

LOOK!

Bell Food Group Employee Magazine

04 2019



What moves Generation Z

BELL
FOOD
GROUP



The Generation of Tomorrow

Dear Employees

This issue's cover story is about the cultural generation known as Generation Z, defined as those born after 1995. Our apprentices belong to this generation, as do our future customers. It is therefore essential that we explore the wishes and needs of this generation and, above all, that we integrate these into our decision processes. It is this generation that will shape the future of the Bell Food Group.

For three days in autumn, all Bell Food Group apprentices together with their supervisors convened to meet and converse with one another. This year, the meeting was held at the Swiss Federal Institute of Sport Magglingen SFISM, where young people are supported on their paths to top athletic careers. Magglingen thus symbolises an up-and-coming Generation Z that enjoys pursuing its goals with the necessary commitment.

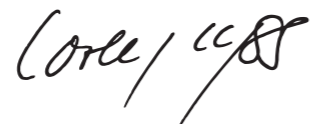
The apprentice event was organised under the motto "come together and learn from each other". In a project launched beforehand, the apprentices were given the task of developing suggestions for improving their workplaces. These were further developed during the event and presented to a jury. It was impressive to see the

many terrific suggestions for improvement submitted by the apprentices. For this reason, the jury selected two project ideas as the winners, and these will be further developed and implemented: an online apprentice network and the implementation of a sporting competition for recruiting new apprentices.

Coming together and learning from each other are also two important prerequisites for employees to find solidarity as a group. The new HR strategy, which was adopted in 2019 and now applies to all Bell Food Group companies, is another step in this direction. Many projects are now being implemented as part of this new HR strategy, including revisions to the recruitment process, the introduction of a uniform talent management system and expansion measures to the occupational health management system. I am delighted to welcome Bernhard Lengacher as new HR Manager of the Bell Food Group as of 1st January 2020, who will continue to forge ahead with the implementation of the HR strategy.

I wish you and all our valued employees a pleasant holiday season along with much happiness, success and above all good health in the coming year. I look forward to an exciting and challenging 2020 together with you.

Lorenz Wyss
Chairman of the Group Executive Board




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At fairs the Bell Food Group is now presented as a market hall

ALL BRANDS UNDER ONE ROOF

Over the years the product portfolio of the Bell Food Group has become as diverse as the product range in a market hall. Hence this popular culinary meeting point was the inspiration for the new exhibition concept of the group. With many meeting and degustation points, the new booth allows to experience all four strategic brands together.

The new booth provides a forum for dialogue and getting to know the brands and products.

Whether juice or soup, spaetzle or salami – visitors of the fair can discover and try something new at every turn in the new market hall of the Bell Food Group. One of the big highlights of the booth concept is the show kitchen, in which chefs from Bell, Eisberg, Hilcona and Hügli conjure up varied dishes almost exclusively from their own ingredients.

Also as an eye-catcher, or rather as a “gourmet-catcher”, acts the ham stall. Here a *Cortador*, as the Spanish master is called in ham cutting, shows his skills, not without supplying the passers-by with tasting samples of freshly cut specialties, of course.

In addition, the new concept offers many opportunities for small talks. There are tables and chairs everywhere inviting you for a chat. For meetings with customers or business partners, there is also a separate guest area as an option for retreat. Upon request a three-course menu will be served there as well, consisting of products from the Bell Food Group brands.

“The new booth will be a great way to get to know our products and brands, as well as a forum for dialogue”, says Davide Elia, Head of Corporate Marketing & Communication at Bell Food Group. “In addition through increased accompanying communication on various on-line channels we make the fairs available to those who cannot be there in person.”

The market hall concept has already had two major appearances this autumn: in October it was attending the Anuga, the leading sector meeting of the food industry, in Cologne. In November followed Igeho in Basel, the most important trade fair of the food service sector in Switzerland. Here, the exhibition team also

Guests are luxuriated with a three-course meal from products of Bell Food Group.

used the newly designed group-wide lead tracking system, with which you are able to record customer meetings directly via iPad for making any follow-ups of the fair easier. The coming year, the Bell Food Group and its market hall will be represented at several important fair events of various product and target groups (see exhibition calendar). • *mr*

Fair highlights 2020

- Fruit Logistica**
5–7 February in Berlin (Eisberg)
- Intergastra**
15–19 February in Stuttgart (Bell Food Group)
- Internorga**
13–17 March in Hamburg (Bell Food Group)
- PUR**
20–21 April in Salzburg (Bell Food Group)
- SIAL**
18–20 October in Paris (Bell France)



ANUGA



IGEHO

On LinkedIn you will find more impressions of the new booth.



Hilcona invests in Schaan headquarters

Large building project for the future

The Hilcona headquarters in Schaan will be modernised and adapted to future market developments. As part of an overall plan, several modernisation and optimisation investments will be carried out. CHF 15 million was approved for the construction of a new production building for the first phase from October 2019.

Hilcona can look back on very successful years and constant sales growth. In order to be able to continue growing in the future, it has become necessary to bring the existing areas up to the state of the art. Over the next few years, the headquarters in Schaan, Liechtenstein, will be modernised and optimised as part of a comprehensive overall plan for long-term development. In addition to the replacement of older buildings

The first stage of construction was approved with an investment of CHF 15 million.

and facilities, investments in a modern infrastructure and production areas are planned. The planned main areas of the investments will be the production buildings with logistics areas and incoming goods, high-rack warehouses, deep-freeze warehouses, outbound buildings (collection of goods), and the production buildings, including the quality assurance area and the pasta preservation. The construction activities will take place in the next years during the ongoing operation.

As part of the master plan, the first phase, an additional production building, was approved with an investment of 15 million Swiss francs. The first construction phase started

in October 2019. The further projects and the associated investment volume will be worked out in line with future market developments and submitted to the Board of Directors of the Bell Food Group for approval once the planning work has been completed.

For Hilcona, the expansion of its operations is an important step towards optimising its market position. Besides the logistical improvements on the plant site, Hilcona is also taking a further step in its sustainability strategy with the conversion work. The plant in Schaan is already climate-neutral today, thanks to the use of district heating from the Buchs waste incineration plant and hydroelectric power. The master plan envisages further investments to optimise the use of resources and extensive greening of the roof area. The Schaan site will be built in accordance with the latest environmental guidelines and the latest findings in preventive occupational safety, making it a real showcase project. • sh

Ground-breaking ceremony for the new “BTS+” poultry house

Starting signal for the poultry house of the future

On 13 September 2019 the first sod was turned for the new “BTS+” poultry house in the Zimmerwald, Switzerland. The house is to be put into operation in May 2020. With the new house Bell takes on a pioneering role in the “reorientation” of classical BTS poultry farming.

Greater animal welfare, fewer emissions and a heat supply without fossil fuels – this is what the new “BTS+” stable project in Zimmerwald, Switzerland, promises. The stable is being built on behalf of the two farmers Heinz Nussbaum and Samuel Guggisberg. The poultry house will one day raise the BTS standard (“Particularly Animal-Friendly Stable Systems”), a

The house is going to raise the federal BTS standard to a new level.

programme of the Swiss Confederation, to a new level with regard to sustainability and animal welfare. The house is scheduled to go into operation in May 2020.

The official ground-breaking ceremony for the project took place on 13 September 2019. On site, in addition to Project Manager Stefan Werren, Head of Services/Planning/Technology Animal Production at Bell Switzerland, and the two clients Heinz Nussbaum and Samuel Guggisberg, CEO Lorenz Wyss and Head of Quality and Sustainability at Bell, Christoph Schatzmann, as well as Adrian Waldvogel, President of the fattening organisation SEG (MOSEG), were present.

The new poultry house will be built according to the Minergie standard and will function CO₂-free in future by producing the energy required for the operation itself. At the same time, the project promises fewer emissions of dust or odours and offers greater animal welfare: the animals will benefit in future from a more pleasant stable climate and a temperature-controlled winter garden, thanks to which they can breathe fresh air all year round.

Christoph Schatzmann and Stefan Werren of Bell are convinced: “The poultry house in Zimmerwald is a beacon project for the expansion

of animal welfare and an important investment for achieving the Swiss government's climate target of ‘2050 net zero’.”

Adrian Waldvogel of MOSEG also attaches great importance to the project: “Swiss poultry production has always clearly stood out from other production countries. Deep stocking densities, high health aspects and clearly defined objectives in animal welfare already give Swiss production top marks. The ‘BTS+’ house concept developed by Bell sets even higher targets in terms of sustainability, energy efficiency and ecology.” • sh



From left to right: Christoph Schatzmann, Heinz Nussbaum, Samuel Guggisberg, Lorenz Wyss, Adrian Waldvogel, Stefan Werren

Eisberg Austria at the job fair for asylum seekers

Be transparent, become tangible

In May the Austrian Federal Government organised in Linz a nationwide job fair for asylum seekers. Eisberg Austria was on site with two persons and had about 300 conversations at the event. With such a job portal Eisberg not only gains qualified employees for its company, but can also position the brand Eisberg Austria as an attractive employer.

Trade and job fairs promote the employer branding of Eisberg Austria.

“In the changing labour market towards a low availability of labour – from management to the production line – it is our task to use all available channels for recruiting employees”, explains Manuel Kropfmüller, Head of Human Resources at Eisberg Austria. The focus is not on quantity, but above all on the use of several platforms for employer branding, the external communication of a company as an employer.

Such a platform was offered on 9 May 2019 in Linz at the nationwide job fair for asylum seekers. Organised by the Austrian Federal Government, the event brought together 21 companies and around 1000 recognised refugees. The companies provided information about job

opportunities and held initial job interviews. Eisberg Austria was also present with two persons. One of them was Manuel Kropfmüller.

“The discussions on the job fair served as first discussions to clarify the mutual interest as well as a possible job fit”, explains Kropfmüller. “We had about 300 discussions on this day – and thus the second most discussions of the 21 companies presenting on the fair

They were supported by employees of the Public Employment Service. Otherwise, it would not have been possible to cope with this number of discussions.

After the job fair, all interviews and CVs were again evaluated by the HR team and discussed with the respective production and warehouse management or specialist department. Finally, 30 people were invited to a further discussion and 10 of them were hired.

In addition to recruiting, Manuel Kropfmüller always focuses on making Eisberg a tangible employer at such trade and job fairs: “Eisberg has not been very well known as an employer brand since our foundation in 2017. That is why we also hold such events at our location in Marchtrenk, three of which have already taken place. We invite the candidates to us, show products, explain the activities of the individual positions and make Eisberg Austria ‘more tangible’ and create more transparency for applicants.” • sh



Gold medal for Hilcona as “Best Recruiter”

An innovative employer

Already for the fourth time Hilcona was awarded the gold medal as “Best recruiter” in the annual study for “Best recruiter”.



Delight for the award: Christian Nigg and Ingrid Arroyo accepted the special award on behalf of the entire Hilcona HR team.

In August, Hilcona AG again received the gold award for its achievements in employee recruitment in the “Best recruiter” study 2018/2019.

Each year, the study analyses around 200 criteria per employer: how to deal with applicants, including their online presence and online job advertisements.

With its commitment to recruiting, Hilcona AG once again lives up to its reputation as an innovative employer. “We are proud to be the best recruiter”, says Hilcona HR Director Birgit Schmidinger. “Our recipe for success is a target-group-oriented mix of measures. On the one hand, we focus on new trends and tools to address applicants directly. On the other hand, traditional factors – keyword: appreciation in dealing with the applicant – play an important role for us. This includes, for example, prompt applicant feedback and much more.” • sh



Julia Peyer, Birgit Schmidinger, Daniel Strub and Sybille Walpert received the “Friendly Work Space”-award for Bell Switzerland and Hilcona at the award ceremony.

Label received for another three years Bell continues on being a “Friendly Work Space”

Bell has been awarded this autumn for the second time in a row as an exemplary employer and may now also continue to carry the “Friendly Work Space” label.

For the first time in Switzerland, Bell had its corporate health management system audited three years ago according to the “Friendly Work Space” criteria. In mid-September of this year, the so-called re-assessment for the quality seal was scheduled. Two representatives of the health promotion department visited the company and examined the current status of the company’s health management system in detail during one day.

In addition to the “Friendly Work Space” project team headed by Payrolling Manager Daniel Strub, who answered the assessors’ questions, Philipp Allemann, Head of Production/Procurement, Noémie Windenberger, Chairwoman of the Employee Representative Committee, and Mathieu Ruolt, Head of the Packaging Department for Brühwurst, also reported on their practical experience.

At the end of September, the team received the good news: Bell Switzerland may also bear the yellow seal in the next three years. “The label once again confirms that we put our employees first and foremost and that Bell is a fair employer that supports its employees even in difficult situations”, explains Julia Peyer, who together with Daniel Strub and Sybille Walpert received the renewed award at a ceremony in Berne at the end of October.

Besides Bell, Hilcona has also been the first company in Liechtenstein to bear the recognised label for corporate health management since last spring. • mr

Hügli's seasoning expertise is bundled in the food industry division

The mixture does it

What do chips have in common with Sunday roast? Hardly anyone knows the answer better than the food industry experts of Hügli: The right seasoning is what counts. And so they find individual solutions for every taste issue. Their customers now also include sister divisions of the Bell Food Group.

Whether dry or liquid, whether mixture or single ingredient – the Hügli food industry division supplies its customers with a wide range of spicy products. "Compounds" is the technical term for the food components that are used everywhere in the food industry. The so-called "snack seasonings", which for example

For a successful result it is important to know the customers exactly.

refine chips or nuts with a wide variety of flavours, are currently very much in vogue. And seasonings for meat products are also among the segments with promising growth potential.

Often, the Hügli team puts already defined desired products into action. For a successful result it is very important to know the customers and their circumstances exactly. The plant on which the end product is produced or whether it is subsequently deep-frozen or heated, can significantly influence the taste.

In addition the food industry division also focuses on the marketing of its own product ideas. "For some time now, we have been increasingly developing trend-oriented concepts on our own initiative", reports Daliborka Dragojevic, Marketing Manager Food Industry at Hügli. "We are very close to current market trends, such as conscious eating or exotic flavours."

Among the nutritional topics which seasoning specialists are currently dealing with are reducing salt and sugar and replacing palm fat with other fats. "The new EU Organic Regulation, which will enter into force in 2021,



also presents challenges for us with its stricter requirements for raw materials, for example for various flavour categories and yeast extracts, as well as with its regulations on food contamination. Certain ingredients that are approved as EU organic today may no longer comply with the new rule. Our colleagues from the development and purchasing department are therefore extremely challenged to find adequate alternatives", explains Daliborka Dragojevic.

How innovative the division works was demonstrated, for example, this June at the "Snackex" in Barcelona: In addition to chips and nuts, pellets from mealworm flour were also used as carrier material for the Hügli spice mixtures. Besides astonished faces of the fair visitors the booth team also received a lot of positive feedback.

For the production of powders, pastes and liquids Hügli has the most modern mixing plant in Europe. In the 40,000 square metre facility in Radolfzell, twelve outdoor and thirty indoor silos hold the most frequently used raw materials. The mixture of the particular recipes are made by an automated process. The factory can realise a sample batch as well as the production of several wagonloads of a product.

In supplying its food industry customers, Hügli benefits from two key advantages over many competitors: The company itself is a user of many types of nutritional components and is also in close contact with a large number of food service customers. Based on this wealth of experience, the experts can constantly improve existing products as well as develop new innovations on demand.

Hügli produces the seasoning mixtures for its food industry customers in Radolfzell, in the most modern mixing plant in Europe.

And they are now doing the same for companies of the Bell Food Group. For example, Hügli produces dressings for Eisberg and Hilcona or seasonings for meat products of Bell. This group-internal cooperation has already replaced a number of third-party suppliers. Again the team has found individual solutions such as a stick package for dressings in salad boxes or the seasoning mixture packaged exactly for one batch of meat production. However, the synergy effects are far from exhausted. And there are already further cooperation projects to work on intensively. • *mr*

The synergy effects are far from exhausted.





On Easter Monday, 29 March 1869, Samuel Bell-Roth opens his "Ochsenmetzger" on Streitgasse in Basel. It keeps on growing over the next three decades, and in 1897 the first charcuterie business is incorporated in Basel.



1869

In 1905/1906, the purchase of several buildings at the corner of Weisse Gasse and Streitgasse results in the first "shopping centre" in Switzerland – the central halls with the Bell butcher's shop as its main shop, but also with vegetable and fruit trade, a general store, a cheese dairy, a bakery, a flower shop, a chemist and a beverage supplier.



1906

Samuel Bell Söhne AG acquires land at today's Bell headquarters in Basel and builds what was then Switzerland's largest meat factory with a direct rail connection to St. Johann railway station. The large cooling tower is built in 1913, an eye-catcher for many years throughout the city and during the two world wars military observation point on the French border. With the new production facilities, the network of branches throughout Switzerland grows to 130 sales outlets by 1914.



1908

On Christmas Eve 1913, the Bell Alliance, a cooperation between Bell AG and the Association of Swiss Consumer Associations (now the Coop Group), is sealed. In the spring of 1914, VSK acquires further shares and thus a majority stake in Bell AG, which is still a subsidiary of the Coop Group. The more than 100-year cooperation between Bell and Coop is one of the most successful connections in Swiss economic history.



1913

After the First World War, Berlin becomes an important centre of the international meat trade. From 1919 Bell AG acquires a stake in Faupel & Haake, EFHA-factories, in Berlin and continuously expands this commitment in the following years. The seizure of power by the national socialists in 1933 complicates the business activities of foreign companies and Bell loses a lot of money. The EFHA factories, however, recover after the war thanks to great innovative strength and the courage to make new investments. It is not until 1986 that the last holdings in Berlin are definitively sold. The investment in EFHA factory is Bell AG's first major foreign activity.



1921

The Geflügel- und Wildimport AG (GWI) in Zell is founded, from 1960 at the latest it is linked to Bell AG, from 1996 for the first time with a majority holding. With this strategic step, Bell enters the poultry and seafood business. With the subsequent acquisition of SEG Poulets AG, the poultry business is further concentrated.



1953

As early as 1964 Bell AG acquires Born AG in Biel, thereby expanding its position in the fresh meat business. This strategy is pursued further in 1969 with the acquisition of Grieder AG in Balsthal. In 1971 Grieder AG moves to its current location in Oensingen, and in 1987 Born AG and Grieder AG merge to form the so-called Gribo Group. Bell's fresh meat centre in Oensingen is continuously modernised and expanded to this day.



1969

The Bell expansion story on the timeline

150 YEARS OF INNOVATION

From the simple ox butcher to one of the leading food suppliers in Europe: Bell's 150-year history is also a history of innovation, constant development and the willingness to adapt to needs and trends and to act as a business.



2017

In April 2017, Bell AG is renamed Bell Food Group AG and given a new design. The Bell Food Group not only takes into account the company's diversity, but also brings together the several divisions of the group under a single roof. Today, the Bell Food Group is one of the leading manufacturers of meat and convenience products in Europe and stands for pleasure, quality and sustainability.



2016

As of 1 March 2016, Bell takes over the poultry producer Hubers in Austria and Germany for 320 million Swiss francs. Bell is thus entering the Austrian poultry market – with a model similar to that in Switzerland.



2011

Bell consolidates its strategy in the convenience business, which has always been part of the group's DNA with the early canned meat business and the catering sector. In 2011, the takeover of Hilcona begins in several stages. In the following years, the convenience strategy is complemented by further investments such as Hoppe, Gastro Star AG (2012), from 2019 Eisberg AG, Eisberg (2016), Frostag Food Centrum AG (2017, from 2019 Hilcona Taste Factory), Sylvain & Co. (2018) and Hügli Holding (2018).



2008

Bell is taking the first steps towards a new internationalisation strategy in order to be able to grow further. In 2008, the French Groupe Polette (charcuterie) and the German sausage and meat product manufacturer Zimbo are acquired and in 2009 Abraham GmbH, a leading producer of cured ham. Abraham also owns the "Sanchez Alcaraz" in Casarrubios del Monte (Toledo). With the takeover of Zimbo, existing activities in Poland and Hungary are added.



2003

Bell decides to withdraw completely from its own retail activities. As of 1 January 2004, four of the remaining branch stores are closed and fifteen are spun off under a new name as part of a management buy-out. Bell's branch network reached its peak in 1961 with a total of 172 sales outlets throughout Switzerland. In 2005, Bell Gastro Service will be transferred to the newly founded joint venture "transGourmet".



1999

At the annual general meeting on 21 April 1999 it is decided to establish Bell Holding Ltd as the holding company. In 1991 Bell took over the Coop wholesale butcher's shop on Elsässerstrasse and expanded it as Plant 2. In 2001 Bell took over the entire fresh meat supply from Coop. In 2003, all group operations within Bell AG are merged.



1998

Bell acquires a minority stake in SEG-Poulets AG and concentrates poultry production at the Zell site. In 2000, SEG-Poulets is acquired in full by Bell. With this acquisition, Bell massively expands its poultry business.

Daniel Schaub, an author with a historical flair from Basel, has reworked Bell's history for the 150th anniversary.



Life as a multimedia experience

WHAT MOVES GENERATION Z

They are the first to have experienced the digital world since birth. They seek security and structure. They are well informed and place no trust in advertising promises. Who is this much-discussed Generation Z and how can companies like the Bell Food Group adapt their practices to them? LOOK! takes a look at cultural generations.



Generation Z avoids mixing work and personal life.

Introducing Generation Z, also known as “digital natives”. But a word of caution: this generation shouldn’t be reduced to their smartphone and social media activity. After all, every generation saw new technical achievements that then became naturally integrated into daily life. One need only think of television and the telephone. It’s clear however, that Generation Z differs vastly from the generations that came before it.

This group has ideas about work that differ from that of their parents. They are used to clear structures, having lived with them from the first day of primary school until graduation. They therefore seek jobs with clearly defined rules regarding duties and work hours. They are motivated but reject mixing professional and personal life the way their parents often did.

For example, 60 percent of those surveyed in the Campus M21 pilot study “Generation Z and their expectations of work in the future” stated their desire to negotiate a balance of work and family life in job interviews. This matter was given a higher priority than salary figures, which ranked second with 56 percent.

Their desire for well-being and security and their avoidance of stress give them a healthier approach to life than the generations before them.

The consumer behaviour of Generation Z also differs significantly from that of older customers. Industry and trade are well advised to keep up, because this younger generation is well on its way to becoming the new primary consumer class.

This much is clear: Generation Z may be young, but it’s not naive. This target group stays informed through digital media that’s omnipresent and always accessible. They want to find information and products as quickly and easily as possible. Long searches for something online or in a shop are not their thing. Businesses can make use of this knowledge and give them access to detailed information about products, manufacturing methods, prices and other relevant facts at several points of contact.

The generations at a glance

	Traditionals	Baby Boomers	Generation X	Millennials (also: Generation Y)	Generation Z
Birth years	Before 1955	1956 to 1968	1969 to 1980	1980 to 1995	1995 and later
Characterised by	Word War II, Post-War period, Reconstruction	Economic Miracle, Cold War, Feminist Movement	End of the Cold War, Fall of the Iron Curtain, Beginning of the Digital Age	Digital Revolution, Global Terrorism	Climate change, migration and political conflicts
Work	Retired after many decades of working	Quite active, Approaching retirement	Career conscious	Self-fulfilment	Steady employment
Values	Home and family	Professional security	Good work-life balance	Flexibility and freedom	Security and stability
Consumer behaviour	Price conscious	Brand loyal, quality conscious	Enjoyment of status symbols, conscious of progress and convenience	Sustainable, fair-trade and local products	Internet-savvy, seeking special shopping experiences both online and offline



This new generation also seeks special shopping experiences, both online and offline. They also enjoy personalising products through digital means, creating something of their own that they can then use in the analogue world. Almost 60 percent of the Generation Z respondents to the study (Sara, can you add the book title, etc?) said they would like to create their own fashion statement, compared to under 45 percent of Millennials. This generation also welcomes locations that allow products to be discovered without the pressure to buy and that provide further experiences.

With regard to diet, the trend for health-conscious lifestyles continues apace. Topics such as organic foods and renouncing meat remain popular. At the same time, the percentage of overweight individuals in this age group is increasing compared to Millennials. When making such type classifications, it should be kept in mind that every generation consists of many individuals who naturally don't all think the same way.

There is some bad news for businesses regarding Generation Z and brand loyalty: amongst teens and twens, loyalty to certain brands is receding. They are much more interested in meaningful consumption. Products must be functional, authentic, of high quality and sustainably produced. They have absolutely no trust in advertising promises. And in any case, they are not easily reached through conventional advertising channels. They rarely read newspapers or magazines, and they don't watch television, preferring streaming services like Netflix.

Today's Teens and Twens Prefer Meaningful Consumption.

If a Generation Z consumer is satisfied with a new pair of trainers or the service in a restaurant, they will reward these with a "Like". If not, their social network will hear about it very quickly. They also often discuss their purchase

decisions with their peers. Influencers and opinion makers play a large role on the internet. Young people willingly follow their recommendations, even if the posts are commercial in character.

The social media channels preferred by Generation Z include YouTube and Instagram. Businesses that use these platforms need one thing in particular, and that's an appealing visual language. It's also important to know that the attention span of this youngest target group amounts to eight seconds, significantly shorter than that of Millennials, who turn away from uninteresting input after twelve seconds.

The importance of dialogue for young people is seen in the third-place ranking of the messenger service WhatsApp. They are generally very interested in involvement and in driving change. Companies that are prepared to initiate dialogue will have the advantage.

We've saved the best news for last: economic experts are sure that those who win over Generation Z will automatically win over all the other generations. • *mr*

Delicious culinary ideas
for the cold season

Preview the products of the season

Whether crunchy or tender, whether sweet or spicy, whether for the "Dinner for one" or the New Year's Eve party – for the big annual finale the Bell Food Group once again sends diverse novelties onto the culinary stage.

Eisberg: there is no fresher salad

“Pumpkin Power”, “Beetroot and Feta”, “Pasta Salad”, “Insalata con Pollo” and “Veggie Power Salad” are the new salad meals from Eisberg. The special thing about them: the vitamin donors are produced at night and delivered to eleven CoopToGo shops in the Zurich area at five o'clock in the morning. More super freshness is hardly possible.



Bell France: ham to give as present and share

Bell France whets the appetite of Carrefour customers for freshly sliced ham. The stylish gift box with a whole ham as well as a holder and a knife will be available until the end of December in the French branches of the retailer, which is one of the country's leading retailers. A great souvenir for friends or for your own end-of-year party: the set proves tha a joy shared is indeed a joy doubled.

The ham set from Bell France is a great gift.



Bell Switzerland: pâté for festive moments

At the turn of the year, Bell Switzerland is adding another speciality to its high-quality charcuterie range: the Samuel Bell solid pâté. The pâté in the elegant 500-gram box is made from the best ingredients with great attention to detail. Whether for an aperitif with the neighbours or as a starter for the holiday menu with the family – this traditional product provides the moments of pleasure that make Christmas so special.



Bell Germany: new ham experiences

The Abraham brand once again proves with two exciting new ranges that ham is not just ham. Serrano ham in Reserva quality and light ham with only three percent fat each come in four aromatic seasonings. Bell Germany accompanied the launch this autumn with a coupon campaign. A prize draw is also planned for the coming summer with a possibility to win a gourmet trip to Spain.



Hügli: honey and mustard for the cool season

Crunchy salads should not be missing on any menu even in autumn and winter. Hügli's Swiss foodservice customers can now spice up their creations with a sweet and spicy sauce. Since mid-October and only for a short time, Stein's Best's new seasonal honey mustard dressing has been available in a practical PurePak box.



Hügli: authentic seasoned without palm fat

Hügli now also refrains from using palm fat in its popular seasoning pastes for the foodservice sector. As a substitute, the ten varieties with which dishes can be seasoned, refined and modified in a variety of ways now mainly contain rapeseed oil. The outstanding properties of the seasoning pastes have remained the same: the long shelf life, the simple application and above all the intensive taste.

Hilcona: soups for your good mood

With four genuine soup classics, Hilcona provides its Swiss customers with warm feelings of happiness on cold days. The fresh organic soups in tomato, minestrone, barley and pumpkin varieties are available from October to the end of April. All varieties are certified organic, taste like home-made and support a conscious lifestyle. The organic tomato soup is also suitable for a vegan diet.



Soup classics provide warm feelings of happiness!



Hilcona: gnocchi classics freshly combined

The new Hilcona cream cheese gnocchi bring inspiration to the kitchen. The three varieties “Herbs of Provence”, “Paprika Chili” and “Olive Sea Salt” can be fried in butter or boiled in salt water. The combination of velvety cream cheese and hearty potato gnocchi is convincing in a wide variety of recipe creations – and not just for vegetarians. • mr

Recipe suggestions with Quick products from Bell

Four classics re-interpreted



For snack lovers: Hot Ham & Cheese Sandwich

for two

The recipe is ideal for using leftovers from the day before.

Ingredients

- Bell Quick «Schüfeli»/Bell Mini Quick «Schüfeli» (or any pork shoulder commercially available)
- Slices of bread
- Raclette cheese (or soft cheese)
- Egg
- Butter
- Mustard

Preparation

1. Warm up Bell Quick «Schüfeli» in water bath
2. Carve «Schüfeli»
3. For each sandwich cover two large slices of bread with a little mustard, top with «Schüfeli» portions and raclette cheese then fold
4. Turn the sandwich in egg, fry in a pan with plenty of butter until crispy and golden brown and serve

For traditionalists: «Nuss-Schinkli» in focaccia dough

for four

Ingredients

- Bell Quick «Nuss-Schinkli» (or any pork leg commercially available)
- Focaccia dough with dried tomatoes, black olives and herbs (rosemary, oregano)
- Oil

Preparation

1. Warm up Bell Quick «Nuss-Schinkli» in water bath
2. Make focaccia dough, chop dried tomatoes, black olives and herbs and mix it with the dough
3. Wrap «Nuss-Schinkli» in dough, brush with oil and sprinkle as much as you like with herbs and salt
4. Bake in the oven for about one hour at about 200 degrees Celsius until golden brown, carve and serve



For light gourmets: Tongue carpaccio with capers and mustard vinaigrette

for two

Ingredients

- Bell Quick «Rindszunge» (or any beef tongue commercially available)
- Vinaigrette (made of olive oil, white-wine vinegar, mustard, salt and pepper)
- Capers
- Sprouts
- Mixed herbs

Preparation

1. Warm up Bell Quick «Rindszunge» in water bath
2. Cut the tongue in very thin slices and arrange it on a plate
3. Spread capers, mixed herbs and sprouts loosely on the carpaccio, drip with the vinaigrette and serve

For party fans: Dough rolls with «Rollschinkli» and cheese

for four

Ingredients

- Bell Quick «Rollschinkli»/Bell Mini Quick «Rollschinkli» (or any cured ham roll commercially available)
- Square pizza dough
- Roughly grated cheese
- 1 Egg
- Poppy seed to sprinkle

Preparation

1. Warm up Bell Quick «Rollschinkli» in water bath
2. Carve «Rollschinkli»
3. Cover the pizza dough with pieces of «Rollschinkli» and sprinkle with grated cheese.
4. Roll up the pizza dough, cut into approximately two-finger-wide slices and place them close together in a baking pan
5. Brush with egg and sprinkle with poppy seeds, bake in the oven until golden brown and serve



The Quick products from Bell are particularly popular during the festive season – and have been so for over 45 years. Of course, there's nothing wrong with the classic roast pork shoulder on sauerkraut, but how about a slightly more modern implementation? LOOK! shows four delicious recipe ideas to prove that the Quicks can easily compete with modern cuisine.

Commitment to sport within the Bell Food Group

GETTING RATHER SPORTY

Exercise does you good and, when offset against work, is one of the best ways to improve your work-life balance. What's even better is if your employer is in favour of an active lifestyle and enables you to combine sport and your job more effectively.

"We leave training with smiles on our faces!"



"If sport came in the form of a tablet, it would be one of the most frequently prescribed drugs in the world," professors at Emory University claimed. They weren't wrong. This is because exercise is good for you! People who do sport regularly are generally thought to be more satisfied, able to think more clearly, have more energy and remain productive. In other words, exercise not only keeps you fit, it also keeps you more alert mentally and enables you to concentrate for longer.

But in our day-to-day work – whether that's in production or in administration – sport loses out for one or other of us from time to time. This can be because we don't have the time, the gym membership is too expensive or because, over time, going jogging on your own in your lunch break is not everyone's idea of fun.

It's better if your employer is in favour of an active lifestyle so that sport and career can be combined more effectively. Whether this is through employees being able to benefit from gym membership at a reduced rate, a sponsored run with the employer's logo on the t-shirt or directly by the employer providing sports groups for the staff to attend.

LOOK! has had a look around at the Bell Food Group and – on their behalf – has put together a few examples of how the Group could support its staff with regard to sport. • sh

Exercise and fitness at work The Hilcona sport group in Schaan

At Hilcona in the Liechtenstein town of Schann, Dragan Leiler, Head of Preservation HFC, created a fitness group together with a colleague that still exists to this day and has gained members over the years. Sport enthusiasts meet regularly and the group is led, as ever, by trainer Dragan Leiler. In the training sessions, he not only appreciates the health benefits but in particular also the social components: "Alongside the preventative health exercises, I think the social aspect of different departments meeting up is important. Participants build very good connections with each other and leave the training sessions with smiles on their faces!"



Dragan Leiler, Head of Preservation HFC, Hilcona, Schaan and trainer of the sports group

K&H mozdulji! Biking Day



Dunakanyar Half Marathon



Zúzvara Half Marathon and Running Festival

Out and about with lots of initiative: running, biking and playing football on behalf of your employer

At Eisberg in Hungary, a group of 10–20 sports fanatics have come together to take part in various sporting events. Whether it's running or riding a bike, they do it just because they enjoy it. They even represented Eisberg at several events in 2019. Among other activities, they ran in the "Zúzvara Half Marathon and Running Festival" and in the "Dunakanyar Half Marathon" and rode their bikes at the "K&H mozdulji! Biking Day", whose course ran around a small lake. They also took part in the "McDonald's Bringamania Biking Contest". Eisberg Hungary supported the sport lovers with t-shirts, and also took on the costs of entry fee.

In addition, in September, Eisberg Hungary was involved in "Health Day" in the local community, where their activities included organising the "Eisberg Football Cup" in which Eisberg's own football team also participated.

And even in Switzerland, several sporty employees from the Basel region were involved in running in the B2RUN Basel company run with the Bell logo above the finish line. 18 runners mastered the course of just under six kilometres in scorching temperatures of over 30 degrees Celsius.

B2RUN company run



"Multisport" and "update Fitness": into the gym with a discount

At Bell in Switzerland, staff can take advantage of a 10% discount on an annual subscription to an "update Fitness" provider, and can not only visit all gyms throughout Switzerland but also take various courses and group lessons.

The same is true at Eisberg in Poland, where staff can take advantage of a subscription to a "Benefit Systems" provider. Using what is called a Multisport card, employees have the use of various sports facilities – such as gyms, swimming pools or saunas, and also make use of numerous discounts. But the Multisport card also has another advantage: anyone not wishing to take make use of the sporting benefits of the card can also choose the health card instead. This card allows free visits to a doctor and claims for laboratory tests.



New HR Strategy for the Bell Food Group

Focus on Employees

2019 saw the introduction of a joint HR strategy for all Bell Food Group companies. Various sub-projects are being implemented as part of this new HR strategy, with a focus on improved working conditions and employee motivation.



QR code and link to our new video on HR strategy. Have a look!

www.bellfoodgroup.com/hr-videos

The implementation of the new HR strategy in February 2019 provides a uniform strategic basis for all Bell Food Group companies and includes the definition of a series of sub-projects with corresponding implementation measures.

Employees from the different HR departments are working together on the sub-projects and are responsible for ensuring that the diverse requirements of the various companies, countries and locations are represented in the best way possible.

What will this mean for individual employees? Johannes Meister, Head of HR at Bell Food Group: "Whilst revising the HR strategy, it was important that the measures reached the employees. We're currently optimising our recruiting processes and the induction programme for new employees. The most recent applicant feedback on kununu and Hilcona's repeated triumph at the Best Recruiters awards are both an incentive for us as well as a sign that we are moving in the right direction."

The implementation of the new HR strategy has been in full swing since the beginning of the year.

In addition to the recruiting process, a series of further sub-projects is being implemented. Talent management for the promotion of individual employees was systematised and

standardised and will be implemented in its new form this year. Our website will feature employee success stories that offer a glimpse into the opportunities for individual continued development at the Bell Food Group.

We also forged ahead with the implementation of an operational health management system. Certification with the "Friendly Workspace" label for Bell Schweiz and Hilcona in September 2019 demonstrates that we are on the right track. This is the first time that Hilcona received the award from the foundation Gesundheitsförderung Schweiz for its exemplary operational health management system, and the second time for Bell Schweiz.

These are just some examples of what has been introduced as part of the new HR strategy. Bell Food Group employees will be informed regularly on the current status of the project. Until then, view our video about our HR strategy and get a taste of the Bell Food Group. • fv

LA VIE EST BELL



New apprentice campaign and other activities for the next generation

Searching for the Bell employees of tomorrow

After the start of the training is before the start of the training. Hence, Bell recently launched a new campaign in Switzerland to address the next generation of applicants. In addition the Bell Food Group presents its qualities as an excellent training company on further occasions.



Three questions to Lea-Christine Rieckmann, training ambassador at Bell Germany

How did you prepare for your first assignment as a training ambassador?

Lea-Christine Rieckmann: First we participated in a two-day training session at the Chamber of Commerce and Industry. Then it was time to prepare the presentation for the schools. In the course of this, we also considered which questions could be asked. Since you cannot prepare for everything, even a bit of spontaneity is needed.

How does a school visit happen?

We start with a small digital quiz on the meat industry. This is a good door opener, because the students are allowed to use their mobile phones in class exceptionally. Then we show a short film about the Bell Food Group and present the training opportunities that are offered at our site in Seevetal – and commercial professions as well. At the end, the students can learn to distinguish between four types of ham at a degustation.

What kind of feedback do you get from the students and the teachers?

The feedback has been very positive so far. I think this is because we can empathize with the young people. With an elderly contact person the inhibition would certainly be stronger. This is also evident from the fact how students become more open as soon as the teacher leaves the room.

Actually, they are aspiring meat specialists, logistics or IT experts. But for the new apprenticeship campaign they jumped into the role of photo models at their workplaces. The result are great designs right out of working life. "Developing the new campaign, it was important for us to transmit the information about the occupational fields increasingly via pictures and keep the texts short", reports Andreas Begré, Head of Vocational Training. "The applicants get a good impression at first glance of what awaits them here with us."

The HR department and the marketing department have now created a variety of materials with the new imagery such as flyers and posters. This includes the newly designed area for future students on the website of the Bell Food Group. The new campaign was present among others as early as this November at the Central Swiss Education Fair "ZEBI", where so many young people were made aware of Bell as an employer. And next autumn two important fairs will take place where Bell introduces itself to the next generation: the "BIM" in Olten and the Basel Vocational and Further Training Fair.

Also very active in attracting applicants are Hilcona, Hügli and Bell Germany. So Hilcona is present at the "Next Step" in Schaan, at the "Lehre statt Leere" in Buchs and at the "Flumseri" in Flums, three im-

portant local fairs. "After fairs the number of applicants objectively increases", reports Günter Grabher, Coordinator of Vocational Training at Hilcona. This is certainly not only the "cool" live show, where ice is made with liquid nitrogen, which attracts the students to the booth.

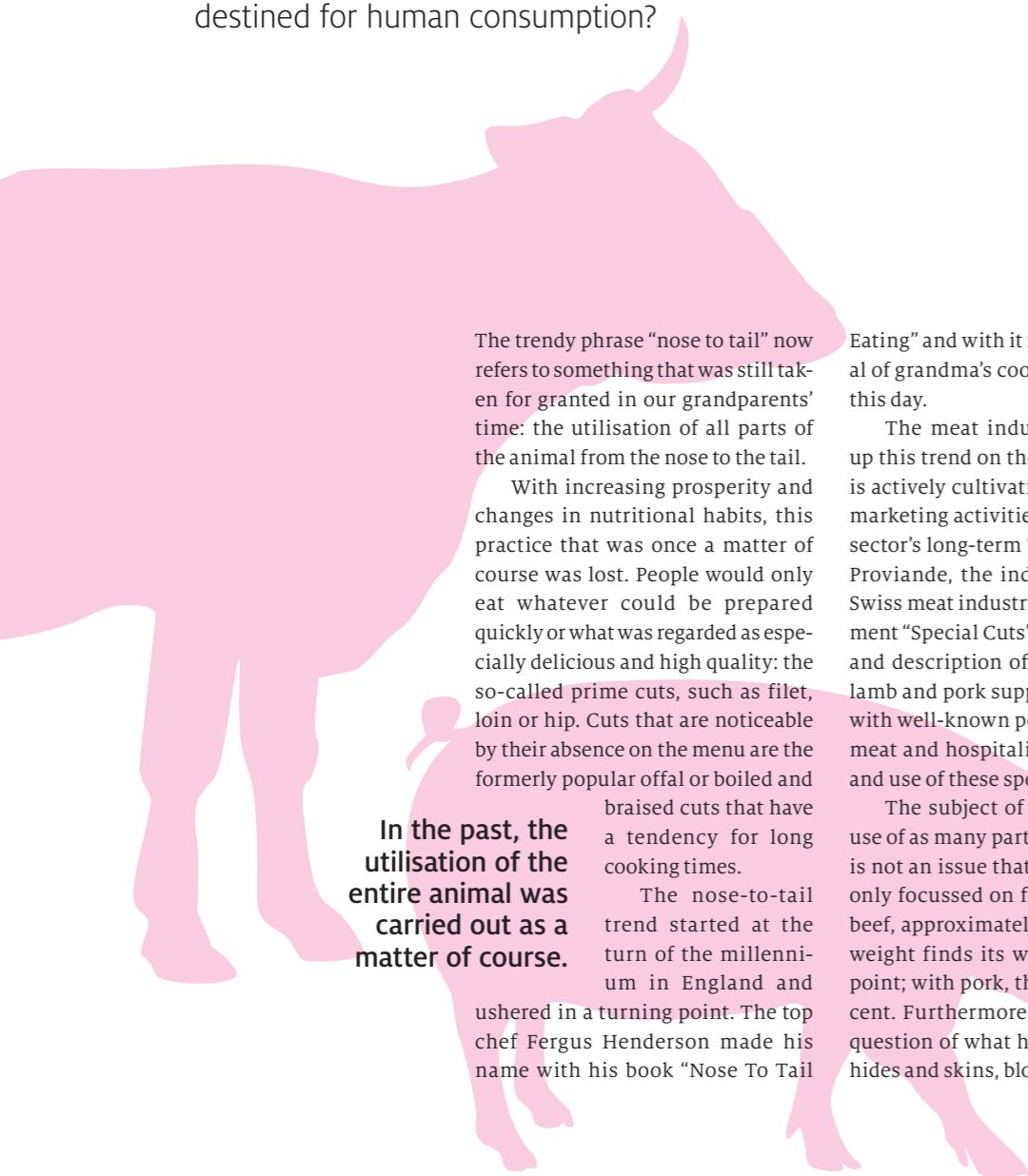
For Hügli, the "Stockach Careers Day" provides a good opportunity to present itself to young people. The company presents there for visitors a total of nine job profiles from the administration and production departments. Bell Germany goes with the training ambassadors Lea-Christine Rieckmann and Madeleine Heilmann another way to directly address students (see interview). If the pilot project proves to be successful, it could be extended to other locations and occupational fields. Bell Germany additionally attends three to five regional training fairs each year with a new booth concept, which was also developed by the dual student Lea-Christine Rieckmann, informing about the training opportunities at the Seevetal, Harkebrügge and Edeweicht sites. • mr

Link: <https://www.bellfoodgroup.com/en/careers/>

The utilisation of the entire animal in focus

MAIN BY-PRODUCTS

Through the emergence of the nose-to-tail trend, the consumption of cuts of meat that had been somewhat forgotten has been given a boost in recent years. For meat processors, however, the utilisation of the entire animal is moving one step further. What actually happens to those parts of the animal that are not destined for human consumption?



The trendy phrase “nose to tail” now refers to something that was still taken for granted in our grandparents’ time: the utilisation of all parts of the animal from the nose to the tail.

With increasing prosperity and changes in nutritional habits, this practice that was once a matter of course was lost. People would only eat whatever could be prepared quickly or what was regarded as especially delicious and high quality: the so-called prime cuts, such as filet, loin or hip. Cuts that are noticeable by their absence on the menu are the formerly popular offal or boiled and braised cuts that have a tendency for long cooking times.

In the past, the utilisation of the entire animal was carried out as a matter of course.

The nose-to-tail trend started at the turn of the millennium in England and ushered in a turning point. The top chef Fergus Henderson made his name with his book “Nose To Tail

Eating” and with it founded a worldwide revival of grandma’s cooking that still continues to this day.

The meat industry has gratefully taken up this trend on the side of the consumer and is actively cultivating it with product ranges, marketing activities or initiatives such as the sector’s long-term “Savoir-Faire” project from Proviande, the industry organisation of the Swiss meat industry. In this respect, the document “Special Cuts” was launched, a summary and description of special cuts of beef, veal, lamb and pork supplemented with interviews with well-known personalities from the Swiss meat and hospitality industry about the sale and use of these special products.

The subject of “nose to tail”, notably the use of as many parts of the animal as possible, is not an issue that meat manufacturers have only focussed on for the last few years. With beef, approximately 70 percent of the carcass weight finds its way onto the plate at some point; with pork, that figure is around 80 percent. Furthermore, for abattoirs, there is the question of what happens with the rest – the hides and skins, blood, bones, fat and innards?

Versatile utilisation options

Animal raw materials for Heparin

Heparin is used to stop blood clotting, for example after an operation, in order to avoid the risk of thromboses or pulmonary embolisms. The most important raw material in the manufacture of Heparin is the intestinal mucus of slaughtered pigs. The mucus is collected by Centravo straight from the abattoir. It is processed and then delivered to the pharmaceutical industry. The intestines are also processed and used as natural casings for sausages.



Production of leather

Slightly more obvious is the reuse of hides and skins of cows, calves, lambs and sheep for leather production. The hides and skins are collected in the slaughtering process and are delivered to Centravo. Centravo processes around 850,000 hides and skins a year, which are sent as high-quality raw materials to tanneries throughout Europe for leather production.

Margarine, cooking fats and biodiesel

Fat is a flavour carrier and arrives on our plates as an important component of meat and fish products. But not all animal fats are immediately suitable for human consumption. They are also collected and sent to Centravo, who manufacture various products from them such as margarine, cooking fat, fats for industry and business, and even biodiesel as a sustainable fuel for vehicles and machines.



These parts of the animal, referred to in the jargon as animal by-products, are only partly suitable for human consumption, if at all. However, they are also important raw materials for the manufacture of many other products.

That’s why this important issue is also anchored in the sustainability strategy of the Bell Food Group. “We want to reduce food waste and deliver animal by-products of the highest possible level of utilisation and added value,” says Basil Mörikofer, Project Manager for Sustainability at Bell Schweiz AG and member of the Monitoring Group at Savoir-Faire.

In Switzerland, a company specialising in the utilisation of animal by-products was founded with Centravo AG in 1990. This company owns the three largest meat processing companies. The idea behind it is that those parts of the animal that don’t end up on our plates can only be reused profitably and in the most

comprehensive way possible when large meat processors join forces.

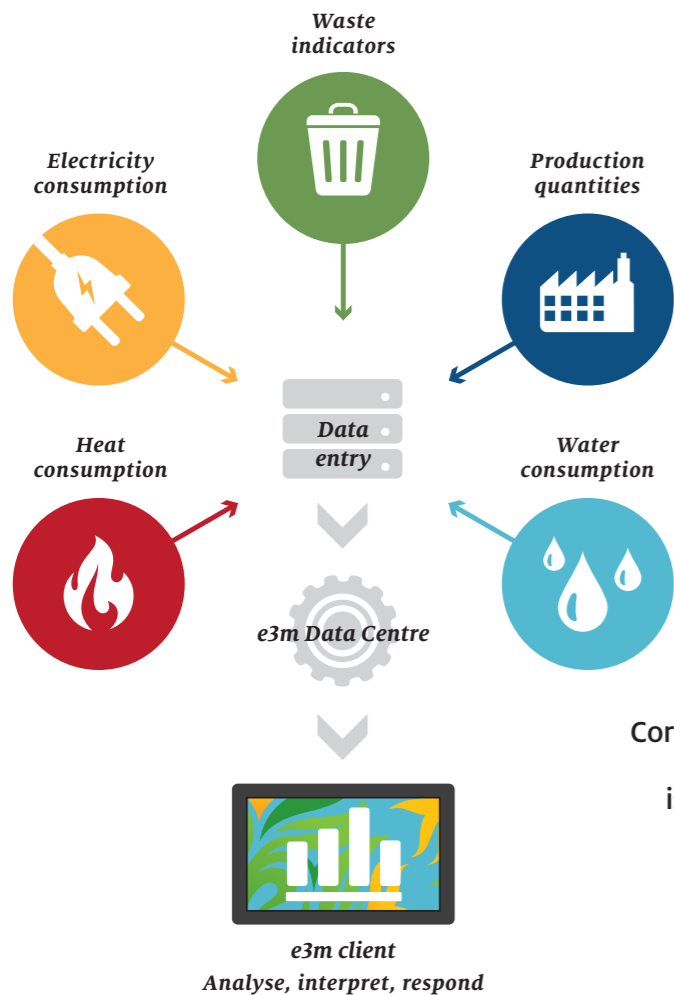
For all slaughtering and cut products that cannot be used by the meat factory itself, Centravo provides ecological and commercial utilisation options. For the collection of all animal by-products and foods, Centravo provides the necessary logistics and ensures smooth traceability and hygienically flawless collection and processing. Thanks to the Centravo Group, slaughter by-products (from beef and pork) are almost 100% value added. In this respect, Centravo is a key player in the sustainable utilisation of the entire animal. • fv

Thanks to Centravo, animal by-products can be processed in a useful way.

The Bell Food Group's roll-out of the energy management system e3m

Energy requires management

For the Bell Food Group, the efficient use of natural resources has been a top priority for many years and the reduction of total energy consumption is included in the Bell Food Group's sustainability targets. The roll-out of a uniform energy management system for all production areas of the Bell Food Group is an important contribution here.

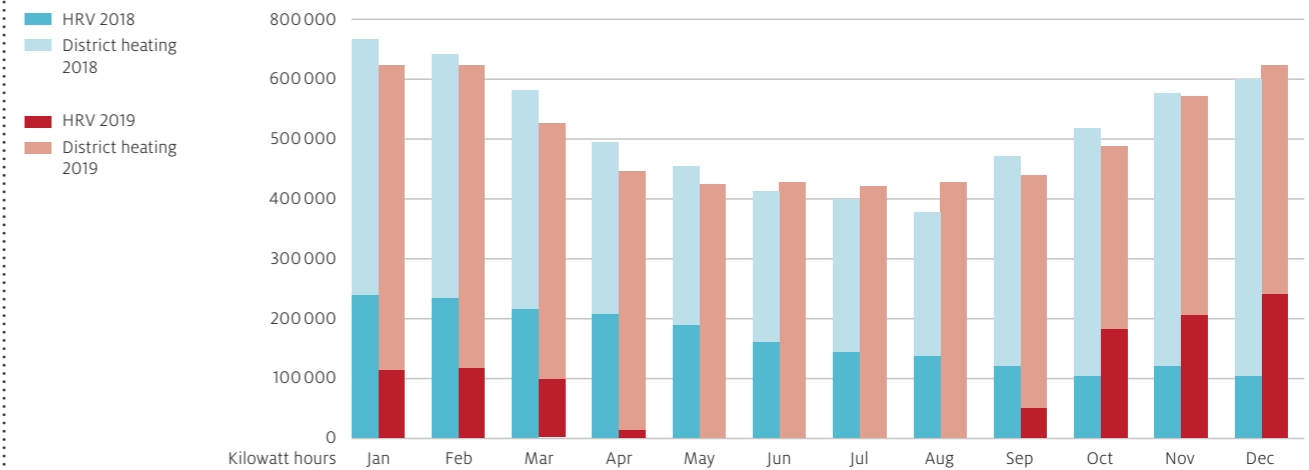


In these climate-conscious times, the careful management of natural resources is gaining more and more media attention. Businesses like the Bell Food Group have long been grappling with the efficient use of water, electricity and heating, primarily for two reasons: for one, sustainable company management at all levels is now no longer just “nice to have” or a way to set oneself apart from the competition. It has become a prerequisite for the various stakeholder groups of large, listed companies – the public, customers, political and environmental groups, legislators, or a company’s own employees.

There are also quite sound reasons for companies to promote the careful handling of resources. Contrary to popular opinion, it is not just a matter of doing a little bit for the environment and society. A company that provides good working conditions for its employees has advantages in recruiting as employees place increasing importance on company values and integrity.

Even more apparent in the consumption of natural resources is the cost-benefit ratio. The use of residual heat from refrigeration plants

Heat recovery ventilation (HRV) failure, Basel location



Concrete benefits

e3m has already generated several concrete benefits at the locations where it has already been introduced. A heat recovery ventilation system failed in Basel in 2019. Significantly more district heating had to be purchased, resulting in monthly costs of about CHF 15,000. Due to e3m, the failure was detected immediately and the defective parts could be replaced in good time (see diagram above).

and the monitoring and energy-efficient operation of production plants have direct impacts on the wallet. Because less consumption means less need to purchase resources in the form of electricity, water or heating. And it is a relevant cost factor. The costs for electricity, heat (heating oil, natural gas or district heating) and water at the Bell Food Group reach into the two-digit millions each year. For this reason, the Bell Food Group sees its sustainability strategy goal to be the continuous reduction of overall energy consumption.

In order to save on energy consumption and its associated costs, it must first be determined how much energy is actually being consumed and where the greatest energy consumers in the plant are located. This may sound simple but is a complex challenge in large companies with many different production facilities like the Bell

The e3m system is to be installed in all Bell Food Group plants by 2024.

Food Group. Consumption must be systematically recorded and analysed in order to quickly recognise deviations from normal values and to operate the facilities efficiently. This is only possible if our energy officers in the plants have the support of a specialised energy management system.

The Bell Food Group has been working with the energy management system e3m since 2010 and has installed this system at several locations. The project was rolled out anew as part of the revision of the company's sustainability strategy in 2017. The aim is to extend energy man-

agement with e3m and implement Group-wide, uniform, systematic and automatic energy recording to all Bell Food Group locations. This will lead to more transparency, show where in the plants the greatest potential for reduction lies and thus provide important information for increasing efficiency measures. The systematic monitoring of energy consumers will also allow for the timely detection of deviations in energy consumption and a significant shortening of reaction time, whereby corresponding measures can be promptly introduced. The systematic recording of energy consumption and effective energy management also form the basis for meeting statutory requirements in the area of energy consumption.

The roll-out of the energy management system em3 at all Bell Food Group plants begins in 2019 following the successfully executed pilot project. This project is scheduled to be completed by 2024. • fv

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

Anniversaries

LOOK! congratulates the jubilarians from December 2019 to February 2020

Bell Switzerland

20 years of service

Martine Blonde, 1 December, Bell, Basel
Michael Peier, 1 December, Bell, Basel
Reto Kaumann, 15 December, Bell, Zell
Thomas Abt, 1 January, Bell, Basel
Gzimja Ferati, 1 January, Bell, Basel
Emina Kaya, 1 January, Bell, Oensingen
Marco Leuenberger, 1 January, Geiser, Schlieren
Etienne Seingier, 1 January, Bell, Basel
Thierry Maurin, 10 January, Bell, Cher-Mignon
Sonia Khoulafane, 17 January, Bell, Basel
Sandrine Roesch, 17 January, Bell, Basel
Lumturije Morina-Berisha, 21 January, Bell, Oensingen
Paulo Terrão, 27 January, Geiser, Schlieren
Bajram Dervisovski, 31 January, Bell, Zell
Uthayakumar Eliyathamby, 1 February, Bell, Zell
Manfred Erb, 1 February, Bell, Basel
Luc Martin, 1 February, Bell, Basel
Roger Schaub, 1 February, Geiser, Schlieren
Yves Studer, 14 February, Bell, Basel
Katie Martin, 15 February, Bell, Basel

25 years of service

Heinrich Beer, 1 January, Bell, Basel
Guy Betzinger, 1 January, Bell, Basel
Maria Nair Pires Dias, 23 January, Bell, Cheseaux-sur-Lausanne
Arif Ferati, 1 February, Bell, Basel
Lorenz Wyss, 1 February, Bell, Basel

30 years of service

Yves Brendlé, 1 January, Bell, Basel
Pascal Furling, 1 January, Bell, Basel
Monika Ritz, 1 January, Geiser, Schlieren
Huguette Ruchty, 1 January, Bell, Basel
Klaus Sommer, 1 January, Bell, Basel
Urs Schwegler, 23 January, Bell, Zell
Christophe Benrad, 1 February, Bell, Basel

40 years of service

Danielle Lauffenburger, 7 January, Bell, Basel

Retirements

Michel Gast, 30 November, Bell, Basel (*subsequent*)
Thierry Veya, 30 November, Bell, Oensingen (*subsequent*)
Eduard Zimmermann, 30 November, Bell, Zell (*subsequent*)
Beatrice Häpft, 31 January, Geiser, Schlieren

Early retirements

Rudolf Ehram, 31 December, Bell, Basel
Haki Krasniqi, 31 December, Bell, Zell
Selim Kuqi, 31 December, Bell, Zell
Roberto Marafatto, 31 December, Bell, Basel
Ismail Oezveren, 31 December, Bell, Basel
Lisica Savic, 31 December, Bell, Oensingen
Slavko Savic, 31 December, Bell, Oensingen
Barbara Spies, 31 December, Bell, Basel
Ljubomir Radukic, 31 December, Bell, Oensingen
Christian Röthlisberger, 31 December, Bell, Oensingen
Adem Beluli, 31 January, Bell, Zell
Klaus Holzleiter, 31 January, Bell, Basel
Miguel Santos, 31 January, Bell, Cheseaux-sur-Lausanne
Beat Kurmann, 29 February, Bell, Zell
Michel Meister, 29 February, Bell, Basel

Bell International

20 years of service

Javra Hodzic, 17 January, Hubers Landhendli, Pfaffstätt
Arif Baloglu, 10 January, Hubers Landhendli, Pfaffstätt
Josef Köchl, 18 February, Hubers Landhendli, Pfaffstätt

25 years of service

Karl-Heinz Beekmann, 21 November, Bell Germany, Harkebrügge (*subsequent*)
Markus Schicktan, 2 December, Bell Germany, Harkebrügge

45 years of service

Hajrudin Hodzic, 27 January, Hubers Landhendli, Pfaffstätt

Retirements

Francis Seewald, 1 January, Bell France, Maison de Savoie
Te Vang, 27 January, Bell France, Saint-André-Sur-Vieux-Jonc
Klaus Kaufmann, 31 January, Hubers Landhendli, Pfaffstätt
Florentino Sanchez, 8 February, Bell Spain, Casarrubios del Monte

Convenience

20 years of service

Oliver Bindel, 1 September, Hilcona, Schaan (*subsequent*)
Alija Salkic, 13 September, Hilcona, Orbe (*subsequent*)
Fadil Hasanovic, 26 September, Hilcona, Orbe (*subsequent*)
Pius Calzaferr, 1 December, Hilcona, Schaan
René Ruedisser, 1 December, Hilcona, Schaan
Christian Schmid, 1 December, Hilcona, Schaan
Ove Masekowsky, 3 December, Hügli, Radolfzell
Olaf Flügger, 1 January, Hügli, Radolfzell
Margarida Guimarães Pereira, 1 January, Hilcona, Schaan
Roland Siegl, 1 January, Hilcona, Schaan
Ulrike Sulger, 1 January, Hügli, Radolfzell
Adelino Jorge Velho da Rocha, 8 January, Sylvain & CO, Essert-sous-Champvent
Claudio Ravasi, 25 January, Ali Big, Brivio
Mahmut Hadzic, 26 January, Hilcona, Orbe
Christian Voelkl, 1 February, Hilcona, Schaan
Sevgi Cetingöz, 14 February, Hügli, Radolfzell
Bejsada Sehic, 26 February, Hilcona, Orbe
Hasa Sulic, 26 February, Hilcona, Orbe

25 years of service

Markus Wellm, 1 September, Inter-Planing, Langenhaslach (*subsequent*)
Peter Schmidheiny, 1 November, Hilcona, Schaan (*subsequent*)
Fritz Ohrmann, 1 December, Hügli, Radolfzell
Wolfram Perle, 1 December, Hilcona, Schaan
Elena Engelmann, 7 December, Hügli, Radolfzell
Sylvain Agassis, 1 January, Sylvain & CO, Essert-sous-Champvent
Thorsten Mitze, 1 January, Hügli, Radolfzell
Martin Wehrle, 2 January, Hügli, Radolfzell
Zoran Grujic, 3 January, Hilcona, Orbe
Karin Wohler, 23 January, Hügli, Radolfzell
Andreas Maisch, 1 February, Hügli, Radolfzell
Sabine Kölzsch, 7 February, Hügli, Radolfzell
Ramona Balossi, 8 February, Ali Big, Brivio
Maja Böhrer, 15 February, Hügli, Radolfzell
Erhan Kahraman, 16 February, Hügli, Radolfzell

30 years of service

Hanspeter Oberweger, 1 December, Hilcona, Schaan
Maria Alice Luis, 1 February, Sylvain & CO, Essert-sous-Champvent

35 years of service

Juergen Schwarz, 1 July, Hilcona, Schaan (*subsequent*)
Slavisa Stojanovic, 24 January, Hügli, St. Gallen

40 years of service

Armin Reich, 5 July, Hilcona, Schaan (*subsequent*)

Retirements

Klara Schorer, 30 November, Inter-Planing, Langenhaslach (*subsequent*)
Liljana Dujmovic, 31 December, Hügli, Radolfzell
Dagmar Freischlag, 31 December, Hügli, Radolfzell
Willi Heussler, 31 December, Hügli, Radolfzell
Claudia Müller, 31 December, Inter-Planing, Langenhaslach
Brigitte Scheunemann, 31 December, Hügli, Radolfzell
Janet Shipway, 31 December, Hügli, Zásmuky
Helena Valentová, 31 December, Hügli, Zásmuky
Ingrid Vokřálová, 31 December, Hügli, Zásmuky
Franz Kuhn, 29 February, Hilcona, Schaan

Deaths

Monica Hoogmoed-Spijker, 11 August, Bress, Werkendam (*subsequent*)
Gottlieb Wernli, 23 August, Hügli, Steinach (*subsequent*)
Jurek Lewanowski, 22 August, Hügli, Redditch (*subsequent*)

Veterinarian Birgit Harrer spends most of her free time in a kayak

Whitewater is her element

Even for the first time when Birgit Harrer saw how a person jumped down a level in the water with a kayak, she was absolutely excited. Nevertheless, many years should have passed before she plunged into the water with the narrow boat. Then she was already forty and had tried several outdoor and water sports. Today, eleven years later, she is the reigning Swiss senior vice-champion in kayak slalom and spends almost every free minute on the water.



One of her favourite rivers is the famous Raundalselva in Norway.



Personal details

Name: Birgit Harrer
Occupation at Bell Switzerland:
 Dep. Head of Health Service
With Bell since: 2011
Age: 51

"In the beginning every little wave was a challenge for me", remembers Birgit Harrer her first kayaking tours. "But when I figured out how to do it, the 'wow effect' came up really quickly."

The veterinarian and deputy head of the health service at Bell in Zell discovered her sparkling hobby by accident. Her first employer after studying veterinary medicine, the University of Zurich, offered a wide range of sports, including kayaking. It was the first time she had boarded the sleek boat – and she nearly never left it again.

"The better you are the more it is funny", is the motto of the employee of Bell. Hence she is on the water as often as possible. Evenings after work on the slalom tracks of her two kayak clubs on the Limmat, at the weekends sometimes also in

Grisons or Ticino. Not to mention the holidays: in spring she paddles in Corsica, in summer in Norway and in autumn in Ötztal.

One of her favourite spots is Raundalselva in Norway. The combination of picturesque landscape and the thrill caused by this for privies famous-notorious river gives the special charm for her.

Although everyone sits in his boat alone, kayaking is a team sport. "We set off at least for two, on difficult tracks with three or more friends", reports Birgit Harrer. "Because the risk is always with you. Hence there should be someone else nearby who could help if something happens."

It can happen, for example, that the boat gets stuck between two blocks of stone and you cannot move for-

ward on your own. In the worst case the paddler is stuck with his head under water. Then it is vital that the companions are on hand to help quickly.

Some mishaps have already happened even to Birgit Harrer. Once she landed after a jump in the fall line of the water, which kept her underwater. "I have tried everything systematically that can help in such cases, but I did not come up alone any more", she says. A guide finally saved her. "I had been underwater for a long time and pretty much out of breath." But even such situations do not reduce the passion for her demanding hobby. The experience has shown in fact that she keeps a cool head when push comes to shove. "In retrospect a good experience", she sums up.

As an ambitious hobby athlete, the 51-year-old paddles regularly in competitions. For example, in the Swiss Championships or the "King of the Alps" race, the European Championship in extreme kayaking. The success is with her in the boat: the Bell employee is the reigning Swiss vice-champion in her age group. • *mr*

Kayaking

The word kayak is derived from the Greenlandic "qajaq". Originally the boat was made of wood, bones and animal fur and served the Inuit as a fast, manoeuvrable hunting vehicle. Modern kayaks are mostly made of carbon fibre or various plastics. The narrow boat is closed except for the seat hatch. The paddler uses a spray deck to seal this opening as well. The boat is propelled sitting in front sight direction by means of a double-bladed paddle. Thus the kayak and the open Canadian form together the two main subcategories of the canoe.

Apprentice event 2019

Plenty of ideas – plus a surprise



In October, the Bell Food Group's apprentice event was held in Magglingen. During the three-day event, all apprentices met and worked on numerous project ideas as part of a competition, and these were presented on the last day to members of upper management and the Group Executive Board. The winning prize for the best project was a city trip.

Magglingen, situated high above the Swiss city of Biel/Bienne with a breathtaking views of the Alps, is the home of the Swiss Federal Institute of Sport, the country's school and training centre for young athletes. For three days in October, however, the focus in Magglingen was for once not on sport but on the apprentices of the Bell Food Group.

Under the motto "tradition versus future", the apprentices were provided with a glimpse into the Bell Food Group's history through an iPad paperchase and a puzzle game developed especially for the event. This afforded them focus in the context of future Group work. Clever ideas were sought on the topics "training" or "meat and food production indus-

try" – in relation to daily work, vocational training or even products. The apprentices were encouraged to develop project ideas that interested them and that they would like to see implemented. During the event, they were able to develop their ideas with the support of a coach and present them on the last day to nine members of upper management and the Group Executive Board. The best idea was to be rewarded with a city trip valued at CHF 1,000 per group member.

A success by all accounts, because the jury members found it impossible to select just one from so many good ideas and therefore selected two – to the surprise of all.

This pleased the winners as well as Andreas Begré, Vocational Train-

ing Manager for Bell in Switzerland, who organised the event: "I am happy that the apprentices' ideas were found to be of such a high standard and that the jury selected two winners. For me, this indicates good work by the apprentices and appreciation by the management. Showing extraordinary commitment during the apprenticeship period simply pays off. Now we are tasked with the continued work and implementation of these project ideas." • sh