

# LOOK!

Bell Food Group Employee Magazine

03 2020



*Committed  
to the future*

BELL  
FOOD  
GROUP





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## We accept our responsibility

### Dear Colleagues

Recent months have shown us quite clearly that only if we all contribute to society, rather than only being concerned with our own well-being, will we be able to meet the global challenges.

As the Bell Food Group, we take our responsibility for society and the environment. We are responsible for sustainable services. Be this as a fair employer for you, our colleagues, or as a responsible economic actor who has the healthy development of the company in mind.

We are part of a long and broad value chain, and so we bear a special responsibility. Through our values, our decisions and our actions, we directly or indirectly influence numerous actors, be they suppliers, retail partners and customers, producers or farmers.



Being a reliable and stable partner to our stakeholders is also a part of this. In the last six months, we have demonstrated that we have been able to maintain our readiness to deliver at all times, even during this exceptional crisis situation. We owe this success to you, our colleagues. It would not have been possible without your efforts.

Motivated and capable employees are the basis for a successful company and the cornerstone of the 150-year history of the Bell Food Group. Sustainable development therefore includes not only stable figures and a responsible approach to our environment, but also the promotion and development of our employees.

I am therefore particularly pleased that 54 trainees embarked on their training at the Bell Food Group this summer, and 44 successfully completed their apprenticeships or studies. Despite the shortage of skilled workers and trainees, I am proud that we are able to inspire and convince so many young people with our work. Young professionals are the basis of our future – and an important part of our sustainable development.

As one of our three corporate missions, sustainability is a central part of our DNA, along with quality and enjoyment. And with our new sustainability report, we are also demonstrating this to the outside world. This sets us apart from our competitors, and makes us a role model in our industry.

To achieve this goal, we must live it every day and consciously assume our responsibilities.

Lorenz Wyss  
Chairman of the Group Executive Board

Good half-year results for the Bell Food Group

# CORE BUSINESS ON THE UPSWING

In a time marked by the corona pandemic, the Bell Food Group achieved a good result in the first half of 2020. The core business with meat and meat products developed well. This benefited in particular the Bell Switzerland and Bell International divisions.

Business Performance	2019	2020	+/-	Thereof:			
				Currency	Acquisition/Divestment	Operative	%
<b>Bell Food Group</b>							
Sales volume in million kg	266.7	259.8	-6.9	-	-7.5	0.6	0.2 %
Goods turnover in million CHF	2 023.0	1 995.3	-27.7	-45.1	-41.9	59.3	2.9 %
<b>Bell Switzerland</b>							
Sales volume in million kg	61.7	62.6	1	-	-	1	1.6 %
Goods turnover in million CHF	982.0	1 019.7	37.7	-	-	37.7	3.8 %
<b>Bell International</b>							
Sales volume in million kg	107.7	102.4	-5.3	-	-7.5	2.2	2.0 %
Goods turnover in million CHF	513.7	481.9	-31.8	-31.5	-42.1	41.8	8.1 %
<b>Convenience</b>							
Sales volume in million kg	99.4	96.9	-2.4	-	-	2.4	-2.5 %
Goods turnover in million CHF	548.9	515.2	-33.7	-14.0	-	-19.7	-3.6 %

In the first half of 2020, the corona pandemic kept the world in suspense and also presented the Bell Food Group with an unprecedented challenge that demanded a great deal of all its employees. It is therefore all the more gratifying that the Bell Food Group was able to master this challenge and achieve a good operating result. We would like to express our sincere thanks to all our employees who, thanks to their flexibility and commitment, made an important contribution.

The many weeks of lockdown in every country and the associated closure of all catering operations had a major impact on the business performance of the Bell Food Group. Restricted mobility also had an impact on shopping and eating behaviour. People cooked more at home and consumed less on the fly. As a result, sales in the food service sales channel fell sharply. On the other hand, the retail sales channel benefited.

This development had a range of effects on the Bell Food Group. In its core business with meat and meat products, the Bell Food Group recorded a significant increase

in the retail sales market, which compensated for the decline in the food service business. This was particularly noticeable in the home market Switzerland, where shopping tourism was temporarily interrupted due to the closure of the border. Thanks to the focus on raw ham introduced last year and the consistently implemented measures to increase efficiency, the Bell International division was also able to make significant progress irrespective of the external factors. The Convenience division was more severely affected by the negative effects of the Corona pandemic. This was particularly noticeable in the Food Service sales channel and in the to-go assortments in retail. In contrast to the other two divisions, these sales losses could not be compensated to the same extent via the retail channel.

Further information on the half-year results can be found in the half-year report and at [www.bellfoodgroup.com](http://www.bellfoodgroup.com). • fv

## The Lockdown had a major impact on business development.



## Employee shares Option to purchase shares in the Bell Food Group

Between November 1 and 30, 2020, you will be able to purchase shares in the Bell Food Group at favourable conditions. Access to the shares portal is at [www.myshares.bellfoodgroup.com](http://www.myshares.bellfoodgroup.com).

Once again this year, between November 1 and 30 you will be able to purchase shares in the Bell Food Group AG at a reduced price («employee shares») and thus participate directly in the company. During the subscription period, employees of Bell Food Group will be able to purchase between a minimum of 1 and a maximum of 100 employee shares. The employee shares will be issued at a discount of 20 percent and with a blocking period of 4 years.

### At [www.myshares.bellfoodgroup.com](http://www.myshares.bellfoodgroup.com) you will find

- access to the Bell Food Group share portal, where you can purchase shares
- all the information on this year's employee participation program and
- from November 1 the purchase price per employee share.

The employee participation regulations apply to the subscription of employee shares.

For further information please contact the Share Transfer Office (+41 58 326 20 20, [share.registry@bellfoodgroup.com](mailto:share.registry@bellfoodgroup.com)) of the Bell Food Group. • sh

Divestment of operations in Hungary and France

## Perbál and Saint-André

The Bell Food Group continues to restructure its international charcuterie activities and is selling two production plants in Hungary and France. Staff there will be taken on by the new owners.



Perbál



Saint-André

The Bell Food Group is selling its plants at Perbál in Hungary and Saint-André in France. All employees will be taken on by the future owners. This means that Bell Food Group is separating from two sites with poor strategic prospects and is continuing to restructure its international charcuterie business. The company had already withdrawn from the unprofitable German sausage business in the previous financial year. The two transactions have no significant impact on the Group's operating result, nor do they have any significant one-off effects.

### Site Perbál in Hungary

The production plant in Perbál (HU), which specialises in the manufacture of charcuterie, is expected to be completed by October 31, 2020 to the Hungarian company Spar. With almost 200 employees, the plant generated annual sales of around 20 million Euro. With this acquisi-

tion, Spar Hungary is expanding its existing production capacities and thus securing jobs. The parties have agreed not to disclose the purchase terms. The transaction is subject to the approval of the national competition authorities.

### Saint-André Site in France

The Saint-André-sur-Vieux-Jonc plant will be sold to Isla Délice of France. This site was mainly used for cutting and packaging meat products and as a logistics hub. The transfer is scheduled for the end of February 2021. Isla Délice will take over all the approximately 70 employees at the site. The parties have agreed not to disclose the purchase terms. In addition to Saint-André, the Bell Food Group operates five other production sites in France for high-quality regional raw ham and salami specialities. The plan is to integrate Saint-André's activities in the main site in Teilhède. • sh

New Hügli product line  
**PrimaVita launches on Amazon**

Hügli has developed PrimaVita, its own brand for health & nutrition products, and has been selling it exclusively on Amazon since May.



Drinks and shakes are booming for fitness, weight loss and general nutrition for the 50+ generation. And to ensure that the taste doesn't fall by the wayside, Hügli has been working for some time on developing convenience products with added nutritional benefits that also meet high culinary demands.

Now the company has put together an exclusive health & nutrition range specifically for Amazon. It has been available from the online retailer since May under the brand name PrimaVita. And in no fewer than seven countries.

The range currently includes 20 products for diet, sports nutrition and well-being. They include classic drinks and shakes as well as soups, porridges and ready-meals. «In addition to the great taste, our full range is characterised by a variety of savoury and sweet ranges for breakfast, lunch and dinner», explains Lankananda Perera, Business Development Manager Health & Nutrition at Hügli.

The products produced in Radolfzell and Langenhaslach all contain, for instance, added proteins, vitamins, minerals or unsaturated fatty acids for legally watertight additional benefits.

And what do the customers think? At Amazon, they award plenty of rating stars for the delicious taste, ease of preparation, and the optimum portion sizes of the PrimaVita varieties. • **mr**



A home for bees

**Things are buzzing and humming at Hilcona**

*The Hilcona team has been joined by around 40,000 new colleagues. They all have six legs and two wings, and have been buzzing happily around the head office in Schaan since this summer.*

As part of the «Bee Hilcona» project, the Liechtensteiner gave two bee colonies a new home on their premises in July. And by doing so, Hilcona is making an active contribution to increasing biodiversity and combating insect death in line with the Bell Food Group's sustainability report.

The action was initiated by a number of employees, who also developed a sustainable concept out of the idea together. They brought in an expert to advise them on caring for the hard-working pollen and nectar collectors: Marco Jehle-Radkohl is the only bee-keeper in Liechtenstein and Eastern Switzerland who uses the Demeter method.

This form of bee-keeping is oriented towards the natural needs of bees. This includes, for instance, the colony building its honeycombs all by itself – entirely without the often-used prefabricated

middle walls. In contrast with artificial queen breeding, the colony multiplies using natural swarming. Part of the colony leaves the hive to start a new one.

«The project is a successful example of practised sustainability», says Hilcona CEO Martin Henck. «Bees are an indispensable building block in our ecosystem. They serve to safeguard natural diversity and the basis of our existence.»

So by pollinating plants, bees support agriculture as well as other insects. And there are more than enough of them around the two new Hilcona hives in Schaan. So the table for the new «colleagues» is richly prepared. • **mr**

Hügli cooperates with TOP-TEAM Central Purchasing  
**Good cooperation in Austria**

Hügli's diverse range also includes products from other manufacturers. The company now has a new partner for its procurements in Austria in the shape of TOP-TEAM Central Purchasing.

Hügli Austria's recently launched cooperation with TOP-TEAM Central Purchasing shows how synergy effects can be used sensibly in a large group of companies. Fifty percent of the Traun-based purchasing company is owned by Transgourmet, and is therefore also part of the Coop Group.

«In food service, we supplement our own products with commercial goods in order to offer our customers the widest possible range», says Thomas Kofler, Managing Director of Hügli Austria. «Since TOP-TEAM Central Purchasing has a large network of producers and suppliers for branded and own-brand products of different qualities, we can increase our efficiency in this area through our cooperation.»

In the first phase, Hügli's frozen range is now managed by TOP-TEAM Central Purchasing. This will be followed by joint calls for tender for tomato and potato products and dried pasta. The next step is to procure further product ranges, for example from the non-food sector.

Conversely, Hügli will also procure certain product groups, in which the company has many years of purchasing expertise, for Transgourmet in Germany, Austria and Switzerland. So both sides will benefit from the cooperation. • **mr**

New commercial by Bell France  
**On TV**

Throughout the month of June, Bell France aired a commercial on France 2 during the popular auction show «Affaire Conclue». The visibility, sales and awareness of the Bell Food Group all increased.

A butcher with a salt-and-pepper beard walks towards the camera, smiling, and offers TV viewers an appetising platter of cold cuts. Behind him, a market at the heart of a village of stone houses can be seen and heard; the church bell is ringing ... All that is missing is the scent of summer and good food! «We shot this ad in Montpeyroux in the Auvergne shortly after lockdown, and exclusively with residents



The commercial was filmed in the tiny village of Montpeyroux in the Auvergne, one of the prettiest villages in France.

from the Auvergne. At the end of filming, we donated the products to the French Red Cross», explains Marguerite Martin, Product Manager at Bell France.

This presence increased the Bell Food Group's awareness rating in France to 9 % (it was 4 % in 2015). While the commercial was being broadcast, sales of dried sausages increased by 18.44 % on the same period in the previous year, despite the crisis. • **gm**

Awards in Hungary

**Eisberg is a «superbrand»**

*Both our Hungarian customers and professionals in the industry believe that Eisberg is an authentic and successful brand. As a result, the company has recently been named a «superbrand» on two counts.*

The fact that Eisberg is an outstanding brand in its segment has been confirmed once again by two awards received in Hungary. The «Superbrands Award» is awarded by consumers and shows how much customers appreciate the Eisberg brand. «On the one hand, we believe that we score with our quality products and our transparent communication with people. On the other hand, our social responsibility programme undoubtedly plays a major role», says Judit Szalai, Sales Manager at Eisberg Hungary.

Our Hungarian colleagues were just as pleased with the «Business Superbrands Award» from the expert jury as they were with the audience award. This means that, once again, they are among the brands in the country that excel in business and are considered trusted partners by the industry.

«These awards are the result of the work by our entire team that guarantees the quality and freshness of our products every day. For us, they also mean that consumers and jury members alike voted for the values that are important to us: being natural, straightforward, having respect for people



Key Account Manager Laura Spielmann (left) and Sales Manager Judit Szalai (right) of Eisberg Hungary are delighted with the awards.

and helping others», explains Judit Szalai.

This year, Eisberg Hungary won the «Superbrands Award» for the tenth time, and the «Business Superbrands Award» for the fourth time. • **mr**

Apprentices with the Bell Food Group

# HELLO, ALL THE BEST AND GOODBYE

*Although everything was upside down in the last months, they did not let themselves be put off: This year, 44 apprentices have completed their training with flying colours and 54 new apprentices have found a training place. We wish the old hands all the best for their professional future, and we extend a warm welcome to the newcomers!*

The Bell Food Group congratulates the following on the successful completion of their apprenticeships.

## BELL SWITZERLAND

### Bell Schweiz AG, Basel

**Lena Antenbrink**, Student DHBW HR  
**Andres Banoza**, Meat Expert  
**Christine Kerwin**, Student DHBW Business Informatics  
**Patrick Gysin**, Automation Engineer  
**Tina Jauch**, Meat Expert  
**Shawali Kamawal**, Assistant to the Butcher  
**Noah Li Wan Po**, Computer Scientist System Engineering  
**Ian Martins de Souza**, Assistant to the Butcher  
**Yasmin Peter**, Chef  
**Vigilant Sheholli**, Clerk  
**Christopher Taveras**, Specialist Operating Maintenance  
**Manuel Würsten**, Computer Scientist Application Development

### Bell Schweiz AG, Oensingen:

**Karima Nassar Harambasic**, Food Practitioner

### Bell Schweiz AG, Zell:

**Princ Aliu**, Logistics Expert  
**Denis Milici**, Plant Operator

## BELL INTERNATIONAL

### Bell Deutschland GmbH & Co. KG, Harkebrügge:

**Dennis Ritscher**, Warehouse Logistics Specialist

### Bell Deutschland GmbH & Co. KG, Seevetal:

**Madeleine Heilmann**, Management Assistant in Wholesale and Foreign Trade  
**Jonas Prüss**, Industrial Clerk  
**Lea-Christine Rieckmann**, Dual Student Business Administration (B.A.) / Industrial Clerk

## CONVENIENCE

### Eisberg AG, Dällikon:

**Iman El Berdiji**, Food Technologist

### Hilcona AG, Schaan:

**Zehra Kilic**, Clerk  
**Karl Kuser**, Food Technologist  
**Valeria Labandeira**, Logistics Specialist  
**Stefan Lazzeri**, Food Technologist  
**Daniel Ljubic**, Automation Engineer  
**Ivan Nägele**, Clerk  
**Luca Randazzo**, Food Technologist  
**Luisa Walser**, Food Practitioner  
**Mehmet Yildirim**, Plant Operator

### Hilcona Taste Factory, Landquart:

**Andrea Baselgia**, Logistics Specialist  
**Mitko Gjoresvki**, Clerk  
**Baburaj Thurairaja**, Food Practitioner

### Hügli Nahrungsmittel AG, Steinach:

**Francesco Bonessi**, Logistics Specialist  
**Emanuel Gubic**, Clerk  
**Alisa Murtezi**, Clerk  
**Daniels Sapoznikovs**, Computer Scientist  
**Manuel Tobler**, Logistics Specialist  
**Alessio Wirth**, Food Technologist

### Hügli Nahrungsmittel GmbH, Radolfzell:

**Lioba Drosdek**, Student DHBW Business Administration Industry  
**Fitim Fetaj**, Industrial Clerk with Additional Qualification in International Business Management  
**Theresa Seel**, Student DHBW Business Administration Industry  
**Hannah Wenger**, Industrial Clerk with Additional Qualification in International Business Management

### Hügli Nahrungsmittel AG, St. Gallen:

**Zidane Rauterkus**, Food Practitioner

### Inter-Planing GmbH, Langenhalsach:

**Kilian Kustermann**, Specialist for Food Technology

Welcome to the Bell Food Group

## BELL SWITZERLAND

### Bell Schweiz AG, Basel

**Faizullah Asinzai**, Assistant to the Butcher  
**Stojanoski Blagojce**, Assistant to the Butcher  
**Valerio Capizzi**, Meat Expert  
**Nikita Gankov**, Chef  
**Arcangelo Grandazzo**, Student DHBW HR  
**Tarik Hadzic**, Clerk  
**Stefan Horvath**, Meat Expert  
**Isabelle Kerwin**, Food Technologist  
**Miguel Kestenholz**, Computer Scientist Application Development  
**Lars Kreis**, Clerk  
**Lucas Kück**, Automation Engineer  
**Yannick Morgenthaler**, Computer Scientist System Engineering  
**Florian Nyffenegger**, Automation Engineer  
**Lena Pogalzky**, Student DHBW Business Informatics  
**Lukas Schmid**, Production Mechanic  
**Rafey Shehzad**, Production Mechanic  
**Alessandro Sommer**, Clerk

### Bell Schweiz AG, Oensingen:

**Dawid Bereket**, Logistics Expert  
**Aron Debesay**, Integration Apprenticeship Meat Industry  
**Maria Godino**, Meat Expert  
**Luka Ristanovic**, Food Technologist  
**Aurel Selmani**, Food Technologist  
**Hadish Teumzgi**, Integration Apprenticeship Meat Industry

### Bell Schweiz AG, Zell:

**Guido Marti**, Logistics Expert  
**Raphael Meier**, Poultry Expert  
**Vanessa Voehringer**, Production Mechanic

## BELL INTERNATIONAL

### Bell Deutschland GmbH & Co. KG, Harkebrügge:

**Daniel Butau**, Machine and Plant Operator  
**Fynn Noormann**, Industrial Technician  
**Justin Schelte**, Electronics Engineer for Industrial Engineering

## CONVENIENCE

### Eisberg AG, Dällikon:

**Tim Werner**, Food Technologist

### Hilcona AG, Schaan:

**Pedro Goncalo Das Neves**, Plant Operator  
**Dominic Dürr**, Food Practitioner  
**André Gal**, Food Technologist  
**Manuel Jörg**, Logistics Specialist  
**Michelle Kranz**, Clerk  
**Amira Shakjiri**, Clerk  
**Ilias Theodorakoudis**, Food Practitioner

### Hilcona Taste Factory, Landquart:

**Aleksandar Grujic**, Food Technologist  
**Belmin Hodzic**, Logistics Expert  
**Baburaj Thurairaja**, Food Technologist

### Hügli Nahrungsmittel AG, Steinach:

**Berat Altundemir**, Logistics Expert  
**Sarah Despotakis**, Clerk  
**Albion Duraku**, Logistics Expert  
**Christian Rolle**, Food Technologist  
**Sebastian Sabo**, Food Practitioner  
**Noah Serafini**, Clerk

### Hügli Nahrungsmittel GmbH, Radolfzell:

**Yasemine Brooks**, Food Technology Specialist  
**Lucie Martini**, Industrial Clerk with Additional Qualification in International Business Management  
**Joschka Messmer**, Food Technology Specialist  
**Friederike Schultz**, DHBW Food Management  
**Kim Straub**, DHBW Food Management  
**Pascal Thönes**, Industrial Clerk with Additional Qualification in International Business Management  
**Jannik Walz**, Industrial Clerk with Additional Qualification in International Business Management  
**Michelle Zwochner**, Industrial Clerk with Additional Qualification in International Business Management

First collective labour agreement in Swiss convenience sector

# Dialogue among equals

Since 4 June 2020 there has been a social partnership in the convenience sector in Switzerland for the first time: the Bell Food Group has extended its cooperation with the Association of Butcher Employees (MPV), and thus for the first time also concluded a collective labour agreement (CLA) for the companies in the convenience sector in Switzerland.

## The first of its kind

This has never happened before: Since 4 June 2020 all Bell Food Group companies in Switzerland have been subject to a collective labour agreement (CLA) with the Association of Butcher Employees (MPV) for the first time. This includes the Swiss sites of Bell, Eisberg, Hilcona and Hügli, with a total of 21 production plants and about 5,200 employees. For the meat plants this is a new edition of the existing CLA, while the convenience plants now have a CLA for the first time. By extending the social partnership to the convenience sector, a CLA for this growing area of food production was signed for the first time in Switzerland.

## Well prepared for the future

«The CLA strengthens the rights and positions of employees,» explains Johannes Meister, Head of HR Bell Switzerland and the person responsible for drafting and signing the CLA. «Thanks to the long-standing partnership between Bell Switzerland Ltd. and the MPV, we can jointly rely on continuity, stability and experience and further strengthen the existing successful model.» For Giusy Meschi, Managing Director of MPV, the new CLA offers ideal conditions for constructive cooperation: «A social partnership functions and flourishes when both partners are adequately represented and dialogue takes place on an equal footing.»

## Focus on the interests of employees

The establishment of an in-house association will ensure that this dialogue is also broadly based. The in-house association, which employees are automatically members of unless they expressly refuse, cares for the interests of

the employees. It holds regular discussions with management and senior executives on a variety of topics ranging from work scheduling, working hours and remuneration to regulations affecting employees. Membership of the in-house association does not give rise to any financial or other obligations. In return, employees are given a strong partner who actively brings their interests into the social partnership with the Bell Food Group. • sh

**A CLA was signed for the first time in the Swiss convenience sector.**

## Association of Butcher Employees (MPV)

The Association of Butcher Employees in Switzerland was founded in 1899 as a self-help organisation by professionals in the meat trade. As an association for personnel that has long traditions but at the same time looks forward, it currently represents around 3,900 employees of the Swiss meat industry and, since June 2020, an additional 5,200 employees of the Bell Food Group from the convenience industry in Switzerland.

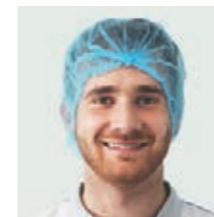


**«As the mouthpiece for our employees we would like to advocate their interests with the management and support concerns of any kind.»**

Seline Blum, President of the Eisberg In-House Association

**«Our goal is to take our responsibility and find common solutions for our employees. The interaction between the in-house associations and within the Bell Food Group will open up further possibilities and perspectives.»**

Vincenzo Giaffreda, President of the In-House Association at Hügli



**«Every day we work hard to maintain and promote a pleasant working atmosphere. In negotiations we do our best for the employees. Social peace, representing employees' interests, fair communication between employee and employer and assistance in solving problems. That is what we stand for as an in-house association.»**

Benjamin Füllemann, President of the In-House Association at Hilcona Landquart

**«We look forward to working with the management on improving the working and salary conditions. Help and support in decisions concerning the working environment, and in connection with co-existing at the company is of paramount importance.»**

Romain Callier, President of the In-House Association at Hilcona Orbe



**«As presidents of the in-house associations we are proud to represent our colleagues and we thank them for placing their trust in us to take over this role.»**

Adriana Aleardi, President of the In-House Association at Geiser

In conversation with  
longstanding employees



*In today's working world, people look for a new job every few years – that's what many people think. But anyone who regularly looks at the anniversary list of the Bell Food Group will know that as well as the already impressive 20 and 25 years, there are also always employees celebrating 35 years and more.*

*LOOK! has invited some of these «old masters» for an interview and looked back at the early days.*

«There were mountains of ham,» recalls Hermann Lüken when he thinks back to his first day at work, «that really impressed me!» About 36 years ago he started at the then «Helmut Hubacher», a small ham smoking plant in Harkebrügge. «It was a small craft enterprise», he explains, «and because of its size, I was able to gain insight everywhere». In the meantime the business has grown a little, changed its name and owner twice and is now part of the Bell Food Group.

Hermann Lüken has witnessed this whole development. This makes the trained butcher one of those employees who rarely or never change their employer.

This was also the case with Hermann Lüken's colleague Alfred Czombera, who started at about the same time at what is now Bell Deutschland GmbH & Co KG in Edeweicht. «I have always stayed in Edeweicht - the companies have practically all come to me, not the other way round,» he says with a smile at the repeated change of ownership and adds: «In my opinion, however, the changes only had advantages: more orders, more jobs, more employees».

Alfred Czombera started out in Edeweicht as a journeyman butcher via an intermediary company and cut hams in piecework. As the son of a coal miner who earned his bread and butter underground – and worked himself half to death, as Alfred Czombera emphasises - his aim was to earn money and achieve a management position.

**They have remained loyal – and experienced many changes.**

Half a year later he was already there: At the request of his boss, he took over the dismantling plant and shortly afterwards, on March 18th, 1985 he obtained his master craftsman's diploma. He was just 22 at the time. Since then he has not changed his employer. Today he is the plant manager responsible for the entire site.

A similar story is told by Joaquin Maroco and Emeterio Robles at Bell Spain. They both started their careers in the salting of raw ham.

Joaquin Maroco still remembers it well: «It was cold and damp – and when I came home in the evening, my clothes were all wet through.» After obtaining his driving licence at the age of 18, he made the deliveries to customers. But that was not all. The production process contin-



**Hermann Lüken,** butcher at Bell Germany in Edeweicht, knows that there are good days and days when you don't like to work so much – this has not changed in 36 years. But basically, the work you do every day must be fun, he advises the younger generation.



**Alfred Czombera,**  
plant manager at Bell Germany in Edeweicht, has worked his way up with diligence during his 37-year career to date. He emphasises that training is particularly important because it opens the door to the next step in his career.

ued with the boning of the hams - the most difficult task, as he explains, as nobody explained to him exactly what he had to do. At the same time, he worked in the office as a salesman until he finally switched completely to the office. «I worked in in almost every department – my job today is completely different from 42 years ago.»

Emeterio Robles' work has also changed over the years: «Today I determine the quality of the raw hams. Although we are increasingly working with computers, there are also many aspects that have not changed: For example, «smelling the ham» to determine the quality. I work with a «cala», a small wooden stick that is inserted into the ham. This method is still exactly the same as it was 40 years ago.»

In general, the work has become a little less physical, something that all employees emphasise in the interviews. Today there are lifting aids for heavy physical work. Processes have been optimised, certain steps have been automated, and machines or technologies make the heavy work easier. The health of the employees is also much more important today.



**Isabel Guerreiro,**  
barely understood a word of German when she started at Gastro Star in Switzerland more than 40 years ago. The language, the climate and the daily work cutting salad were all new and unusual for her. But she did everything to find her feet in this new situation. Today, she is a group leader at Eisberg, and knows from experience: you have to fight to find a job that makes you happy!



**Joaquin Maroco,**  
who took his first tentative steps into the professional world in 1978 by salting ham – at that time he was still a «child» so to speak! – has experienced many changes at Bell Spain. The products or the colleagues may have changed, but he did his best every day to ensure good work and a good working atmosphere.

Isabel Guerreiro shares this opinion. One thing has not changed, she says, and explains: «The effort to always produce the best quality for our customers is still the same. Even if we sometimes have to reinvent ourselves for that». When it comes to coping with new situations, Ms Guerreiro has experience. When she started working for what was then Gastro Star in Dällikon in 1980, the native Portuguese spoke very little German.

«When I came home after my first day at work,» she recalls, «I wondered how I was going to manage. This cold climate and this new language I had to learn – and I did!», she adds proudly. Today she is group leader and responsible for more than 30 employees.

This makes her a role model not only for her team, but also to her children: «I have always told them: «All jobs have value as long as they are honest!».» • sh



**Emeterio Robles,**  
who started his career in Cassarubios del Monte in 1981, hopes that today's young professionals will look after their health while they work hard and be committed to their careers. But they must not forget that a company's «veterans», its «old masters», are just as important.





Pasta and veggie products from the manufactory

# «WE ARE ALL BETTER-EATERS HERE»

Pasta that could have been made by an Italian Nonna. Vegetarian convenience products that are fuelling the trend towards reduced meat consumption. The Hilcona Taste Factory in Landquart is the address for contemporary food with a manufactory character.

The Hilcona Taste Factory's production facility is surrounded by the impressive mountain scenery of the Grisons. However, its employees are not distracted from their mission of enjoyment by the spectacular scenery surrounding the small town of Landquart.

They produce pasta, vegetarian products and, among other things, the local speciality of Capun with great care – and often also with the help of their hands. These are chard leaves filled with a meat or vegetable batter.

«We see ourselves as a manufactory where high-quality products are created in small quantities and with a lot of manual work,» explains plant manager Sinuhe Hofstetter. «As the smallest company in the Hilcona Group, we are very flexible and dynamic in this respect.»

One booming segment at the Hilcona Taste Factory is vegetarian convenience products. While tofu is already more of a classic here, the company is still in the discovery phase for the production of hummus – the chickpea spread originating from Arabic cuisine.

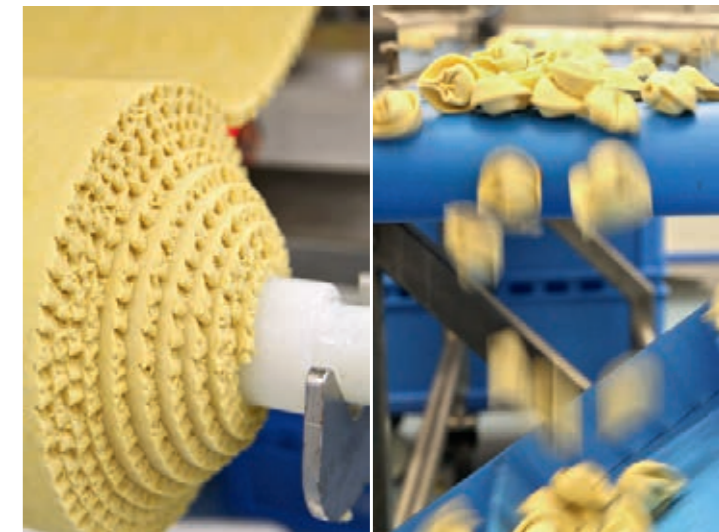
«With new trend products such as this, we benefit from the fact that we produce in small batches,» reports Sinuhe Hofstetter. «So we can always bring new flavours and combinations to the market and then see what is well received by the customers.»

One of the site's babies that cannot complain about lack of popularity is the plant-based «Green Mountain Burger». Now the next big première for «The Green Mountain» brand is coming up: in October, the first meat alternative based on a kind of meatloaf will be launched on the market – bakeable, vegan and even lower in calories than the original.

**At «The Green Mountain» the next big première is coming up.**

As usual in the Bell Food Group, quality is also a top priority in Landquart. Among other things, many of the products made here are of organic quality. Tofu, for example. The soy beans from which it is made are certified organic and originate one hundred per cent from Switzerland – which means that the transport distances are also short.

Even though the Hilcona Taste Factory has only been operating under this name for a good year and a half, its roots go back to 1841, when one of the first pasta factories in Switzerland was founded in Chur. This gave rise to Frostag Food-Centrum AG, which in 1998 set up a production facility for fresh and frozen products at its current location in Landquart. It has been part of Hilcona since 2017 and has been successively developed into a competence centre for pasta and veggie products.



The Hilcona Taste Factory has four production lines exclusively in use for pasta production.

Today, 130 to 150 employees work in the production area, which now covers approximately 5000 square metres, depending on the season. Sinuhe Hofstetter always has an ear for your suggestions. «We shape our success here together. After all, we are all better-eaters,» says the plant manager.

Four of the nine production lines alone are dedicated to pasta, which is produced here in semi-dry, pasteurised, floured and – especially for food service customers – deep-frozen form. The other five lines are used for convenience products, which now make up more than half of the Hilcona Taste Factory's range.

And what happens if a product is too well-received by customers? Then the Landquart quarters transfer production to another location. One example is «Pasta Traditoriale»: Thanks to its success, some varieties have been produced in Schaan since the beginning of the year – four to five times the amount per hour. • *mr*

Bell supports urban art in Basel

# Change of Colours

With the largest graffiti in Switzerland, Basel is now one attraction richer. And Bell has played a not insignificant role in this. The wall design under the motto «Change of Colours» is on the façade of the Frigo cold warehouse.

Between August 20 and 30, 2020, a grey concrete wall of around 1800 m<sup>2</sup> at Bell's headquarters in Basel was transformed into a colourful work of art. The main attraction of the largest wall design in Switzerland is a large, three-part mural on the façade of the Frigo cold store on Neudorfstrasse, created by the internationally renowned street art artists Cenz, Bustart, Chromeo and Bane. On the left side, local hero Bustart created a colourful picture in his typical



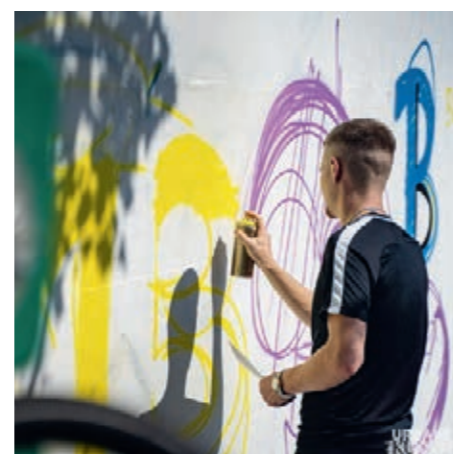
## Day 1: Ready to go

And they're off. The artists begin with the priming of the big wall.



## Day 2: Be prepared

After priming, the backgrounds are painted. The signs on the wall serve the artists as a grid for the picture later on.



## Days 3 and 4: Workshop Time

The artist Bustart initiates the Executive Board of Bell Switzerland and employees of Bell into the art of spraying.



## Days 5 and 7: Getting there

At temperatures well above 30 degrees, the artists work at great speed on their paintings.



## Day 8: Finishing Touches

The large murals are now almost finished. Just a few last retouches ...



## Days 9 and 10: The Jam

After these large murals, more than 20 other works by national and international graffiti artists are being created on a length of more than 200 metres at the Jam.

mixture of pop art and cartoon elements. The centre picture by the English artist Mr. Cenz shows an expressive portrait of a woman with flowing, cosmic-looking forms. On the right side, the Swiss street art artists Chromeo and Bane have created a photorealistic, colourful 3-D picture showing a spray can surrounded by flowers. In addition to the large mural, the walls on the corner of Neudorfstrasse/Schlachthofstrasse were redesigned by over 20 national and international graffiti artists.

## Change of Colours

The wall design took place under the motto «Change of Colours». The colourful works of art are a symbol of the departure following what

has been a difficult time for everyone, in which social and cultural life has temporarily come to an almost complete standstill. The wall design was organised and carried out by the «Verein Urbane Kunst Basel». Bell provided the necessary walls and actively supported the artists in the realisation. • fv

Link:  
[urbanekunst.ch](http://urbanekunst.ch)

All photos were provided by the «Verein Urbane Kunst Basel».



GVFI



Sustainability at the Bell Food Group

# COMMITTED TO THE FUTURE

Sustainability is one of the three corporate missions of the Bell Food Group. This is not a coincidence. Sustainability has become increasingly important in recent years, both inside and outside the company. Consequently, a sustainability report for the Bell Food Group was published this summer for the first time.

## Sustainability is a holistic concept.

Sustainability is one of the key concepts of the 21st century. Accordingly, the term is omnipresent in everyday life, in the media and in public discourse. But this popularity also has its downside. In everyday language, the term sustainability lacks a clear outline and a generally valid meaning. Sustainability is often seen as equivalent to environmental protection, for example. But this does not go far enough. So what is meant when people talk today about sustainable development or sustainable products?

## The three dimensions of sustainability

It is indeed not easy to provide an exact answer to this question. In principle, the view has now become accepted that sustainability is a holistic concept and that sustainable development is only possible if all relevant social factors are taken into account. The «3-pillar model» is based on this assumption. It assumes that sustainable development is only possible if ecological, social and economic goals are implemented simultaneously.

The Bell Food Group's sustainability strategy is also based on the 3-pillar model. Since 2017 this has formed the basis for the sustainability commitment for all Bell Food Group divisions. Responsibilities are divided into the three areas of «Products and Procurement» (economic dimension), «Environment and Resources» (ecological dimension) and «Employees and Society» (social dimension).

## Increasing significance

Sustainability is one of the three corporate missions of the Bell Food Group. With the introduction of the sustainability strategy for all divisions, uniform sustainability standards



«Sustainability means concluding a contract between the generations. Our aim is to do business in such a way that future generations are not negatively affected by us and that we can pass on our business, and naturally our earth as well, to the next generation in a good condition.»

**Volker Baltes**  
Head of Convenience Division



«We are committed to sustainability in the respective countries and markets outside of Switzerland on the basis of the adopted strategy. For example, we promote sustainable poultry production and are currently one of the largest organic producers in Europe. We are working on optimising packaging materials, reducing the use of energy and water in production, and implementing many other measures.»

**Marco Tschanz**  
Head of Bell International Division

were defined and a group-wide sustainability organisation was introduced. At the strategic and conceptual level, the threads come together at Christoph Schatzmann's sustainability team. The team is supported by the sustainability officers in the divisions, who are also responsible for implementing the various projects and initiatives.

The sustainability organisation reports directly to the company management. This underscores the importance that the topic now has for the company.

**The Bell Food Group creates transparency with its sustainability report.**



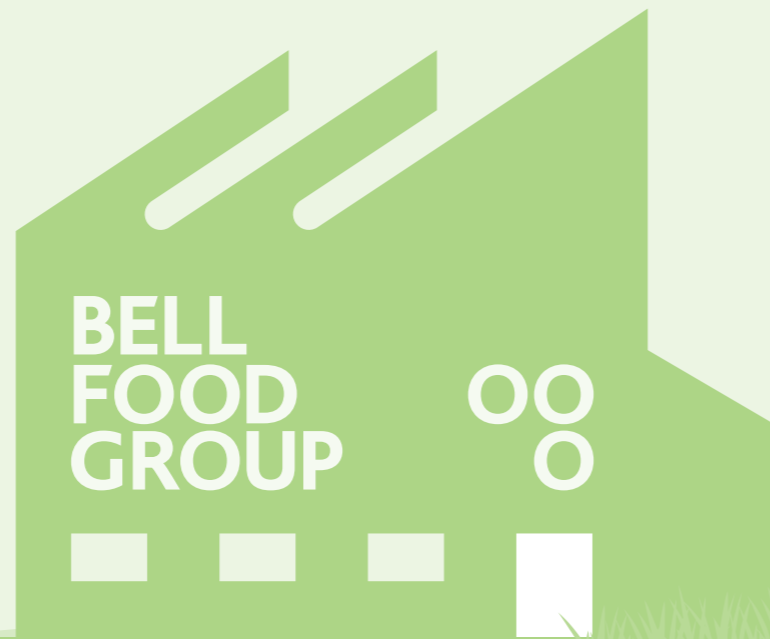


*«For me, sustainability means that we take into account the interests not only of one stakeholder group but of all stakeholders in a balanced way, thus ensuring the long-term success of our company. Whether it is employee development, environmental protection or animal welfare – we think and act sustainably and take our social responsibility seriously.»*

**Bernhard Lengacher**  
Head of HR Bell Food Group

**More transparency**

Today, however, the media, investors and other stakeholders almost expect a company such as the Bell Food Group to devote increased attention to the topic of sustainability and to have appropriate structures in place. For this reason, it is all the more significant that the Bell Food Group was able to take an important step forward in sustainability communication with the publication of its first sustainability report this year. In the sustainability report, the Bell Food Group provides an account of its organisation, strategy, focal points, objectives and key figures in the area of sustainability on more than 50 pages, thus creating transparency for external and internal stakeholders. It is planned that the sustainability report will become a fixture of the Bell Food Group's annual reporting in future. • fv



**Interview with Christoph Schatzmann,  
Head of Sustainability/Quality Management**

**«A rethink has taken place»**

Christoph Schatzmann is head of Quality Management/Sustainability. He reports directly to the Group Executive Board and is responsible with his team for the design and implementation of the Bell Food Group's strategic guidelines in the areas of quality management and sustainability.

**How important is sustainability in the Bell Food Group today?** It is definitely a higher priority than just a few years ago. Sustainability is now one of the three corporate missions of the Bell Food Group and this year we have published a sustainability report for the entire group for the first time. The topic of sustainability is generally much more visible today than it used to be, and I can also see that many employees are very open-minded about sustainability issues.

**What was the decisive factor behind this?** The key point was the adoption of a sustainability strategy for the entire Bell Food Group in 2017 as a basic strategy that will influence all functional strategies. This was the first time we defined a uniform approach. At the same time, the organisational structure was adapted accordingly and CC Sustainability was introduced. As a result, the issue has become firmly anchored in the consciousness of all divisions.

**What are the main topics?** Emissions reduction and resource optimisation are important issues, also with regard to the federal government's climate strategy, which sets corresponding targets for 2050. These include, for example, the abandonment of fossil fuels. We are well on the way to achieving this goal and have implemented a number of projects to do so. But this will not happen overnight, and it is important that we all pull together. I believe

there has been a change of thinking here in recent years. This can also be seen in new buildings for example, such as the new construction projects in Oensingen. Here, the issues of resource optimisation and emission reduction are included from the outset.

**What role does the sustainability team play?** Basically, we are responsible for ensuring that the formulated sustainability goals are implemented within the Bell Food Group. But we cannot, and do not want to, do this ourselves. I see us rather as a motivator. We want to motivate our partners in the Bell Food Group to take up and work on sustainability issues. We provide assistance, coordinate projects and ensure the exchange of experience within CC Sustainability. In addition, we are also a point of contact for questions and are happy to make our expertise available here. I sense a great deal of acceptance and enthusiasm for sustainability issues, and I am very pleased about that. I also believe that many employees attach a certain importance to working for a sustainable company.

**It is important that we are all pulling in the same direction.**





## The energy-neutral poultry house from Bell

### The poultry house is anything but ordinary.

In July 2020 Bell commissioned a new poultry house in Zimmerwald near the city of Bern. This is not particularly unusual, and at first glance the neat new house looks quite similar to a normal poultry house. But on second glance, it quickly becomes apparent: the house is anything but ordinary. This is because it is a Minergie-A certified, fully energy-neutral prototype called BTSplus, which will set new standards one day. The BTSplus concept is a further development of the tried and tested Swiss BTS (Particularly Animal Friendly Housing Systems) with new technologies for the energy-efficient rearing of fattening chickens without CO<sub>2</sub> emissions. «With BTSplus, the focus is clearly on resource optimisation in energy consumption,» explains Stefan Werren, BTSplus project manager at Bell.

At the heart of this is a photovoltaic system on the roof, which supplies around twice as much energy as is needed to run the house. The remaining energy is used for other branches of the business or fed into the public

power grid. With the installation of a heat recovery system, the waste heat of the animals can also be used. The waste heat heats the fresh air, which is drawn from outside and used to air-condition the barn and the conservatories. This way, around 80 percent of the thermal energy required can be saved. The remaining 20 percent is provided by the heat pump, which is operated with electricity from the company's own photovoltaic system.

#### Fewer emissions and a pleasant climate

The exhaust air of the BTSplus poultry house is cleaned by a biofilter. This ensures that dust and odour emissions are lowered during operation, thus reducing the impact on the immediate environment. The house and the conservatories are supplied with preheated fresh air from outside. With this system, developed specially for BT-Splus, there is always a pleasant climate for the animals in the house and conservatories. The conservatories can be used all year round regardless of the outside temperature, and can also be used by the animals just a few days after hatching.

#### Pilot project looking ahead to the future

With the BTSplus concept, Bell intends to further develop the proven Swiss BTS system and contribute to more energy-efficient, CO<sub>2</sub>-neutral poultry production in Switzerland. The BTSplus chicken house in Zimmerwald will now be tested for one year as part of this pilot project. Once the test phase is complete, the extent to which the BTSplus concept can be extended to other new buildings and existing BTS buildings at Bell will be evaluated. • fv



Interview with Mosa Meat founder Mark Post

## Not just fast, but really good

Bell Food Group is increasing its stake in Mosa Meat and investing another 5 million euros in the Dutch start-up. The new round of financing is aimed at the commercial production and marketing of cultured beef. LOOK! met up with co-founder and head of research Mark Post for an interview.



### «The focus on quality makes the difference at Mosa Meat.»

**What is the current state of research at Mosa Meat?** Our current research has two main focuses. Firstly, we are working on optimising our first product, the burger. We are working on perfecting the fat and muscle tissue so that it is indistinguishable from conventional meat.

Secondly, we are entering the exciting phase of increasing production. This involves expanding production, from gram portions from 1 litre bioreactors to tons of meat produced in 5000 litre bioreactors. A huge amount of research and development will be needed to achieve this over the coming years.

**What makes Mosa Meat different from its competitors?** I think what distinguishes Mosa Meat is our focus on quality. We believe that the majority of consumers will only switch to cultured meat if it can compete with conventional meat in terms of taste and structure. Achieving this is our goal – even if it is difficult and could take longer. An important part of this is the creation of «mature» muscle and fat tissue; this means cells that form an organised structure, not just a lot of «loose» cells.

Some of our competitors seem more focused on getting to market quickly, although this is with products that contain cells but no tissue. However, at Mosa Meat we take a different approach and are trying to produce fat and muscle that are really the same as regular meat.

### What are you looking forward to most over the next two years?

I'm incredibly excited about our pilot plant going into operation. The plant will produce meat for our first small-scale sales. As a scientist, I can't wait to move on to the next major scientific challenge, which for us is the transition from minced meat to 3-D structures (i.e. steaks). Our goal is to develop our first steak prototype within the next two years. This presents really interesting challenges, for example the creation of a so-called perfusion system that transports oxygen and nutrients to the cells within the thick steak structure. • sh

For more information on the extended shareholding in Mosa Meat, see the press release of July 9, 2020 under [www.bellfoodgroup.com](http://www.bellfoodgroup.com).



Bell Food Group employees on the topic of sustainability

# For us and our planet

What does it mean to work for a company that focuses on sustainability as well as quality and enjoyment? LOOK! has been asking some employees of the Bell Food Group.

**Ulrich Freund**  
Head of Strategic Procurement at Hilcona in Schaan



«To ensure sustainability we not only have to consider costs or quality when looking for suitable solutions, but also look at aspects of sustainability in our evaluations, which means that my team and I are always looking for ecologically better solutions; be it by reducing transportation, avoiding packaging material or losses, or consciously using regional raw materials. To this end, we consistently encourage our suppliers to present us with sustainable solutions. Or, we specifically gauge the criterion of sustainability when making decisions. The pursuit of sustainability can and must be rooted in our DNA – this is the only way we can keep our planet a place worth living in the long term.»

**«Always in pursuit of ecologically better solutions.»**



**Matthias Wagner**  
Head of IT Project Management at Bell Switzerland in Basel

«We live on a planet with finite resources. So the issue of sustainability is important and concerns us all. The crucial thing is that everyone makes their own contribution – even if it's just by separating waste on a daily basis. In my private life, sustainability for me means using our resources as efficiently as possible in all activities. Where the car is not necessary, for example, I find other ways of getting around. Where solar power can be used, I use it.

In the workplace too, we have to think about what improvements we can still implement every day. Smart technologies can support us in this. So there are many topics in my field that promote sustainability: it starts with intelligent computer systems that require less energy for the same or higher performance than is generally the case, and extends to IT support for the development of «Cultured Meat», i.e. stem-cell-based meat too. An innovation that will play an increasingly important role in the meat industry in the near future, while protecting resources and enabling new business models.

I am glad to be able to help shape a sustainable and therefore successful future through projects like these at the Bell Food Group. It is very important to me to work at a company that sees the issue of sustainability as a central task and lives by these values accordingly on a daily basis.»

**«We live on a planet with finite resources.»**



**Dorothea Poppele**  
HR specialist at Bell Germany in Seevetal

«Especially in our controversial industry, it is important to me that the issue of sustainability is taken seriously. Because this is how we can set ourselves apart from many competitors – also in view of recent events in the meat industry. For us in human resources, sustainable action has become a decisive argument for getting applicants interested in our company. The fact that sustainability is firmly rooted in the corporate values of the Bell Food Group is one of the criteria we can score points with, especially among the younger generation. This helps us a great deal because it is becoming increasingly difficult to attract younger staff for a career in the meat industry.

**«Protecting employees also plays a major role.»**

It is not only about protecting the environment and resources. Protecting employees also plays a major role. Whether it is tools for health protection in production, supporting free-time sports by participating in the Hansefit programme with low-cost fitness and sports facilities, or the company pension scheme – a wide range of different measures help us to increase our attractiveness as an employer. For me personally, sustainability also means being fair towards others and towards future generations. Because only if we conserve resources now will the world continue to be a place worth living in the future.»

**Sandra Schaad**  
Senior Group Accountant at Bell Switzerland in Basel

«In my opinion, the term «sustainability» has many facets. For me, it means dealing with nature and mankind in a far-sighted and gentle way. The resources in our world are not endless, so we should treat them with care and awareness. This is why I personally try to buy mainly regional and seasonal produce, in order to minimise transport distances and take the local economy into account. I also take care to reduce my plastic consumption and use my everyday objects as long as possible.

As an employee, it is important for me to work for a company that is future-oriented. This also includes the issue of sustainability. I think it's great that the first sustainability report of the Bell Food Group was published in August. This makes their commitment in this field transparent. Each one of us can make a small contribution to creating something big. In our office, for example, we make sure to turn the lights off in the evening, we increasingly switch the printer off, we reduce our paper consumption, recycle our coffee capsules, and use coffee mugs instead of disposable cups. But sustainability also means having a good working atmosphere within the team, valuing each other and encouraging training so that we can grow together as a team.»

**«I personally try to buy mainly regional and seasonal produce.»**



# Anniversaries

LOOK! congratulates colleagues celebrating anniversaries between September and November 2020

## Bell Switzerland

### 20 Years of Service

**Harry Bechler**, 1 September, Bell Schweiz, Basel  
**Manuel Brand**, 1 September, Bell Schweiz, Basel  
**Ivan Filipovic**, 1 September, Bell Schweiz, Oensingen  
**Moulay Omar Libourki**, 1 September, Bell Schweiz, Oensingen  
**Frédéric Wilhelm**, 1 September, Bell Schweiz, Basel  
**Bruno Ruckstuhl**, 4 September, Bell Schweiz, Zell  
**Michael Lohner**, 11 September, Bell Schweiz, Basel  
**Jean-Christophe Dobrocki**, 18 September, Bell Schweiz, Basel  
**Marie-Christine Groell**, 25 September, Bell Schweiz, Basel  
**Philippe Lejal**, 25 September, Bell Schweiz, Basel  
**Alain Stoffel**, 25 September, Bell Schweiz, Basel  
**Nasrije Avziu**, 1 October, Bell Schweiz, Basel  
**Jens Henger**, 1 October, Bell Schweiz, Basel  
**Qazim Ramaj**, 2 October, Bell Schweiz, Oensingen  
**Sriranjan Kandiah**, 9 October, Bell Schweiz, Zell  
**Vera Vujic**, 16 October, Bell Schweiz, Oensingen  
**Max Knoblauch**, 1 November, Geiser AG, Schlieren  
**Sivanandagunaseelan Nalliah**, 1 November, Bell Schweiz, Zell  
**Beat Roth**, 1 November, Bell Schweiz, Oensingen  
**Ibrahim Suener**, 1 November, Bell Schweiz, Basel  
**Roland Rufener**, 27 November, Bell Schweiz, Basel

### 25 Years of Service

**Denis Schwartz**, 1 September, Bell Schweiz, Basel  
**Luis Jorge Pacheco Martins**, 18 September, Bell Schweiz, Cher-Mignon  
**Levent Ersel Oeztuerk**, 2 October, Bell Schweiz, Basel  
**Edouard Borluzzi**, 1 November, Bell Schweiz, Basel  
**Johannes Meister**, 1 November, Bell Schweiz, Basel  
**Khalil Kanso**, 20 November, Bell Schweiz, Zell

### 30 Years of Service

**Dominique Klinzig**, 1 September, Bell Schweiz, Basel  
**Maurice Kohler**, 1 September, Bell Schweiz, Basel  
**Philippe Salomon**, 1 September, Bell Schweiz, Basel  
**Roland Thiaville**, 1 September, Bell Schweiz, Basel  
**Urs Wechsler**, 24 September, Bell Schweiz, Zell  
**Jean-Luc Laurency**, 1 October, Bell Schweiz, Basel  
**Christiane Bentzinger**, 8 October, Bell Schweiz, Purchasing  
**Didier Hugel**, 1 November, Bell Schweiz, Basel  
**Christine Meyer**, 1 November, Bell Schweiz, Basel  
**Andre Godel-Kumschick**, 2 November, Bell Schweiz, Basel  
**Hermann Häfliger**, 13 November, Bell Schweiz, Zell

### 35 Years of Service

**Remo Chapuis**, 1 October, Bell Schweiz, Basel  
**Christophe Kleiber**, 14 October, Bell Schweiz, Basel

### 40 Years of Service

**Isabelle Lancelot**, 3 November, Bell Schweiz, Basel  
**Didier Gallay**, 10 November, Bell Schweiz, Cheseaux

### 45 Years of Service

**Nicoletta Lisi**, 5 October, Bell Schweiz, Basel

### Retirements

**Rosario Donato Gagliarde**, 30 September, Bell Schweiz, Cher-Mignon  
**Mrika Toplanaj-Mrijaj**, 30 September, Bell Schweiz, Oensingen

### Early Retirements

**Heidy Grässlin**, 30 September, Bell Schweiz, Basel  
**Patricia Renevey**, 31 October, Bell Schweiz, Chesaux  
**Claudia Fiorillo**, 30 November, Bell Schweiz, Basel  
**Armin Heeb**, 30 November, Bell Schweiz, Gossau

### Deceased

**Mladen Haban**, 17 June, Geiser AG, Schlieren  
**Hansruedi Schneider**, 24 July, Bell Schweiz, Oensingen

## Bell International

### 20 Years of Service

**Marco Müller**, 18 September, Bell Deutschland GmbH & Co. KG, Harkebrügge  
**Isabelle Maussang**, 2 October, Bell France, Salaison Polette & Cie Sas  
**Petra Rögl**, 9 October, Hubers Landhendl GmbH, Pfaffstätt  
**Wjatscheslaw Strasser**, 1 November, Bell Deutschland GmbH & Co. KG, Edewecht  
**Ilmije Kelmendi**, 8 November, Hubers Landhendl GmbH, Pfaffstätt

### 25 Years of Service

**Pascal Perret**, 2 October, Bell France, Saint-André-sur-Vieux-Jonc  
**Barbara Pęczek**, 25 October, Bell Poland, Niepołomice  
**Christian Relave**, 6 November, Bell France, Val de Lyon

### 30 Years of Service

**Catherine Vigier**, 1 October, Bell France, Salaison Polette & Cie Sas  
**Jean-Marc Clair**, 8 October, Bell France, Saint-André-sur-Vieux-Jonc  
**Isabelle Chagneux**, 9 October, Bell France, Saint-André-sur-Vieux-Jonc  
**Laurent Blanchet**, 12 November, Bell France, Saint-André-sur-Vieux-Jonc

### 40 Years of Service

**Manfred Thölken**, 16 October, Bell Deutschland GmbH & Co. KG, Edewecht

### Retirements

**Stanisława Węgrzyn**, 2 September, Bell Poland, Niepołomice  
**Rasema Plavotic**, 30 September, Hubers Landhendl GmbH, Pfaffstätt

## Convenience

### 20 Years of Service

**František Truchlý**, 1 February, Hügli Food s. r. o., Zásmuky (*added*)  
**Eduardo Jorge Correia Costa**, 1 September, Hilcona AG, Schaan  
**Moritz Haefliger**, 1 September, Hilcona AG, Schaan  
**Michael Landenberger**, 1 September, Eisberg AG, Villigen  
**Axel Loebach**, 1 September, Hilcona AG, Schaan  
**Philippe Petter**, 1 September, Hilcona AG, Schaan  
**Trmalová Věra**, 7 September, Hügli Food s. r. o., Zásmuky  
**Alben Haziraj**, 11 September, Hügli DE, Radolfzell  
**Barbara Vallorini**, 19 September, Ali Big Industria Alimentare Srl, Brivio  
**Jérôme Terreaux**, 26 September, Hilcona Gourmet SA, Orbe  
**Carmelina Nesci**, 28 September, Hügli DE, Radolfzell  
**Martin Manhart**, 1 October, Hilcona AG, Schaan  
**Roland Heber**, 4 October, Hügli DE, Radolfzell  
**Binali Özdemir**, 4 October, Hügli DE, Radolfzell  
**Erik Sproll**, 4 October, Hügli DE, Radolfzell  
**Vildan Tuttschke**, 4 October, Hügli DE, Radolfzell  
**Norbert Raatz**, 9 October, Hügli DE, Radolfzell  
**Tatjana Tararakina**, 16 October, Inter-Planing, Langenhaslach  
**Bianchi Roberto**, 1 November, Hügli CH, Steinach  
**Podnecký Václav**, 1 November, Hügli Food s. r. o., Zásmuky  
**José Ferreira Sergio**, 6 November, Hilcona Gourmet SA, Orbe  
**Beata Nowak**, 6 November, Hügli DE, Radolfzell  
**Eva Raatz**, 7 November, Hügli DE, Radolfzell  
**Mara Barjasic**, 8 November, Hügli DE, Radolfzell

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



**25 Years of Service**

**Sandra Joos**, 1 September, Hügli DE, Radolfzell  
**Ulrich Leitenmayer**, 1 September, Hügli DE, Radolfzell  
**Andrea Ziegler**, 1 September, Inter-Planing, Langenhaslach  
**Slavica Mitrovic**, 4 September, Hilcona Gourmet SA, Orbe  
**Ferit Citir**, 7 September, Eisberg AG, Dällikon  
**Marius Kozak**, 20 September, Hügli DE, Radolfzell  
**Alexandra Carreiras Anacleto**, 25 September, Hügli DE, Radolfzell  
**Roland Kalberer**, 1 October, Hilcona AG, Schaan  
**Lothar Mehl**, 1 October, Hügli DE, Radolfzell  
**Simone Raschke**, 1 October, Inter-Planing, Langenhaslach  
**Klaus Schatzmann**, 1 October, Hilcona AG, Schaan  
**Martin Kassel**, 4 October, Hügli DE, Radolfzell  
**Wilhelm Konopada**, 6 October, HFC, Bad Wünnenberg  
**Hans Hilmer**, 10 October, Hügli DE, Radolfzell  
**Ahmija Hasanovic**, 16 October, Hilcona Gourmet SA, Orbe  
**Sabina Hasanovic**, 16 October, Hilcona Gourmet SA, Orbe  
**Irene Konopada**, 16 October, HFC, Bad Wünnenberg  
**Maria Teixeira De Sousa**, 24 October, Hilcona Gourmet SA, Orbe  
**Aleksandrija Miletic**, 21 November, Hügli DE, Radolfzell

**30 Years of Service**

**Richard Trithaler**, 12 September, Hügli DE, Radolfzell  
**Andreas Heyne**, 1 October, Hügli DE, Radolfzell  
**Baumann Jimmy**, 1 October, Hügli CH, Steinach  
**Elisabeth Mutschler**, 9 October, Hügli DE, Radolfzell  
**Virginia Michelbach**, 3 November, Hügli DE, Radolfzell  
**Seref Yildiz**, 12 November, Hilcona AG, Schaan  
**Jens Streichardt**, 19 November, Hügli DE, Radolfzell

**40 Years of Service**

**Maria Celestina Pereira Leitao Carvas**, 21 October, Eisberg AG, Dällikon

**Retirements**

**František Truchlý**, 31 July, Hügli Food s. r. o., Zásmuky (added)  
**Manfred Kohlen**, 30 September, Hilcona AG, Schaan  
**Gertrud Engler**, 31 October, Hilcona AG, Schaan  
**Ramos Quintans Santos**, 31 October, Hilcona AG, Schaan  
**Yvonne Hirt-Mathis**, 30 November, Eisberg AG, Dällikon

**Early Retirements**

**Mirosława Świerczyk**, 30 September, Eisberg Poland, Legnica  
**Urszula Betleja**, 18 October, Eisberg Poland, Legnica

**COMPETITION QUESTION****Win a whole day just for yourself!**

*When it comes to sustainability, you, dear colleagues, are also in the spotlight. And to ensure you can take the necessary time off as well as work, we are giving away a «Day of Relaxation» worth EUR 300 in this issue. Head for the sauna, treat yourself to a massage, enjoy a lovely meal for two, or just enjoy a wellness day and relax. We know you are worth it!*

**Competition question**

What is the prototype of Bell's new poultry house called?

**Play & Win!**

- A) BTSplus
- B) House of the Future
- C) Bell House 2.0

**Prizes**

1 Day of Relaxation worth EUR 300.

10 shopping vouchers worth EUR 30 to use at a local supermarket.

**How to enter**

Please send the answer along with your name, your (former) place of work and the name of your employer to [look@bellfoodgroup.com](mailto:look@bellfoodgroup.com).

The closing date is 18 December 2020.

The winners will be chosen from the entries with the correct answer. Multiple answers will not be included.

The winners will be informed directly. No correspondence will be entered into and no telephone information will be provided.

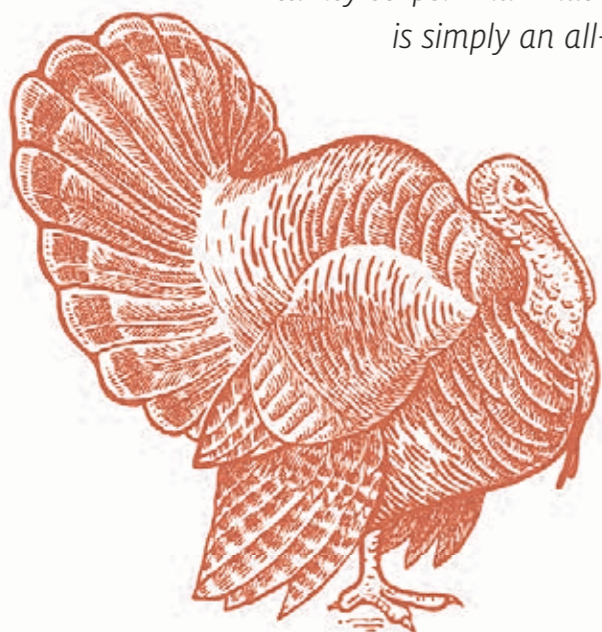
Up close and personal with chicken, turkey and guinea fowl

# HAVE YOU WINGED IT TODAY YET?

*Chicken soup is said to be good for colds. Every dietary plan should include turkey strips. And what would the holidays be without a roast goose? Poultry meat is simply an all-rounder. LOOK! takes a closer look at our feathered friends.*

The market for poultry meat is booming. Since 2006, it has grown by more than 30 percent in Europe. But the desire for the meat of chicken, turkey and the rest is nothing new. Even the ancient Egyptians kept poultry as farm animals. Not to mention the Romans and Greeks of antiquity with their sumptuously laid tables.

Zoologically speaking, poultry is the collective term for bird species that are bred as farm and domestic animals and are suitable for consumption. For example chicken, geese, ducks or quails. The popularity of the meat of these animals is certainly helped by the fact that it can be prepared in so many different ways. At the same time – with a few exceptions – it is low in fat and calories and rich in high-quality protein and important nutrients. • *mr*



## Turkey

**Latin:** Meleagris gallopavo

**Height:** approx. 100 cm

**Weight:** up to 13 kg

Turkeys are the heavyweights of the farm birds. Oven-ready hens weigh between three and seven kilograms, while cocks can weigh twelve kilograms or more. This is why they are usually used as pieces rather than whole. Turkey meat is low in fat and calories and contains almost no carbohydrates. Easily digestible, it is ideal as a light and dietary food. However, the legs and wings with their intense aroma are also suitable for stronger recipes. And anyone who has ever been to America on Thanksgiving will know that you can get a whole turkey in the oven, if you want to.

## Goose

**Latin:** Anser

**Height:** approx. 85 cm

**Weight:** 5 to 7 kg

This brings us to the most calorie-laden of the poultry varieties. Goose meat has a relatively high fat content. Some of it is released when it is roasted. So if you skim the fat before preparing the sauce, you can reduce the calorie content a little. However, goose meat is not unhealthy as such. Among other things, it contains a lot of valuable magnesium and iron. And after all, Christmas comes but once a year.

## Duck

**Latin:** Anas platyrhynchos

**Height:** approx. 40 cm

**Weight:** 3 to 5 kg

Dark, aromatic duck meat is usually from either muscovy or Peking ducks. As muscovy ducks were originally tree inhabitants, they are lower in fat, have more pronounced wing muscles and a high proportion of breast meat. The rarer wild ducks also appeal for their lean meat and rich flavour. Peking ducks, on the other hand, which are also used for the traditional Chinese dish of the same name, have a higher fat content. This is probably also the secret of their crispness.

## Guinea fowl

**Latin name:** Numididae

**Height:** approx. 60 cm

**Weight:** 2 to 3 kg

The guinea fowl is particularly widespread in France as a delicacy. It originally comes from Africa, where it still lives in the wild today. Its meat is tender and very aromatic. Guinea fowls are often prepared whole in the oven. But the breast of the guinea fowl can also be used in many ways, braised or roasted.

## Chicken

**Latin:** Gallus gallus domesticus

**Height:** approx. 30 cm

**Weight:** 800–1200 g

Chicken, fowl, broiler, hendl – there are many names for the ever-popular «chook». And its uses are just as diverse. The whole animal, for example, as a roast chicken or for soup, crispy roasted legs or the low-fat breast. Chicken meat is the number one poultry variety worldwide. Each region has its own recipes in its repertoire – from Viennese fried chicken and Asian chicken curries to Chile's national dish «Cazuela de Ave», a chicken and vegetable soup.

## Quail

**Latin:** Coturnix

**Height:** 18 cm

**Weight:** approx. 200 g

The midget of the poultry family is the quail. Just as big as a starling and weighing barely 200 grams, it is the smallest species of partridge. A classic of French cuisine is stuffed quail. But unstuffed as well, its tender meat with the light taste of game is a delight.



Enjoy that travel feeling at home with Bell Food Group innovations

# From the Savoy to Asia

After this travel-restricted summer, many people are experiencing considerable wanderlust. With specialities from all over the world, the Bell Food Group helps to satisfy their longings for their favourite country a little. Plus there are also numerous novelties from their own region – in one case, customers were even invited to be creative themselves.

## Bell Switzerland: Salami newly packed

Four salami products from the Bell-Klassik range received new customer-oriented packaging in mid-June. «Salametti Tradizionali» and «Salame Artigianale», which were previously sold openly in the net and with a banderole, are now in fully hygienic packaging. Bell has also reduced the proportion of plastic in the «Salame Originale» and «Salame Spianata» compared to the previous packaging. An aspect that more and more customers are paying attention to. But the packaging relaunch not only promotes hygiene and sustainability. The new kraft paper look also emphasises the traditional Italian butcher's art and the high-quality ingredients for which the sausages are notable.



## Bell Poland: three new Krakow-style cold cuts

In order to spread their beloved sandwiches a different way each time, Polish customers will now find three new types of cold cuts at Bell. The Krakow Ham Sausage and the Krakow Sausage with Turkey or Chicken are smoked, steamed and dried, and all have a high meat content. The chicken option also scores with a very low fat content of only three percent. The launch of the new products was accompanied by Facebook, among others.



## Bell Germany: Mini hams like the ones from «Bella Italia»

The small Serrano slices under the Abraham brand have taken the tapas bowls of Germany's ham fans by storm. This summer the Italian version followed: Prosciutto Minis. The ham for this is traditionally matured in Italy for eleven months and then finely sliced in the antipasti style. To make sure that it is also easy to arrange on the starter plate, the slices can be easily removed from the package thanks to separating films.

## Bell France: Specialities from the Savoy with environmentally friendly packaging

Regional products with environmentally-friendly packaging are very popular with French customers. The new charcuterie range from Bell's Savoy region also strikes a chord with this trend. Whether pure, with hazelnuts, with Beaufort cheese or smoked - all varieties of «Saucisson sec de Savoie» are made from the best French meat at Bell's site in Aime. In addition, it was important to the team that the packaging for the new range should be recyclable. The quality and taste of the dry sausages from the Savoy was recently confirmed by another award. The traditional «Saucisson sec recette à l'ancienne» received the silver medal at the «Concours Général Agricole».



**It was important to Bell France that the new packaging should be recyclable.**



### Eisberg Hungary: Salad by customer vote

Why should the experts only have the say when it comes to what goes into a salad bag? Eisberg recently turned the tables. From the end of July onward, Hungarian customers were allowed to decide on ingredients every week via Facebook and Instagram to create the «Salad of the Country», which was presented on August 20. The campaign was a complete success. On Facebook alone, thousands of fans participated in putting together their favourite salad. In the end, the choice fell on a combination of iceberg, Romaine lettuce, carrots, frisée and corn. It is now available in supermarkets across the country.

### Customers in Hungary have been allowed to choose the salad ingredients themselves.



### Hilcona: Food service innovations from Bad Wünnenberg

Product development at Hilcona's first production facility for fresh convenience products in Germany has also been running at full speed in recent months. In August, the new muesli and hummus ranges were introduced to the market, bringing further innovations from Bad Wünnenberg for the food service sector. With them, Hilcona is picking up on two trends in the food service sector: With the boom in porridge and oats, the topic of «healthy breakfast» is absolutely of the moment. And hummus in various creative varieties is also currently conquering menus. The chickpea spread not only appeals for the delicious flavour, but also for its high protein content.



### Hilcona: Fresh Break Sandwiches with revised assortment

«Now I'm ordering more sandwiches again because the range is more varied.» Or: «Since the new packaging came out, we've been ordering sandwiches too.» These are just two of the many positive responses to the new «Fresh Break Sandwich» line from Hilcona. The fresh and ultra-fresh range with 38 varieties was launched in Switzerland in May. To this end, Hilcona took a close look at the existing range, improved recipes and redesigned the packaging. The new look reflects the freshness, naturalness and high quality of the sandwiches and whets the appetite.

### Hügli: Spices now from its own production

All the spices and herbs for Hügli's Foodservice customers now come from the company's own state-of-the-art filling plant in Radolfzell. The culinary experts are also expanding their range in this area for some markets with new varieties, such as vanilla beans, ground nutmeg or herbs from Provence. While customers in Switzerland and Austria have long been able to order their spices from Hügli, the spice and herb range is now being offered for the first time in Germany.



### Hilcona: Middle Eastern delight with the Levante Bowls

The five new Levante Bowls, which Hilcona in Orbe produces fresh every day and with a great love for Switzerland's retailers and to-go markets, show just how varied the cuisine of the Middle East is. In the style of Levantine cuisine, the Bowls contain ingredients such as chickpeas, couscous, cauliflower or aubergines. Besides two varieties with chicken, there are also three varieties suitable for vegetarians.



### Hilcona: Far Eastern pleasure with the Asia Meals

Fans of the Asian cuisine will not be disappointed by Hilcona either. The new Hilcona Asia Meals have been available since September. The Asian dumplings with sweet chilli or teriyaki sauce and the Asian noodles with chicken are part of the Fresh-to-Heat meals, which means that they only need to be heated in a pan or microwave for a few minutes. A patented production process ensures that the vegetables remain fresh and crisp. The packaging in the bamboo steamer look also serves as an eye-catcher, which whets the appetite for the products while you are shopping.

**The Asia Meals are part of the fresh-to-heat meals.**



**HÜGLI BIO ASSORTMENT ALREADY COMPLIES WITH NEW EU REGULATION**

### Because not all organic is the same

From January 1st, 2021, stricter rules will apply to food with an organic label. Hügli has made the organic ranges of its three brands «Hügli», «Voageley» and «Stein's Best» fit for the new EU organic regulation. To this end, the company, which is one of the few in the food service sector to offer an extensive range of convenience products, has put all of its 30 or so products with an organic label to the test in recent months.

In particular, replacements had to be found for numerous flavours. Among other things, they will soon be subject to the rule that they may only be produced from the source product that gives them their name - for example, strawberry flavour from strawberries.

Hügli also used the work on the recipes to update the products to the latest culinary standards. After extensive tastings, Brigitte Jauch, Senior Product Manager at Hügli, is certain: «Our products have been given a further significant boost by the revisions and their taste is now at a very high level.» • mr



Sybille Walpert and Christian Nigg recruit for production

# Searching for the best

*If HR managers were allowed to write a wish list, «satisfied employees who remain loyal to the company for a long time» would probably be top of the list for most of them. Sybille Walpert, Head of HR at Bell in Oensingen, and Christian Nigg, HR Manager Supply Chain at Hilcona in Schaan, are two people who focus on finding the right people for vacancies in production. During this LOOK! interview they explain how this works.*

## **Do you apply uniform recruitment standards for your manufacturing company?**

Sybille Walpert: «Of course. For example, we use uniform layouts for the advertisements, we use a guide for conducting interviews, and we have a checklist for the onboarding process.»

Christian Nigg: «It's similar with us. For example, we usually follow the same procedure from the advertisement to the hiring process, and we also use an interview guide with the topics we always cover.»

## **You have a stack of applications on your desk. How do you make your pre-selection?**

Christian Nigg: «We first determine what qualities we want from a candidate. Then we select according to the ABC system. An A is awarded to the candidates we would willingly hire. A B means under consideration. And those who get a C receive a letter of rejection.»

Sybille Walpert: «We also define in advance the «mandatory and the optional criteria» for the job profile. On this basis we then pre-select the applications. If the selection is still too large, we invite those who have the most «optional characteristics» in addition to the set requirements.»

## **What do you pay particular attention to during the subsequent job interviews?**

Christian Nigg: «For me it is very important to find out whether the applicant knows what is in store and whether they really want the job. That's why I also ask about their expectations regarding the new job.»

Sybille Walpert: «I personally attach great importance to the authentic and motivated appearance of the candidate. In addition, I observe the interaction between him/her and the manager.»



## **How do you select the right new employee after the interview phase?**

Sybille Walpert: «After all the interviews have been conducted and the applicants have completed the trial day, we exchange our impressions again with the manager, who then makes the final decision.»

Christian Nigg: «We proceed in the same way. For me, the trial period is then also part of the recruiting process. During this time, I still keep an eye on the new recruit to see if both sides have made the right decision.» • *mr*