glimpse behind the scenes of the Bell Food Group's industrial cleaning operations

# Freshly cleaned – cleanly produced

*Hygienically perfect conditions in the production premises ensure that we can enjoy high-quality and safe products. Whether salad, pasta, meat or spice, cleaning is done everywhere – but depending on the enterprise some differences can be seen.*



Thorough cleaning and disinfection of production facilities and premises is essential for the manufacture of high-quality and safe products. Whether for salads, pasta, meat or spices, proper cleaning reduces the risk of microbiological contamination and so-called cross-contamination, for example by allergens. When using fresh raw materials such as fruit or vegetables, however, it is also important to remove foreign bodies such as sand or soil from the premises.

## Proper cleaning ensures hygienic conditions.

Cleaning schedules record when which cleaning takes place and which systems are cleaned how and with which means. In wet cleaning in particular, the interaction of cleaning agents, exposure time, water tem-

perature and cleaning technology is central. Depending on the complexity of the systems, cleaning can take between one and six hours. This requires a great deal of knowledge, especially since certain systems have to be disassembled for correct cleaning.

However, there are some differences in cleaning depending on the operation. At Bell, large units are cleaned primarily after the end of production at night, and this is supplemented by several intermediate cleaning operations during the day – since Bell, like Hilcona, does not have any self-cleaning units, the majority of the units are cleaned by hand.

With Eisberg, on the other hand, the daily fresh production means that the end of production varies greatly depending on the manufacturing process and the cleaning has to be adapted accordingly on a rolling basis. The cleaning team is therefore extremely flexible.

At Hilcona and Hügli, frequent recipe and product changes ensure several intermediate cleanings. They ensure that there is no mixing between the recipes. In contrast to Hilcona, Hügli does not clean with water, but with a vacuum cleaner. • sh

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[www.bellfoodgroup.com/stories/clean](http://www.bellfoodgroup.com/stories/clean)