

LOOK!

Bell Food Group Employee Magazine

01 2020



**Industry four
point what?**

Successful at second glance

Dear Colleagues,

2019 was a difficult year for the Bell Food Group. Goods sales and sales volume were slightly below the previous year, and the annual profit of CHF 49.6 million was almost half that of the previous year. However, this result was negatively influenced by a number of special effects that had a significant impact on Bell Food Group's business performance. The reorganisation of Bell Germany with the sale of the sausage business, the massive increase in the price of pork in Europe due to African swine fever, and start-up costs for the newly opened production facilities in Marchtrenk and Fuensalida cost us a total of over CHF 53 million in 2019.

On the positive side, operational progress was achieved in all business units. In the Bell Switzerland division, we were able to improve the earnings situation thanks to effective cost management and the process optimisation measures introduced in the previous year. This year, we at Bell Switzerland want to concentrate on gaining market shares in the retail and food service sectors.

Due to the raw materials situation and the reorganisation in Germany, the Bell International division had a difficult year.

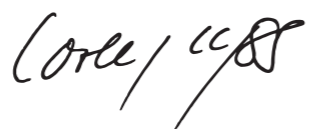
However, we are convinced that by focusing on German and international raw ham specialities we are well positioned to further expand our already strong market position in this segment. In addition, the operational progress in the Western/Eastern Europe and Hubers/Süttag divisions should give us cause for optimism.

The Convenience division continued its growth trend in 2019 thanks to an innovative product range and was able to expand its presence in Europe. In the current year we intend to continue along this path and gain additional market shares in the European convenience market with the new production capacities in Marchtrenk (AT) and Bad Wünnenberg (GE).

I am particularly pleased that after a rather subdued start to the year, the situation then improved and we were able to grow, especially in the second half of the year. This shows us that we are on the right track with our strategic measures.

This is not least thanks to you, our valued employees. I would like to take this opportunity to thank you for your commitment. I am confident that we will make further progress this year and I am very much looking forward to mastering the challenges ahead with you.

Lorenz Wyss
Chairman of the Board




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Interview with CFO Xavier Buro

Annual result influenced by one-off effects

Xavier Buro has been CFO of the Bell Food Group since July 2019. In an interview with LOOK! he provides his assessment of the first annual result of the Bell Food Group during his term of office, and the extent to which one-off effects played a significant role last year.

Mr. Buro, what is your assessment of the Bell Food Group's annual result? In terms of the figures, we must admit that the result was not satisfactory. However, there were a number of one-off effects in 2019 that had a negative impact here.

Which one-off effects are you taking about? In 2019, the result of the Bell Food Group was hampered by three significant one-off effects: the reorganisation in Germany with the sale of the sausage business and the conversion of the plant in Bad Wünnenberg, the sharp rise in pork prices in Europe, and the start-up costs for the new plants that opened in 2019, especially in Marchtrenk.

To what extent did these factors influence the result? In addition to the bare figures, they play an important role in the classification of the annual profit. In 2019, we reported a net profit of almost CHF 50 million. This is significantly below the previous year. Last year, the one-off effects mentioned above cost us almost CHF 54 million, with the reorganisation in Germany accounting for the largest chunk at around CHF 38.5 million. In other words, without these one-off effects, net profit would have been around CHF 104 million, which would have been higher than in 2018.

How do such one-off effects come about? When we look at the last financial year, we have to distinguish between internal and external influences. For example, the increase in the price of pork as a raw material is a phenomenon that we have no direct influence on. Volatile raw material prices are essentially part of our business, and we are prepared accordingly. However, the outbreak of African swine fever in China increased demand for European pork from the Far East to such an extent that prices skyrocketed. In a competitive market, you can only react to this with a time lag, and it has therefore left its mark on our annual result.

What is the situation with the other one-off effects? The other ones are of our own doing so to speak. The reorganisation in Germany and the construction of new production facilities are strategic decisions by the company taken with a medium to long-term focus. The example of the reorganisation in Germany shows that such decisions can be painful, and unfortunately also have undesirable negative effects in the short term, such as staff reductions or higher costs. For example, the sale of part of a company also means that the corresponding sales revenue is lost.

This is also the case when a company is restructured, such as in Bad Wünnenberg. And new production plants simply always need a certain amount of time before they reach the planned productivity level, despite the great commitment of the employees on site.

What conclusions do you draw from this? We can conclude that the figures reported at the end of the year are not always the sole indicator of whether we have done well or not.

Does this mean that the 2019 result was better than it appears? You can definitely say that, yes. If we disregard the one-off effects, we have improved in all business areas. We were able to maintain the growth trend in the Convenience division, and we also did well in our traditional business with meat and charcuterie. In addition, we made significant gains in the second half of the year. This makes me feel positive, even if we still have some homework to do in 2020.

What are your expectations for the current financial year? We have now made some important strategic decisions that will help take us forward in the future. I am thinking here about the sale of the sausage business and the focus on raw ham in Europe, the expansion of production capacities for convenience products in Germany and Austria, the adjustment of the Bell Food Group's organisational structure and, last but not least, the measures to strengthen our leading position in Switzerland. I am therefore confident that we are on the right track and that we will achieve our set goals by 2020. • fv

New deep-freeze warehouse in Oensingen

THE BIGGEST FREEZER IN THE BELL FOOD GROUP

The investment programme for the Bell Switzerland sites continues to pick up speed. There are various projects in the pipeline at the site in Oensingen. The first sod will be turned for the new deep-freeze warehouse in April 2020.

Following the completion of the first building project in the form of the multi-storey car park in Basel in 2018, much work has since been carried out on executing other projects in the investment programme to renovate the Bell Switzerland production sites. The focus here was on Oensingen, where intensive activity is underway.

Work will shortly commence on the construction of a new deep-freeze warehouse. The sod-turning ceremony will take place in spring 2020. This state-of-the-art facility will replace the now outdated systems at Frigo in Basel. It also means that freezing space, which is currently spread over various sites because of a lack of space, will be consolidated in Oensingen. As well as the actual deep-freeze warehouse with space for 35,000 pallets, the new building will also contain various systems for up-

and downstream processes such as shock freezing or the acclimatisation of raw materials. This means that the new building not only meets the very highest standards with regard to economy and efficiency, but also reduces the use of resources. This markedly improves environmental sustainability and halves the CO₂ footprint.

Other building projects are being planned in Oensingen alongside the new deep freeze warehouse. Plans for the Holinden area include a multi-storey car park and a slicing centre as well as a national distribution and logistics platform. The existing slaughterhouse and processing plant on Dünnerstrasse is to be updated in the medium-term. We will report on the progress of these projects in due course. • de

Intensive work is underway at the Oensingen site.



- Holinden**
- 1 | Slicing centre
 - 2 | Distribution platform
 - 3 | Multi-storey car park
 - 4 | Deep-freeze warehouse

- Dünnerstrasse**
- 5 | Cattle slaughterhouse

Visualisation of the new deep-freeze warehouse in Oensingen.





Cyber Security Awareness: The ten rules for staying safe in the digital world

Think, act, be safe!


Cyber Security aims to protect computers, servers, mobile devices, electronic systems, networks and data from malicious attacks. As employees, we can make an important contribution: by adhering to the ten rules of cyber security, we not only protect our companies, but always our personal data as well. • sh

1. Password management ✕




Your passwords are strictly confidential. Change initial passwords upon receipt, and use secure combinations of words and numbers. NEVER use the Bell Food Group password for private services on the internet. Change your password immediately if you suspect misuse.

2. Cybercrime ✕



Fraudsters often try to obtain internal company information through interpersonal contacts (social engineering). This usually happens unnoticed via telephone, social media or email. Always question unusual (email) requests.

3. Identity theft ✕



Attacks on your privacy, so-called phishing, happen professionally nowadays and possibly without you noticing. Treat emails from unknown senders or of dubious origin with the utmost caution. Do not open any links or files from unknown senders or files you did not expect.

4. Data protection ✕




Data must always be appropriately protected – whether on paper or in electronic form. Private storage services such as cloud services (e.g. Google Drive) do not comply with Bell Food Group security regulations, and the use of this type of storage media is therefore prohibited.

5. Data traffic ✕




Emails are like postcards and can be read by third parties. This also applies to the attachments sent. When sending confidential information, you should therefore always use the services provided by the Bell Food Group (e.g. SharePoint or FTAPI).

7. Malware ✕




Only use external storage media (e.g. USB sticks) if their origin is known. In addition, always use the software provided by the Bell Food Group. Visitors' devices should only access the internet via the WLAN provided by the Bell Food Group.

10. Uncertainty ✕




Do you feel uncertain about one or more of these points? Don't hesitate to contact your local IT helpdesk directly - better to ask one too many questions than one too few.

6. Data security ✕




Store your data on the services provided by the Bell Food Group (e.g. SharePoint), which are synchronised for security.

8. Theft ✕



Laptops, smartphones and tablets are particularly vulnerable to theft and must not be left unattended. Protect them from unwanted access with a PIN, fingerprint or the like.

9. Smartphone ✕



There is sensitive data on your smartphone that can be systematically read by apps. Only download apps from the official App Stores. Give the apps as few permissions as possible and only use trusted WLAN connections with encryption.

At a glance



INFINITELY SWEET



Brand relaunch at Hügli

The best of two worlds

The brands Hügli and Vogeley have been presenting themselves to their customers in a fresh look and with reorganised assortments, since this spring. This means that the two successful Hügli brands are well positioned for the future.

How do you create a fresh look and still remain distinctive? Hügli demonstrates how: The familiar soup pot on the products has been transformed into a modern round logo with the same colour scheme. The eye-catcher is the central flame, which symbolises the cooking flames in the world's large kitchens and Hügli's passion for its products and its customers.



At the same time as redesigning the external image of the product brand, Hügli also restructured the product range. This included the merger with the previous brand «Supro». «For this, we looked at all the recipes and selected the best from both worlds», reports Carolin Garbe, Head of International Marketing Food Service at Hügli.

The result is four lines that are precisely adapted to the requirements of the various target customers. The high-quality «Premium» range is aimed at the catering establishments with high demands. «Selektion» is the varied range for home-style cooking, while «Menu» with its high functionality and good value for money is aimed at canteens, caterers and large restaurants. And «Pure» also has its own range for catering for persons with special needs, for example in hospitals and retirement homes.

The new Vogeley range also offers a better overview when choosing the dessert you want. When it came to the logo, those who were responsible were rather reserved in their approach. «We are very proud of the long tradition



of the brand. That's why the year of foundation, 1892, has been given a place of honour in the new logo», says Carolin Garbe.

From now on, the fresh appearance and the new product range structure will not only support Hügli's sales force in selling the products. Thus the company is also optimally geared to the changing behaviour of customers, who increasingly appreciate being able to buy as many goods as possible in one place. As a result, the wholesale trade is becoming increasingly important as a sales channel. The uniform visual appearance and the focus on a few brands ensure easy orientation and a high degree of recognition of the products on the shelf.

The International Category Management team responsible for the relaunch spent a year working on the new designs and streamlining the product ranges. It was supported in this process by Brand Management, Culinary Advisors and Product Developers, among others.

Visitors to Intergastra in Stuttgart in mid-February were able to experience the result live for the first time. Now the new appearance, accompanied by marketing measures, is gradually becoming visible to customers. There is also a major launch campaign for Vogeley in Austria, where the brand is currently being launched from scratch. • mr

Eisberg expands its capacities in Hungary

More space for more products

In order to meet the growing demand of Hungarian consumers, Eisberg is expanding its facility in Gyál, Hungary. The new addition to the building is scheduled to open in mid-2020.



Convenience products have long become a trend in German-speaking countries – and it's a trend that is also spilling over into the Hungarian market, where consumers are increasingly demanding products with a higher degree of preparation.

As the market leader for fresh-cut salad in Hungary, Eisberg now plans to expand its product portfolio to meet growing needs. To this end, the production facility in Gyál will be expanded by mid-2020 with an additional annex that will provide space for new product lines such as salad bowls, fruit cups and salad dishes. Among other things, a

modern packaging area, an expanded product warehouse and more space for laboratories and offices are planned in the extension. A conversion of the older production areas is also planned. This will allow the new convenience lines to be seamlessly integrated into the workflows and existing processes to be streamlined and made more efficient. In addition, external storage costs will be reduced thanks to the new facility, and new opportunities for LEAN and Industry 4.0 will open up. Operation in the annex is scheduled to start in mid-2020. • sh

Hügli in Redditch: Experts in «Functional Food» for almost 40 years

Meticulous care in small bags

Last year, the Hügli site in Redditch, UK, produced 57 million individual articles. The reason for this high figure: The company specialises mainly in portion sachets. Besides soups and spice mixtures, they also contain many «Functional Food» products, i.e. foods that have an added value.

«If we were to line up all the portion packs that we produce in a year, the bag line would theoretically lead from our factory gate in Redditch to the Hollywood sign in Los Angeles», Chris Hurt jokingly reports.

The plant in Redditch became part of the Hügli Group in 2008.

However, the Managing Director at Hügli in the UK naturally has much better ideas for using the food produced in his factory. While soups, sauces and spices are used for pure enjoyment, a large proportion of the mixtures also fulfil additional nutritional functions. Whether they help with weight loss, compensate for illness-related de-

ciency symptoms or support athletes in their dietary supplementation. The practical sachets in which the company specialises enhance the high degree of convenience of the products.

Whether conventional food or «Functional Food», most of the products are produced here by the team of around 100 for the private labels of its British customers. A small proportion is also sold to wholesalers and retailers under the Hügli and Granovita brands, the Hügli brand for vegetarian and vegan food.

The company was founded in 1981. Since 2008 it has belonged to Hügli, which has invested continuously in the location from the very beginning. In 2010, for example, it had an extension built to the existing building, which doubled the area available.

«Functional Food» products have been part of the Redditch range from the very beginning and today account for about half of the output. Their production is very complex and requires special care.

«The nutritional profile, taste and texture must be consistent in every single package», explains Richard Bailey, Commercial Director at Hügli UK. «To ensure this, we first check the micronutrient content of the initial batch in the



laboratory. The subsequent production runs are also monitored to ensure that the same quality is maintained.»

In addition, special standards apply to «Functional Food» products. For example, shakes used as meal replacements are subject

The future trends include products with hemp or collagen.

to certain EU standards, while the composition of sports powders must comply with the regulations of the World Anti-Doping Agency (WADA). «Often our customers also make certain demands on the products we manufacture for them. For example, they want vegan or high-protein varieties, as well as ingredients that meet certain animal welfare standards», says Richard Bailey.

Looking to the future, the «Functional Food» expert also sees further trends coming. These include ingredients such as hemp, cannabidiol or collagen. In any case, Hügli is well

prepared in Redditch to meet the growing demand for food with additional benefits. Last year, about 3800 tons of the various mixtures left the 9000 square meter facility. The site still has some upside potential: Up to 5000 tons of powder mixes could go down the lines here every year.

And the site has also been making preparations for another important topic for some time now: «We might not find out until the last minute just what Brexit will mean for us. That's why we've been working for two years now to prepare ourselves for various possible scenarios», says Chris Hurt. • mr

On the way to the Smart Factory

INDUSTRY FOUR POINT WHAT?

Exciting stories often lurk behind bulky titles. This is proven by the topic «Industry 4.0». In short, the term stands for the digitalisation and networking of systems. Still sounds boring? It's not! LOOK! went on a smart search and found out what great opportunities the 4th Industrial Revolution offers.

Things are often hectic at the Kluge family in the morning until everyone has left home. Over the first coffee in the office, Mr. Kluge used to regularly ask himself whether the last one in the bathroom had turned off the heating and whether all the skylights were closed.

At «Industry 4.0» the Internet of Things «is in the» focus.

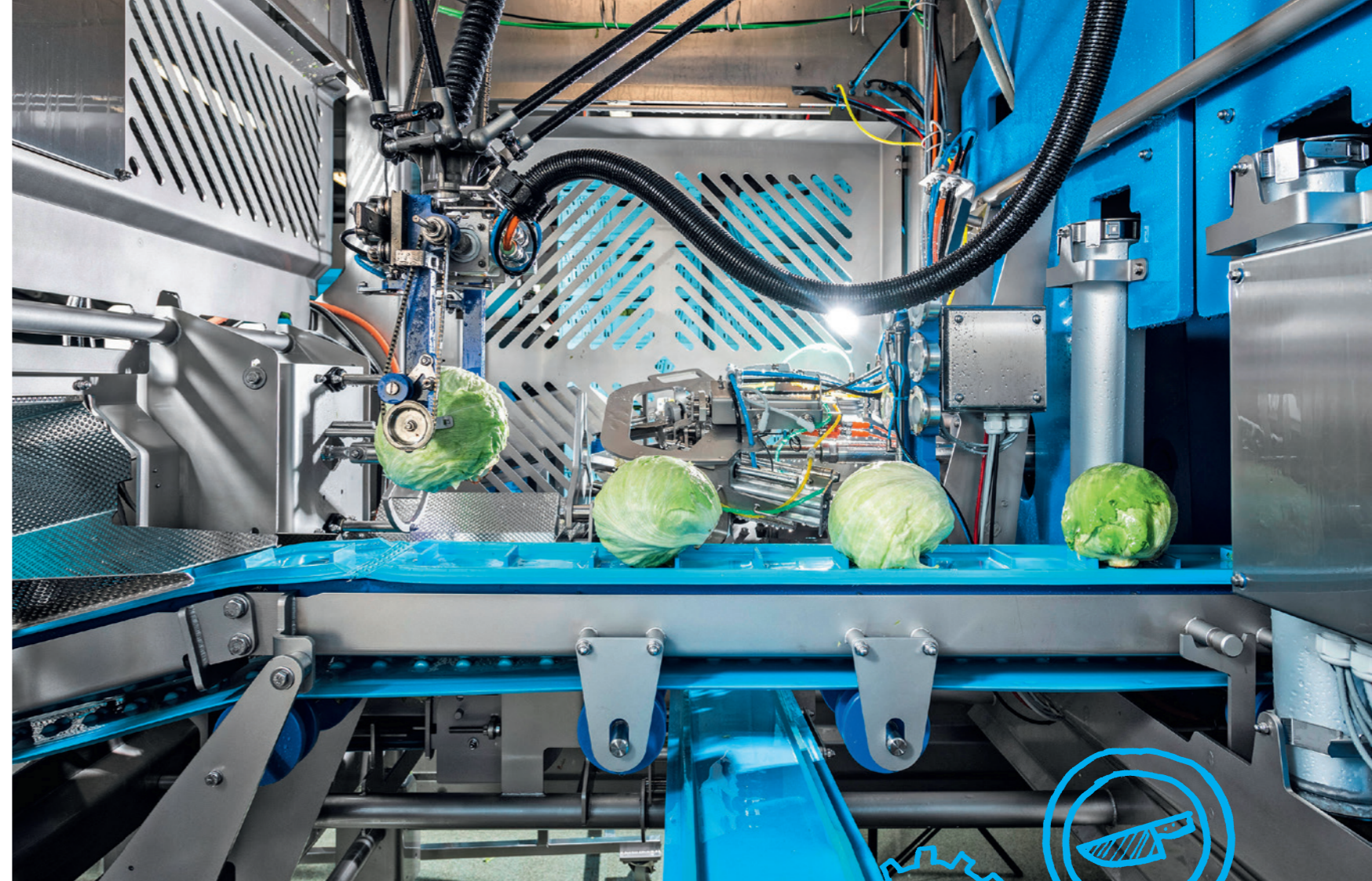
Today, the smart home app on his mobile phone answers such questions. And that's not all: with its help, he has often been able to switch off unnecessary energy guzzlers and prevent puddles on the parquet floor while on the move.

Mrs. Kluge also has one less worry lately: after the family converted her mother's apartment in the neighbouring town to smart technology, she has been receiving a message on her mobile phone if the blinds were not raised in the morning or the lights were on all night for the already frail senior citizen. In an

emergency, she can react quickly and help her mother.

The Kluge family and the Bell Food Group have a lot in common. Both rely on smart solutions to make everyday life easier. For industry, this is known as the fourth industrial revolution. Whereas the third phase was all about automation, the focus in the age of «Industry 4.0» is now on the «Internet of Things». It allows the broad networking of plants and even their independent communication among themselves. Added to this are increasingly intelligent technologies that are even capable of learning independently.

«Pushing ahead with digitalisation in our production is not an end in itself, but offers us real added value», explains Markus Ettlin, Head of Industry 4.0/Automation at Bell Switzerland. «Automated and networked processes can support us in many areas of production and increase efficiency and flexibility. The use of new technologies is always about making people's work easier, not about replacing them». Two years ago, Bell set out to become a Smart-factory. One of the first challenges was to harmonise the existing plants. Because, as in the



The «CoreTakt – Eisberg Switzerland» cutting machine automatically removes the cores from lettuce heads.

smart home, only a uniform standard allows the individual components to be integrated and centrally controlled.

«We defined this standard for Bell in Switzerland and have now implemented an integration platform that can be used by all plants», reports Markus Ettlin. This platform now offers users a wide range of options for monitoring the plants and analysing manufacturing processes.

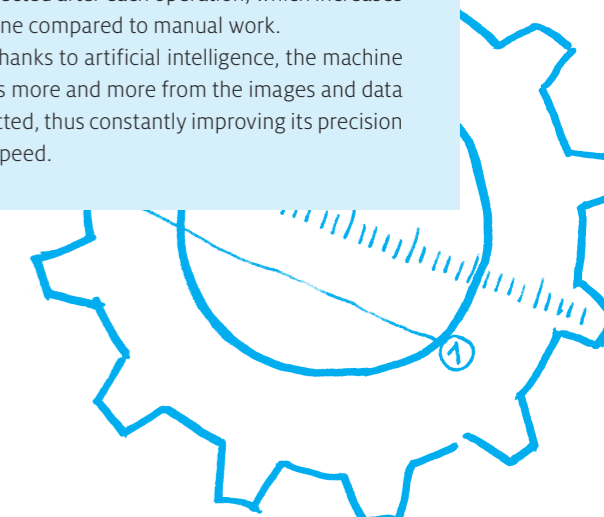
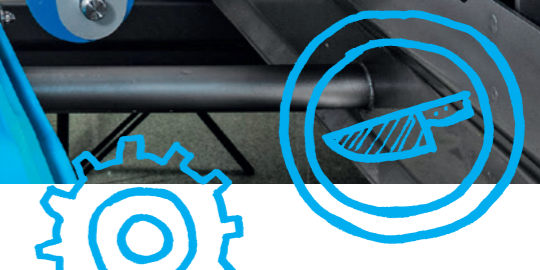
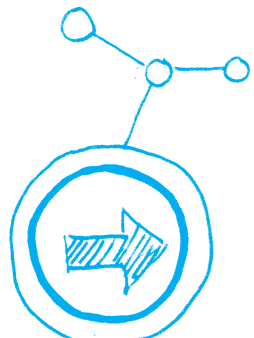
For example, if there is a standstill at a burger patty line or a sudden rise in temperature in a deep-freeze warehouse, the respective department or plant manager can see this in the online platform and take the necessary steps to remedy the fault. And not only from his desk, but also when he is not even present on site.

Only a uniform standard allows networking.

Plant removes lettuce cores

Iceberg lettuce heads naturally have different sizes and shapes. In order to process them fully automatically, Eisberg in Marchtrenk, Austria, has an innovative plant. Using 3D cameras, a robot arm positions the head so that the cutting tool can cut out the core. The knife is automatically disinfected after each operation, which increases hygiene compared to manual work.

Thanks to artificial intelligence, the machine learns more and more from the images and data collected, thus constantly improving its precision and speed.





MES increases quality and traceability at Hilcona

Since the end of last year, Hilcona has been introducing a Manufacturing Execution System (MES). This is an IT system that makes the production process more precise, reduces the workload of the employees and increases the traceability of the products. Among other things, it automates the ordering of material replenishments and the configuration of the system for the product being manufactured.

In addition, clever detailed planning ensures short set-up times between individual tasks. The MES reliably guides the plant operator through the production process and displays all the procedures and data for the job on the screen - thus also supporting paperless production.

Initial experience with the new system was gained by the central filling production in Schaan. Now other departments and locations are gradually following suit. Therefore, every time a new system is purchased, care is now taken to ensure that it can be integrated into the MES.

Artificial intelligence sorts Bündnerfleisch

Cold cuts must meet certain requirements. For example, the lowest possible grain is a quality characteristic of Bündnerfleisch. In a pilot project last year, Bell Switzerland tested the extent to which artificial intelligence can help with the visual assessment of the sliced meat. For this purpose, a test line was equipped with appropriate camera technology. First, a human taught the machine to distinguish between four different grain levels. The artificial intelligence learned with every decision. It then reliably discarded Bündnerfleisch with too much marbling. The new method, which can also be transferred to other products, will soon be used in other projects.

Apps drive development towards paperless production.

The system stores a large amount of data in real time too. Many valuable insights can be derived from this. For example, why a plant has failed and how this can be avoided in the future, or where there is potential for energy savings in a plant that will ease the strain on the budget and increase sustainability. Such information also benefits TOP BPM, helping to optimise business processes at Bell.

«On the basis of the stored data, we get answers to questions we haven't even asked ourselves yet», explains Markus Ettlin. «It is important to be able to filter out the data that the employee in charge needs, quickly and easily.»

In addition to networking the plants, Markus Ettlin and his engineering team are also working on new technologies that improve or facilitate workflows. For example, apps for tablets are being created to drive the development towards paperless production. Another field the digitalisation experts are working on is artificial intelligence, which is used, for example, for cleaning salads or evaluating cold cuts (see examples).

The 4th Industrial Revolution is of course not only bearing its first fruits at Bell in Switzerland. Digitalisation is being driven forward throughout the Bell Food Group. In the future it will be a question of harmonising standards throughout the Group in order to achieve an even greater degree of networking.

At the same time, the topic «Industry 4.0» will soon be given a higher priority in the plants as well. For example, the development

Ultra-modern packaging plant for ham

Since February, an innovative packaging system has been cutting, portioning and packing raw ham products in folded packs for Bell Germany in Harkebrügge. The slicer, for example, offers advantages over earlier models. Despite two-lane loading by means of a portion designer, it now allows different laying patterns.

The picking robots, which automatically check the position of the deposited ham and readjust it if necessary, minimising manual intervention, are also state-of-the-art. In future, it may also be possible to further optimise the processes with the aid of artificial intelligence, for example by determining the fat content of the ham portion by means of image evaluation, and artificial intelligence decides whether this portion is to be packed or rejected. In addition, the pickers are synchronised with the packaging machine, which further increases performance. The production line, which is from Weber Maschinenbau, the leading supplier in this field, is the first in the entire Bell Food Group in this configuration.

of Operational Technology is in the process of being implemented with people who work with the systems on site.

New technologies are intended to improve work processes.

In addition, compatibility with the existing smart system is now also playing a decisive role in new acquisitions. This is something the Bell and Kluge families also have in common. • mr

Bell Novelties for an enjoyable spring

Served fresh

From refined salami, juicy burgers and unusual pasta creations to refreshing infusions – the Bell Food Group heralds the new decade with a whole host of delicacies. Anyone who doesn't then experience culinary spring fever has only themselves to blame.

Bell Switzerland: Meatloaf hot&cold

Whether hot with a crust or cold on a bread roll – the new meat loaf hot&cold goes along with everything. For fans of this speciality, Bell launched two varieties in the Swiss retail trade at the beginning of the year: the classic pork and beef version and a chicken variant. If you want to enjoy them hot, you can warm them in the oven and crown them with a baking crust if you wish.



The new Hot&Cold Meat Loaf from Bell Switzerland goes with everything.

Bell Switzerland: Chicken breast strips with salt and pepper

From mid-April, it's a case of all good things coming in threes in the Bell toppings. With the chicken breast strips «Salt & Pepper», Swiss customers now have a new delicious variation to refine soups, salads or pizzas. The tender strips made from the best Swiss meat are just as delicious hot or cold, as the two already established products in the «Herbs» and «Honey» ranges.



Bell Switzerland: Premium beef burgers from Swiss premium breed cattle

Selected cuts of meat from Swiss cattle give the new «beef burger» varieties from Bell their special flavour. The animal-friendly open air ranching and the natural feeding of the cattle mainly with their mother's milk, grass and hay contribute to this. Unseasoned and coarsely ground, the two varieties «Angus» and «Simmentaler» offer pure burger enjoyment from the freezer shelf.



Hilcona: new pasta creations for food service customers

Hilcona has recently started supporting its food service customers with numerous innovations. These include variations in unusual shapes such as the new spinach and ravioli hearts. They are not only real eye-catchers, but also completely vegan. This also applies to the new Agnolotti Lentil Curry, Tortelli All'Arrabbiata, Gnocchi and Spaetzli. They all appeal to the growing group of customers who want to avoid animal products in their diet. At the same time, Hilcona is expanding its organic range with a selection of pasta variants. All the new products in this range meet the strict criteria of the Bio-Bud Seal.

The new Spinach Ravioli Hearts from Hilcona are real eye-catchers.



Sylvain&CO: light refreshment with Botanic Waters

The new Botanic Waters from Sylvain&CO have all the good arguments on their side: they contain less than 20 kilocalories and not even four grams of sugar. Their fine taste is provided by regional herbs with an organic label. And even the bottle comes from local producers in Switzerland. The innovative infusions in the flavours «Nettle Lime», «Rosemary Rosehip Melissa» and «Lemon Verbena Mint» are being brought onto the Swiss market just in time for the start of spring, providing delicious refreshment on hot days.

The new Botanic Waters from Sylvain&CO are particularly low in calories.

Bell Germany: Steaks from Gourmet naturel in sustainable packaging

With four tender steak varieties, Gourmet naturel has been whetting the appetite of its food service customers and consumers alike for the meat of the young French Charolais bulls since the end of last year. Another new feature is the sustainable «Flat-Skin packaging». It requires 75 percent less plastic than conventional meat packaging. In addition, the film and cardboard can be easily separated and disposed of separately. To coincide with the launch of the steak line, Gourmet naturel is also presenting itself on the newly designed homepage in the premium brand's elegant look.

Link:
www.gourmet-naturel.com



Bell Germany: Abraham Serrano Reserva in wafer-thin slices

The «Serrano Reserva» ham from Abraham matures for twelve months. During this time it develops its unique aroma and tender bite. This combination is particularly effective in the new very finely sliced version, which Bell Germany is launching on the market in 2020. The transparent product design with a good view of the loosely laid, wafer-thin slices ensures an attractive presentation.



Bell Poland: new salami creations

Surveys confirm that Polish customers like variety on their bread. The new salami variations that Bell Poland is currently bringing to supermarkets are just what they need. There are five varieties in the range, including salamis with olives, green pepper, nuts and beef as well as a salami that also contains beef, made in the Italian style with Mediterranean spices. All the varieties have a high meat content and are gluten-free.



Bresc: adapted recipes for tomato products

The difference between Bresc's «Pomodori Marinati» and «Tomato Bruschetta» has been more marked since the beginning of the year. The tubs with the marinated tomatoes now contain larger pieces, which makes them perfect for salad bars or Italian dishes. The Bruschetta with the slightly finer structure, on the other hand, is easy to spread on bread. In addition, all products of the Dutch Hügli subsidiary have recently been presented to food service customers in a new, more uniform package design. • *mr*



New juices and smoothies from Eisberg

A juicy family



Is it a struggle to eat enough fruit and vegetables? Well, it no longer need be thanks to Eisberg's new juices and smoothies. The six deliciously diverse varieties taste like freshly squeezed – for almost a whole month. This is thanks to an innovative process that requires no heat at all.

At Eisberg, taste and vitamins are now bottled. «Green Boost», «Tropical Charge», «Chia Burst», «Orange Crush», «Purple Power» and «Veggie Bomb» are the names given to the new smoothies and juices by our freshness specialists. These products contain nothing but the best fruits and vegetables, which also means that they are one hundred percent natural and vegan. Moreover, their shelf life of 28 days is more than five times longer than that of freshly-made juices or smoothies.

Eisberg's new concept is aimed at catering businesses.

The reason for this is the clever process used in the production of the new Eisberg creations. Fruit and vegetables are first cold pressed and then bottled. In the second step, these bottles are placed in a high-pressure container where the water pressure is comparable to that of 60 kilometres below the sea surface. This kills off germs while preserving the delicate ingredients.

«High Pressure Processing» or «HPP» for short, is the name of this method of preserving food. In contrast to pasteurised juices, which use heat, taste and vitamins have no chance of escaping.

«HPP» is an established and widely-known process in the fruit juice sector,» explains Martin Wohlwend, Head of Business Development and Communication. «The

technology is also interesting for various other ready-to-eat products such as soups, sauces, hummus, ham and sausages.»

Eisberg launched its new juice family at the end of last year. The primary market is Switzerland, with Austria next in line to follow, provided the launch is successful. Presentations and tastings of the fruity vitamin bombs at trade fairs and with existing and potential customers accompany the launch.

Eisberg's new concept is aimed primarily at catering establishments. These drinks offer them the high practical benefit, among others, of a juicer no longer being required to enable guests to enjoy the taste of freshly-squeezed juices. This eliminates the often time-consuming cleaning and maintenance of the machine. Naturally, the products are also interesting for the retail trade and system catering.

This is why Eisberg is the prime candidate for the award for the tastiest and easiest way to stock up on the daily ration of fruit and vegetables. • *mr*



From minor role to leading actor

Here we have the salad

The tide has turned for salad: Considered one of the largely-ignored side dishes 50 years ago, it has since become a popular main course. A trend that has also been shaped by Eisberg. After all, the company was a pioneer for ready-to-serve salads in bags.

Lettuce provides more folic acid than other vegetables.

With cheese in the breakfast roll, with chicken breast in the lunch bowl, or with vinaigrette and croutons on the starter plate – salad always suits. Because the crisp green leaves fit perfectly into our current lifestyle. But anyone who thinks that eating salad is a fad of the 21st century is very much mistaken. Even in ancient times people ate raw vegetables, often dressed with oil, vinegar and salt. And thus the word salad also comes from the Latin «salus» for «salted». In Central Europe, lettuces were purposefully grown and cultivated from around the eighth century AD onwards. As with many other foods, the monks in the mon-

asteries were the pioneers. Until the middle of the 20th century, salad was considered more of a side dish, whereas today, as a varied main course, it is impossible to imagine many menus without it.

What is considered a «salad» has changed considerably over the years. While goutweed was still a frequent item on the menu in the Middle Ages, today it is ignored as an annoying weed. Conversely, rocket, which was long scorned because of its pungency, has now become trendy. The term salad is also not entirely precise. After all, there are also sausage or fruit salads.

Leaf salads can be divided into two groups: lettuce and chicory. Special cases include lamb's lettuce and rocket, which come from other families. Examples of lettuce include lettuce and oak leaf lettuce, while chicory includes chicory and endives. What all varieties have in

The best selling salad from Eisberg

In summer



Iceberg

Those who like their salad particularly crisp love these green balls, which also gave the Eisberg company its name. In contrast to more sensitive varieties of the genus, this lettuce is easy to transport and can even survive a few days in the vegetable compartment of the refrigerator without coming to any harm.



Frisée

Its appearance and its bitter taste give a hint: it's a member of the endive family. It is particularly recommended to eat the outer leaves, as they contain many bitter substances that boost metabolism.



Butterhead lettuce

It used to be the epitome of salad, and even today its tender leaves have a lot to offer, especially to those who are nutritionally conscious: a high fibre content with few calories. As it is very sensitive, it is best to put it on the table as soon as possible.

In winter



Lamb's lettuce

The classic for the cold time of year as it can easily withstand temperatures as low as minus 15 degrees. In terms of vitamin C content it also takes top position among all leaf salads.



Sugarloaf

With its bitter taste it often complements the flavour of salad mixes. In addition, storable sugarloaf is valued for its positive effect on the stomach and intestines.



Winter endives

This hardy plant can be harvested well into December. With its bitter aroma it is not only suitable as salad, but also as a steamed vegetable or in soups.

Even in ancient times people ate salad.

common is that they consist of about 95 percent water and are therefore very low in calories.

The nutrient content of lettuce changes from variety to variety. Chicory, endives and radicchio are particularly rich in vitamins and minerals. Numerous varieties also provide more folic acid than other vegetables. Secondary plant substances in lettuce are also said to help reduce high blood pressure and prevent diabetes and some types of cancer.

Whether from the market stall or out of the practical Eisberg bag, lettuce is best consumed as soon as possible after purchase. However, if a head of lettuce has been forgotten in the fridge, there is a simple trick: Wilted leaves become crisp again after only a few minutes in a bowl of cold water and a tablespoon of sugar. • mr

A Bell student takes to the ice for EHC Basel's U-17 team

«To me, a sound education is very important!»

Jan Reist has been playing ice hockey since he was six. Ten years later, he had made it to the elite junior team of EHC Basel and received a «Swiss Olympic Talent Card», which is given to talented players considered to merit special support. Last summer he started an apprenticeship in IT at Bell. In the LOOK! interview, he and Andreas Begré, Head of Vocational Training at Bell Switzerland, explain how an apprenticeship can be compatible with competitive sport.



Mr. Begré, how did you come to take on Mr. Reist, a young competitive athlete, as a trainee?

We have been nurturing the idea of supporting talented athletes with educational opportunities for quite some time. For us, being a large company, this is part of our social responsibility toward society. This wish has come true with Jan Reist, although rather unexpectedly, for at the job interview he didn't tell us anything about the extent of his commitment to sport.

What kept you from doing that, Mr. Reist? First of all, it was important for me to receive proper vocational training. Sports came second. That's why I didn't mention it in my application. We agreed after I was accepted that I can continue to play and practise.

Mr. Begré, did you have to make any special arrangements for Mr. Reist's recruitment? We talked to his parents, his coach and the sports department in advance to establish the key points. After that we made a supplementary agreement in addition to the apprenticeship contract. This stipulates, for example, that Jan is free to go to training on Tuesday mornings.

How do you deal with the dual burden of education and competitive sport, Mr. Reist? It can be very strenuous. There are times when I feel like going home after work to spend time with my friends. But it's also a lot of fun. What's great above all is that all my colleagues are very kind and helpful when I'm under pressure for time. Right from the start I felt I was in good hands - even though I'm the youngest member of the team at 16.

Jan Reist with Andreas Begré, Head of Professional Training at Bell Switzerland



Mr. Begré, how would you sum up the first six months since his training started? We have all been very surprised at how well and quickly Jan has become integrated in our team. I believe he brings a lot of skills from sport that are also important in the workplace. For example, he is very well organised in his work and knows that you have to be committed if you want to be successful. Furthermore, you can tell straight away that he is an ideal team player.

Mr. Begré, does Bell offer training opportunities for competitive athletes in every professional field? Implementation is definitely easier in the administrative area, as the flexitime system gives us more leeway in terms of working hours.

Mr. Reist, what is your greatest athletic goal? It would be great for me to play in the National League at some point.

And what would happen if Mr. Reist could indeed take part in the Olympic Games with the national team, Mr. Begré? In that was the case we would be very happy and pledge our support to make certain that his training won't suffer. • mr

«You can tell right away that Jan is an ideal team player.»

Bell is a «competitive sports-friendly apprenticeship facility»

The fact that Jan Reist is a promising young hockey player is proven by the «Swiss Olympic Talent Card», which he has held since August last year. It is awarded to talented athletes by «Swiss Olympic», the umbrella organisation of Swiss Sport and the National Olympic Committee. The card shows communities, schools and potential employers that the holder is particularly worthy of support with regard to a successful athletic career.

Companies such as Bell, providing apprenticeships for such talents, help them to build a professional foothold in addition to their athletic career. «Swiss Olympic» has launched the label «Competitive sports-friendly apprenticeship facility» for them. Whoever carries it must meet various requirements. For example, a flexible program that allows athletes to adapt their working hours to their athletic training programme and competitions schedule.

Incidentally, Bell already had experience in employing competitive athletes before hiring the young hockey player. Professional bobsledder Simon Friedli has been working as a chef in the staff restaurant in Oensingen for two years. Thanks to this, Bell has received the «Competitive sports-friendly employer» seal of approval, which is also awarded by «Swiss Olympic».





Raising awareness about early intervention

DON'T LOOK AWAY OR OVERLOOK, LOOK!

Addressing difficult professional situations or private challenges at an early stage to be able to find solutions together in time is the core objective of early intervention within the framework of occupational health management. Don't look away or overlook, just look, and focus on actions targeting solutions for the benefit of everyone.

Both our mental and physical condition have a great influence on our performance in our profession.

Substantial and persistent stress can have health consequences.

If we sleep badly, we fight our way fatigued through work for a day, and we simply go to bed a little earlier the next evening. However, not all problems can be solved with a good night's sleep. More serious burdens such as health restric-

tions, unfavourable work situations, financial worries or difficulties in the social environment are often not so easy to get to grips with and can also affect our health, especially if they prevail for a long time.

This usually also has consequences for our everyday working life. In the worst case scenario we are no longer able to work, and this can lead to interruptions. After not being able to work for more than six months, however, people only successfully return to their previous job in just under half of the cases, accord-

ing to statistics. After an interruption of more than a year, the chances of reintegration are only 20 percent.

It is therefore all the more important to identify and address such burdens at an early stage. This is why occupational health management attaches great importance to early intervention, i.e. the early recognition and confidential addressing of stressful circumstances among employees. In this way, such situations can be tackled together in good time, and results are often easier to achieve and require less time.

Conscious perception

Observed abnormalities or personal interpretations can serve as clues to possible early intervention: Is a person in the team clearly very unmotivated and does their performance fluctuate? Do employees withdraw more and more during work or during lunch, and shy away from social exchange? Does a team member suddenly need constant support for tasks that used to be done independently? Both physical and personal changes or facts as well as frequent absences can be indicators of a difficult situation.

Sign of appreciation

Taking the first step and asking a team member for a confidential conversation always requires some effort – after all, it is possible that the person concerned may refuse the offered support or even perceive the conversation as a kind of control. It is also possible that the situation has been misjudged and there is no problem at all.

It is not always easy to tackle difficult situations and find individual solutions. However, it is crucial that situations are dealt with because even a not quite perfect solution is better than no solution at all. While it is difficult to address potential problems today, it is even worse to lose competent employees and team members due to missed opportunities. Furthermore, the fact we care about our fellow human beings and pay attention to them is always a sign of mutual respect. • sh

Your contact persons

Your line manager

OHM is an important management task as part of the daily work process. If possible, contact your manager or the otherwise closest supervisor with your concerns.

Human Resources

Your HR managers have an open ear for your concerns and will help you to find a solution. HR will work with you to coordinate the next steps, refer you to specialist departments and support you in adapting the workplace or during reintegration.

Bell Switzerland Employee Council

Here you can discuss your situation, e.g. compare it with similar situations that the employee council has already supported. Afterwards, further possibilities are examined together.

Coop Social Service

External help by trained social workers, to create new perspectives together.

Daily Sickness Benefit Insurance/ Case Management

The daily sickness benefit insurance SWICA can provide situational support in the event of physical or psychological problems with case managers whose core task is to remain in or reintegrate into the world of work. At the same time, the important coordination with the various other parties involved, such as doctors, private and public insurance companies, takes place at the appropriate time, Human Resources and superiors.

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

Anniversaries

LOOK! congratulates the jubilarians from March to May 2020

Bell Switzerland

20 years of service

Francisco Fernandes Terrao, 3 January, Geiser AG, Schlieren *(added)*
Doendue Balbay, 1 March, Bell Schweiz AG, Basel
Adamah Djagoue, 1 March, Bell Schweiz AG, Basel
Geneviève Douve, 1 March, Bell Schweiz AG, Basel
Emmanuel Ensminger, 1 March, Bell Schweiz AG, Basel
Arnaud Fleurigeon, 1 March, Bell Schweiz AG, Basel
Simon Ketterlin, 1 March, Bell Schweiz AG, Basel
Janine Mermoud, 1 March, Bell Schweiz AG, Basel
Daniel Schmid, 1 March, Bell Schweiz AG, Oensingen
Huguette Zufferey, 1 March, Bell Schweiz AG, Cheseaux
Fadime Aslan, 1 April, Bell Schweiz AG, Basel
Roland Litzler, 1 April, Bell Schweiz AG, Basel
Ludovic Pasquini, 1 April, Bell Schweiz AG, Basel
Satheeskumar Arunthavarajah, 1 May, Bell Schweiz AG, Zell
Martin Birrer, 1 May, Bell Schweiz AG, Zell
Bernhard Ernst, 1 May, Geiser AG, Schlieren
Prapahary Yogeswaran, 8 May, Bell Schweiz AG, Zell
Krist Gjoka, 10 May, Bell Schweiz AG, Zell
Revathy Valentine, 29 May, Bell Schweiz AG, Zell

25 years of service

Gunabalasingam Sinniah, 2 March, Bell Schweiz AG, Zell
Franz Fellmann, 18 April, Bell Schweiz AG, Basel
Ranjitham Rajeswaran, 18 April, Bell Schweiz AG, Oensingen
Huseyin Temel, 18 April, Bell Schweiz AG, Basel
Philippe Devidal, 1 May, Bell Schweiz AG, Cheseaux
Tarkan Günes, 2 May, Bell Schweiz AG, Basel
Christophe Hugel, 8 May, Bell Schweiz AG, Basel
Mark Milici, 8 May, Bell Schweiz AG, Zell
Eric Eckert, 22 May, Bell Schweiz AG, Basel

30 years of service

Jean-Claude Senn, 1 March, Bell Schweiz AG, Basel
Josef Brunner, 1 April, Bell Schweiz AG, Zell
Christophe Glasser, 1 April, Bell Schweiz AG, Basel
Hélène Stackler, 1 April, Bell Schweiz AG, Basel
Othmar Zettel, 1 April, Bell Schweiz AG, Zell
Saiyut Niyomdee, 9 April, Bell Schweiz AG, Oensingen
Marco Ghidini, 24 April, Bell Schweiz AG, Oensingen
Philippe Haefflinger, 1 May, Bell Schweiz AG, Basel
Roland Tschirhart, 1 May, Bell Schweiz AG, Basel
Frederic Vonesch, 1 May, Bell Schweiz AG, Basel
Alain Weingartner, 1 May, Bell Schweiz AG, Basel
Serge Guerrero, 17 May, Bell Schweiz AG, Basel
Zahia Goudjil, 21 May, Bell Schweiz AG, Basel
Christophe Thiebo, 28 May, Bell Schweiz AG, Basel

35 years of service

Herbert Krucker, 1 March, Bell Schweiz AG, Oensingen
Dragan Simic, 2 April, Bell Schweiz AG, Basel
François Bodein, 2 May, Bell Schweiz AG, Basel
Daniel Grand, 6 May, Bell Schweiz AG, Cher-Mignon

40 years of service

Hansjörg Mathys, 14 April, Bell Schweiz AG, Basel

45 years of service

Ferdinand Schärer, 12 May, Bell Schweiz AG, Zell

Retirements

Rudolf Hess, 31 January, Bell Schweiz AG, Oensingen *(added)*
Gueluezar Kranc-cedin, 31 January, Bell Schweiz AG, Oensingen *(added)*
Vait Asani, 29 February, Bell Schweiz AG, Basel *(added)*
Monika Büetiger, 29 February, Bell Schweiz AG, Basel *(added)*
Hasan Sirin, 29 February, Bell Schweiz AG, Oensingen *(added)*
Rolf Boss, 20 April, Bell Schweiz AG, Oensingen
Manfred Erb, 30 April, Bell Schweiz AG, Zell
Ramazan Dervisovski, 31 May, Bell Schweiz AG, Zell
Gustin Shala, 31 May, Bell Schweiz AG, Zell

Early retirements

Theres Fazekas, 29 February, Bell Schweiz AG, Oensingen *(added)*
François Schicklin, 29 February, Bell Schweiz AG, Basel *(added)*
Hansruedi Schneider, 29 February, Bell Schweiz AG, Oensingen *(added)*
Almerinda Anastacio, 31 March, Bell Schweiz AG, Cheseaux
Sabine Fritz, 31 March, Bell Schweiz AG, Zell
Zef Musaj, 31 March, Bell Schweiz AG, Zell
Markus Balmer, 31 May, Geiser AG, Schlieren
François Bodein, 31 May, Bell Schweiz AG, Zell
Roza Dushi, 31 May, Bell Schweiz AG, Zell
Römy Magnin, 31 May, Bell Schweiz AG, Cheseaux
Aimé Masson, 31 May, Bell Schweiz AG, Cheseaux

Deceased

Uthayakumar Eliyathamby, 25 December, Bell Schweiz, Zell

Bell International

20 years of service

Maria Dell, 1 January, Bell Deutschland GmbH & Co. KG, Edeweicht *(added)*
Katharina Drefs, 1 January, Bell Deutschland GmbH & Co. KG, Edeweicht *(added)*
Nadeschda Schlegel, 1 January, Bell Deutschland GmbH & Co. KG, Edeweicht *(added)*
Claudia Waterkamp, 1 January, Bell Deutschland GmbH & Co. KG, Edeweicht *(added)*
Olaf Polinski, 1 March, Bell Production Services GmbH & Co. KG, Harkebrügge
Brigitte Guyot, 6 March, Bell France, Val de Lyon
Edith Amouroux, 20 March, Bell France, Val de Lyon
Wolfgang Kunz, 1 April, Bell Schwarzwälder Schinken GmbH, Schiltach
Hartmut Schmidt, 1 April, Bell Deutschland GmbH & Co. KG, Seevetal
Frédéric Rivoire, 3 April, Bell France, Val de Lyon
Rolf Renz, 17 April, Bell Schwarzwälder Schinken GmbH, Schiltach
Saif Koljic, 19 April, Frisch Express GmbH, Pfaffstätt
Hélène Ballet, 25 April, Bell France, Val de Lyon
Evelyne Thizy, 25 April, Bell France, Val de Lyon
Arifa Nesimovic, 2 May, Hubers Landhendl GmbH, Pfaffstätt
Jose Vilela, 8 May, Bell Deutschland GmbH & Co. KG, Seevetal
Séverine Rivoire, 9 May, Bell France, Val de Lyon

Convenience

20 years of service

Alexander Ternovski, 3 January, HFC GmbH, Bad Wünnenberg *(added)*
Izabela Ryszka, 13 January, Eisberg Poland, Legnica *(added)*
Gertrud Engler, 1 March, Hilcona AG, Schaan
Martina Traub, 1 March, Hügli, Radolfzell
Winfried Keller, 1 March, Hügli, Radolfzell
Svetlana Schierling, 2 March, HFC GmbH, Bad Wünnenberg
Muniba Nukic, 9 March, Hilcona Gourmet SA, Orbe
Giuseppe Gerometta, 13 March, Hügli, Radolfzell
Christian Guggisberg, 13 March, Eisberg AG, Dällikon
Ralf Lichtenberg, 1 April, Hügli, Radolfzell
Eva Unterberger, 1 April, Hilcona AG, Schaan
Raffaele Gagliardi, 3 April, Hügli, Radolfzell
Michael Ruber, 17 April, Hilcona AG, Schaan
Stefan Cautillo, 1 May, Hügli, Steinach
Comi Mauro, 22 May, Hügli, Brivio

25 years of service

Manuel Riveiro Romero, 1 January, Hilcona AG, Schaan *(added)*
Ramona Balossi, 8 February, Hügli, Brivio *(added)*
Heike Lettau, 1 March, Hügli, Radolfzell
Jürgen Heichele, 13 March, Hügli, Radolfzell
Manuel Castro Fialho, 27 March, Hilcona Gourmet SA, Orbe
Lynne Chew, 30 March, Hügli, Redditch
Ingrid Bingger, 1 April, Hügli, Radolfzell
Beate Sailer, 3 April, Hügli, Radolfzell
Eva Dan, 3 April, Hügli, Radolfzell
Irene Hinz, 3 April, Hügli, Radolfzell
Thomas Bodenmann, 1 May, Hügli, Steinach
Isolde Bäuerle, 1 May, Hügli, Radolfzell
Nizama Talovic Selimovic, 8 May, Hilcona Gourmet SA, Orbe

30 years of service

Johannes Kraessig, 1 March, Hilcona AG, Schaan
Frank-Michael Hins, 1 April, Hügli, Radolfzell
Andreas Pasqualini, 1 April, Hilcona AG, Schaan
Robert Reber, 1 April, Hügli, Steinach

25 years of service

Irina Richert, 14 February, Bell Deutschland GmbH & Co. KG, Harkebrügge *(added)*
Petra Schwolow, 6 March, Bell Deutschland GmbH & Co. KG, Harkebrügge

30 years of service

Doris Schulte, 1 January, Bell Deutschland GmbH & Co. KG, Haselünne *(added)*
Walter Kegel, 1 February, Bell Deutschland GmbH & Co. KG, Edeweicht *(added)*
Jürgen Blancke, 5 March, Bell Deutschland GmbH & Co. KG, Harkebrügge

35 years of service

Anke Kleemann, 1 January, Bell Production Services GmbH & Co. KG, Harkebrügge *(added)*

Retirement

Erich Berghammer, 30 April, Hubers Landhendl GmbH, Pfaffstätt

Deceased

Thomas Vorlicek, 28 December, Hubers Landhendl GmbH, Pfaffstätt

Annemarie Kroiss, 2 April, Hügli, Radolfzell

Rene Kennecke, 1 May, Hügli, Radolfzell
Ulrike Wiedenbauer, 2 May, Hügli, Hard
Stéphane Goy, 7 May, Hilcona Gourmet SA, Orbe
Mario Kuschny, 14 May, Hilcona AG, Schaan

35 years of service

Christian Lerch, 1 March, Hilcona AG, Schaan
Torsten Rix, 1 March, Hügli, Radolfzell
Klaus Steppacher, 18 March, Hügli, Radolfzell
Bernard Ruppenner, 4 April, Sylvain & Co, Essert-sous-Champvent
Sieglinde Riester, 29 April, Hügli, Radolfzell
Bernd Wurster, 1 May, Hilcona AG, Schaan

40 years of service

Bruno Jud, 1 March, Hilcona AG, Schaan

Retirements

Miroslaw Fugiel, 6 January, Eisberg Poland, Legnica *(added)*
Żak Danuta, 27 January, Eisberg Poland, Legnica
Oscar Bel, 31 January, Granovita SAU, La Vall d'Uixó
Irina Wagner, 31 January, Hügli, Radolfzell
Christian Otte, 31 January, Hilcona AG, Schaan
Franz Kuhn, 29 February, Hilcona AG, Schaan
Zymrije Berisha, 31 March, Hilcona Gourmet SA, Orbe
Frank-Jürgen Müller, 31 March, Hügli, Radolfzell
Johannes Krässig, 30 April, Hilcona AG, Schaan
Jürgen Schwarz, 30 April, Hilcona AG, Schaan
Pius Calzaferrri, 31 May, Hilcona AG, Schaan
Werner Hofmänner, 31 May, Hilcona AG, Schaan
Margreth Huber, 31 May, Hilcona AG, Schaan
Karin Papenfuss, 31 May, Hügli, Radolfzell
Klaus Steppacher, 31 May, Hügli, Radolfzell

Early retirements

Catherine Zahirovic Chauvin, 8 March, Hilcona Gourmet SA, Orbe
Bernhard Erni, 31 March, Hügli, Steinach
Manuel Jorge De Matos Fernandes, 31 March, Hügli, Steinach

The Hügli Sportclub in Steinach is more than 40 years old

A moving society

If there's not only one, but 90 members of staff from the Bell Food Group pursuing an exciting leisure activity, then what other choice could the LOOK!editorial team have than to rename the «My Hobby» column «Our Hobby»? The reason for this is the Hügli Sportclub in Steinach. Its members meet several times a year to get active together – or to simply enjoy a pleasant evening with each other. And they've been doing so for more than 40 years.

About the club

Name: Hügli Sportclub
Where: Steinach
Established: 1976
Members: roughly 90

Sometimes they get out on «Töfflis» – or mopeds, as they are known to non-Swiss riders – and putter around the Appenzellerland. On another occasion, they might have the pleasure of being shown the best table tennis tricks by Daniela Müller, the multiple Austrian national champion. Or they might get to grips with their swings at «Hornussen», an indigenous Swiss sport in which one team hits a small plastic disc, the «Hornuss» (hornet), into the field while the other team

has to use its wooden «shingles» to prevent the disc from touching the ground.

These and other unusual activities are the hobbies shared by the members of the Hügli Sportclub in Steinach. The club currently has around 90 members. As well as employees of the Hügli locations in Steinach and St. Gallen, they also include their relatives, former members of staff and retirees.

The members decide themselves which new types of sport they want to try, and at the beginning of the year they get together to share ideas. At the annual general meeting in March, the members vote to decide what the active group will undertake together over the coming months.

«When we narrow down the suggestions, we make sure we have a good mix of summer and winter activities», reports club president Rolando Vidi, who organises the events together with the management team.

Six or seven times a year the group gathers after 4pm on Thursdays or Fridays to do

something together. And because it's a well-known fact that sport gives you an appetite, they usually go on for a meal together afterwards. To a Hügli catering customer if at all possible, of course, because they will then also benefit from the sports club.

And alongside the more arduous activities that bring a glow to the participants' cheeks, there are others such as the annual «Chlaus Lotto» during the Christmas period. «The evening when you can win lots of fabulous gifts from suppliers playing lotto is an annual highlight for us all», says Rolando Vidi.

The Hügli Sportclub was established in 1976. In the early days, the events consisted mainly of hiking and football. The club even took part in international football matches between Hügli teams from Switzerland, Germany and Austria. They also met in a gym once a week for some «physical exercise», as it used to be called.

However, after member numbers started to decline, the committee decided in recent years to completely overhaul the concept. «Our main interest today is trying out the more unusual types of sport», said Rolando Vidi, explaining the concept. The result: the number of members has more than doubled over the past ten years, and the club has definitely been rejuvenated.

What hasn't changed: the joint activities encourage people from every department and hierarchy level to spend time together and get to know each other. This has an extremely positive effect on the working atmosphere in Steinach. • mr

Company sports

The first company sporting activities were offered in Germany at the end of the 19th century and in Switzerland in the 1920s, when the informal footie clubs at Ciba, Geigy and Sandoz became official company sports clubs. Even then, companies hoped that these sporting activities would be beneficial to the health and performance of their workforces. Today, company sports are firmly established in corporate health management, and what is on offer now goes far beyond the classics such as football and hiking.



The members decide themselves which new types of sport they want to try.



Thanks to waste heat utilisation, production at Hilcona in Schaan is CO₂-neutral

Hilcona gives full steam ahead in an environmentally friendly way

Hilcona has been relying on environmentally-friendly energy use in the climate-neutral production of food for ten years. Thanks to the use of waste heat from the nearby waste incineration plant, the Schaan site produces CO₂ neutrally via a specially built steam pipeline.

Sustainability is not a fad, but an expression of respect.

The energy bridge at the waste incineration plant in Buchs, Switzerland, has been in place for a good ten years. Since then, both Hilcona and two other companies in Schaan have been supplied with steam energy via a long-distance pipeline. In 2019 alone, six million litres of heating oil were saved at the Hilcona plant, which corresponds to the needs of 4200 households. Thanks to the construction of the steam pipeline, waste heat generated by the incineration of waste in neighbouring Buchs can be used as energy for processing food.

16,000 tons of CO₂ less

This means that using steam results in a saving of 16,000 tons of CO₂. «We have set out to further intensify our efforts in the area of sustainability, precisely because of our economic growth,» explains CEO Martin Henck. «This includes, for example, the conscious use of carefully cultivated and regional raw materials, new products with an improved ecological balance, environmentally-friendly packaging and the ongoing

optimisation of our processes. We see this process as a path of continuous improvement. The construction of the steam pipeline has been a very big step forward for us, and has enabled us to use climate-neutral waste heat as an energy source for ten years now.»

Pleasure, health, environment

Hilcona customers are also changing. Consumers want to enjoy a healthy and pleasant diet with little impact on the environment. In the past, the focus was on pleasure. Today, healthy nutrition and sustainability are much more highly valued. It is Hilcona's claim to make a measurable contribution to the conservation of resources. Martin Henck emphasises: «We do not see sustainability as a fad, but rather as the expression of respect for fellow human beings and the nature on which we all ultimately depend.» • Markus Amann is responsible for communication at Hilcona in Schaan