

LOOK!

Bell Food Group Employee Magazine

04 2020



*Contemplate
and enjoy*

BELL
FOOD
GROUP





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When it comes to enjoyment, we never compromise

Dear Colleagues

COVID-19 has shaped the year, and is still influencing our daily lives. We had to change our lives overnight and take measures to protect ourselves, our families, friends and colleagues. In the face of a global pandemic such as the one we are experiencing, we all have to do our bit. We as a company have done a great deal in this crisis to protect our employees and, at the same time, to fulfil our mission as a basic supplier. Overall, the Bell Food Group has come through this difficult time unscathed – and this is thanks to you, our esteemed employees. We owe you a tremendous debt of gratitude and great praise for your commitment, your support and your solidarity.

Now Christmas is almost upon us – a time of and for reflection, and a time when we like to look back on what we have been through. As always, the focus this festive season should be on family and good

food, despite – or perhaps even because of – the coronavirus. We are not going to let anything take this time away from us, and I personally am very much looking forward to spending the festive season with my closest family.



Among other things, the Bell Food Group represents enjoyment and sustainability – values that we were also able to live in times of the pandemic and that we would like to celebrate, not least over the upcoming Christmas season. We want to make the festive menu better with fresh and high-quality food, and create moments of enjoyment.

Last year, we were also able to prove that enjoyment is one of our core competencies. The «Gourmetnaturel Steaks» are one of many examples, and the «Serrano Reserva» by Bell Germany, but also the «Green Mountain Burger» and the «Pasta Tradizionale» by Hilcona have all received awards, which impressively demonstrate the quality and innovative power of the Bell Food Group.

We provide a better quality of life.

These are good prerequisites for this «new normal» that we find ourselves in. We, as a group, are prepared for it, and we shall remain true to our values and continue to nurture them. I am absolutely confident that we shall achieve this together.

I would like to wish all of you, my esteemed colleagues, a very happy and enjoyable festive season. I look forward to approaching what awaits us with you, and I wish you and your families all the very best for the New Year, and above all – good health.

Lorenz Wyss
Chairman of the Group Executive Board

With «TopX», the Bell Food Group is striving for excellence

All together now!

Together, focused and continuous: With the «TopX» programme, the Bell Food Group is creating a basis for the common path to the top. The focus is on the will to improve continuously – and the contribution of every single individual is important. The first sites started the implementation in September. Now the programme is gradually being extended to every production plant.

«We need the whole team, every player on the team, if we want to be successful», the Spanish football coach Pep Guardiola once said. Together and with bundled forces, goals can be better achieved. This also applies to the Bell Food Group. With «TopX», it is now laying an important cornerstone for the common path to the top, and so is

First, potential for improvement is identified.



«We have already been able to celebrate numerous successes with the previous optimisation programmes. Now we will turn to the next chapter: with the decision to replace the various optimisation programmes, the Group

Executive Board has created the basis for introducing «TopX», a uniform programme for the entire Bell Food Group. The preparatory phase started in June 2020. I am convinced that this will enable us to take another step on our common path to the top and I wish all those involved every success and pleasure in implementing it.»

Lorenz Wyss, Chief Executive Officer

introducing a programme to improve processes uniformly and efficiently throughout the group. «Top» stands for the ambition to reach the top and «X» for the pursuit of excellence.

«We have grown strongly in recent years and have developed from a Swiss meat processor to one of the leading manufacturers of meat and convenience products in Europe», explains Philipp Allemann, Head of Production and Procurement at Bell Switzerland. «Each company has contributed its own identity, working methods and history to the Bell Food Group. Now is the time to create uniform processes in order to position ourselves successfully for the future.»

At the start of the process optimisation programme, the potential for improvement is first identified at each site. This may involve, for example, the effective use of raw materials, the prevention of machine downtimes or the acceleration of product throughput times. «TopX» naturally builds on the success of existing optimisation programmes in the divisions. Five strategic drivers are always considered first: Best in Class in the core process, delivery capability, profitability, personnel development, infrastructure and automation. The

The infinity sign stands for the «TopX» mechanism and thus also for the process that every production company goes through within the framework of «TopX».



The focus is on stabilisation and continuous improvement as well as the interlocking of structure, processes and the contribution of each individual.

analyses of these factors allow areas for action to be derived and targets for the future to be set. These can vary tremendously from location to location – depending on where the opportunities and need for optimisation arise.

Everyone involved benefits from the changes that result from this process. After all, by stabilising the processes in the plants, everyday working life also becomes quieter and the stress on employees is reduced.

In the first step, the focus is on stabilising the processes.

«We are thus initiating a permanent optimisation process that will involve all the employees in production», reports Alexander Duss, head of the «TopX» programme. «Everyone is encouraged to contribute their ideas and help us develop a culture

throughout the Bell Food Group in which everyone strives for continuous improvement.»

The system is structured in such a way that the first step always focuses on stabilising processes. This means that reliability is increased and fluctuations are reduced. For example, those responsible check the process sequences and question the maintenance intervals of machines. Sustainable improvements are only possible on this stabilised basis.

It is also important that the optimisations can be measured. To this end, the parties involved check, among other things, the key data systems and the meeting structure. If both areas are well positioned, minor fluctuations and problems in the processes can be better identified and directly resolved in day-to-day operation.

For more serious problems, there will also be so-called «focus projects» in future, in which employees from different departments work out the appropriate solutions.



«My expectations are that with «TopX» we will develop and live a systematic, sustainable and uniform Bell Food Group 'Lean Philosophy'. I see potential for improvement in every process and area. By means of a shop floor management system adapted to the plant, we focus on «what happens at the base», and all Hügli employees should be able to make their contribution to continuous improvement. Among other things, we will also establish a uniform suggestion scheme for this purpose.»

Patrik Keller, «TopX» coordinator at the Hügli Division



«We look forward to continuing to develop our proven and successful LEAN@Hilcona philosophy with «TopX» at a great pace and taking it to the next level. To this end, we in the «TopX» core team are defining the foundations and

incorporating the best from every division in the individual subject areas. This is very efficient because it allows us to pool the know-how within the Bell Food Group. As is well known, a philosophy always lives off the people who create it. It is crucial to us that all our employees are able to find themselves in it, and we can then use the potential of our LEAN philosophy.»

Andreas Benz, «TopX» coordinator at the Hilcona Division

Three questions to Sebastian Klose, Plant Manager at Hügli in Radolfzell



production – to a workshop day. Since the regular information events that are otherwise customary are currently only possible to a limited extent, we are making use of postings and contributions on the Intranet for further communication.

«I hope that «TopX» will help us to dovetail more closely within the group.»

How did you prepare for «TopX» in Radolfzell? We were very pleased to be among the pilot companies. We had just completed an optimisation programme and thus created the ideal basis that we can now build on with «TopX».

How do you inform employees about the new process optimisation programme? For the kick-off in October, we invited all those involved – from managers to those responsible in

What do you expect from «TopX» for your company? Since we haven't been part of the Bell Food Group for very long, I hope that the programme will help us to integrate even more closely within the Group and learn more from each other. I see potential for improvement in Radolfzell, among other things, in the availability of our plants and in personnel development, for example in supporting the shift leaders in production.



«From the experience we have gained so far, we know that it will take us all a huge step forward if we all pull together and work towards the same goals. Clear and transparent communication with our employees will help us to pick up everyone where they are and take them along on this journey. Personally, the programme also encourages me to be open to change and to become consciously involved in this process.»

Marc Spanuth, «TopX» Coordinator at the Bell Germany Division

«Now we can exchange and transfer experiences even better.»

ence division at Bell Food Group. «By thinking and working together, we can now exchange ideas more easily and transfer experiences from one location to another.» For the introduction of the optimisation programme, the Bell Food Group will appoint a top excellence coordinator for each division in addition to the senior manager Alexander Duss. There will also be top excellence ex-

«A major advantage of the uniform system is that all Bell Food Group employees will speak a common language and have uniform decision-making processes and key performance indicator systems», Alexander Duss explains. As a result, it will soon be easier to share the resulting optimisation methods between the sites. This also applies in areas such as digitalisation or management development.

«Although we make very different products in the factories, the production processes and the recurring challenges are often similar», says Volker Baltes, head of the Conveni-

perts in each manufacturing plant to drive the implementation of the new system locally.

External support has also been provided. In the service provider ROI-Efeso, headed by Sebastian Diers, the Bell Food Group has an experienced partner at its side.

The first five locations started with «TopX» in October – at least one pilot operation per business unit. By the end of 2021, all opera-



«The anticipation of the implementation of «TopX» is palpable for all those involved. Personally, I hope that the direct inclusion of all our employees will make it easier for us to identify weaknesses and implement improvements

more sustainably. We are starting at the Charcuterie Basel site. We held our workshop for familiarisation with the system with our colleagues at the Bell site in Oensingen, who were the first testers to introduce «TopX».»

Robert Flack, Head of Production Charcuterie at Bell Switzerland

tions with more than 50 employees should have started the first stage. The roadmap for the smaller plants will be drawn up soon.

And so the Bell Food Group's production plants throughout Europe are making a joint effort to reach the top. With the will for constant improvement and the courage to initiate change. • *mr*



Hilcona presents the first vegan meat loaf for oven baking

The first of its kind

At the end of September 2020, the latest innovation of the Hilcona start-up The Green Mountain arrived on the market: the first bakeable all-vegetable meat loaf. It is based on canola oil and pea proteins, and is the second vegan novelty of the start-up after the Green Mountain Burger, which was both developed and produced in Switzerland.



It looks like meatloaf, tastes like meatloaf and yet does not contain a single gram of meat. With the new meatloaf alternative, The Green Mountain presents another plant-based innovation. Last year, the Hilcona start-up launched the meatless Green Mountain Burger – the first vegan burger to be developed and produced in Switzerland.

Fewer calories, more enjoyment

The meatloaf alternative is made from high-quality ingredients: canola oil provides a moist texture and pea proteins have a natural binding effect. With 139 kcal per 100 grams, it has fewer calories than conventional meatloaf. And that without compromising on enjoyment. Whether as a snack on the go, for the creation of new meatless dishes in the catering industry or for relaxed cooking sessions at home, this meatloaf alternative can be enjoyed hot or cold.

Swiss development and novelty

«In developing this premiere, we placed great emphasis on the careful selection of ingredients with the shortest possible transport routes», Werner Ott, head of The Green Mountain start-up explains. «Our

experienced team with food technologist Julia Sackers and the innovative young chefs is just as decisive for the unique recipe. With tremendous passion for plant-based products, they successfully developed the Green Mountain Burger a year ago».

Vegetable-based nutrition

The innovation is not only a delightful plant-based alternative for people who want to eat regularly without meat without having to give up the taste of meat, but also convinces with its ingredients: the plant-based meat loaf is produced without gluten-containing ingredients, contains valuable vitamin B12 and is low in saturated fatty acids.

One innovation after another

«The vegetarian trend in society has spurred us on to develop further products», explains Werner Ott. At the same time as the vegan meatloaf alternative, plant-based «minced meat» from The Green Mountain is now also available. «Yet we always remain true to our claim of sourcing as many ingredients as possible from Switzerland or surrounding countries». • sh



The vegan meatloaf is the second innovation of the start-up The Green Mountain.

Green Mountain Burger is the «Kassensturz» test winner

The clear winner

The Green Mountain Burger has left the competition standing: in a test conducted by the Swiss consumer magazine, the plant-based burger emerged as the test winner.

Good quality prevails. The plant-based Green Mountain Burger from Hilcona's start-up company The Green Mountain has confirmed this.

In a comparative test conducted by the Swiss consumer magazine «Kassensturz», the burger also clearly stood up to international competitors and was declared the test winner. It appealed not only for its taste and texture, but also for its similarity to meat, which scored 5.3 out of 6 possible points.

Hilcona relies on plant-based innovations

The Green Mountain Burger is not the only ace up our sleeve. In order to meet the growing demand for plant-based products, Hilcona has expanded its range in recent years with more than 100 different products: from tofu made from Swiss organic soy, falafel, vegetable schnitzel and hummus to meat alternatives such as burgers, tartar and minced meat. • sh



Bell BBQ Single Masters Home Edition 2020

BURGER CHALLENGE 2020

On September 5, the biggest digital barbecue spectacle that Switzerland has ever seen took place: Burger Challenge 2020, the home edition of this year's Bell BBQ Masters – and it was a complete success! *sh*

Concept

Like so many events this year, the Bell BBQ Single Masters could not be held in its usual form. The Burger Challenge 2020, however, was a more than worthy replacement.

Qualification

Those who wanted to participate submitted their most beautiful burger creations online at www.burgerchallenge2020.ch. In the end, a total of 740 barbecuers sent in their photos – an impressive number. Forty made it through to the final – via likes, the jury decision of the Swiss Barbecue Association, and via wildcards from partner radio stations that held their own Burger Challenges. The final took place on September 5, – and was the first barbecue competition in Switzerland to be broadcast as a live stream. It was seen by around 25,000 spectators for more than six hours.

Final

In the last round of the final, eight barbecuers made it through to the final round. And the last task was a tough one: a «Surf 'n' Turf» burger, the legendary combination of beef and lobster.

Winner

Linard Lüchinger mastered this royal task best of all; with a steady hand, he created a burger that not only looked breathtaking, but also tasted so good that the trained chef found himself on the podium as the big winner – with a check for CHF 5000 in his hands.

For more than six hours, around 25,000 viewers followed the live stream of the final day.

Surf 'n' Turf: the winning burger by Linard Lüchinger

#burgerchallenge2020
#bellburgerchallenge



Hilcona and Bell take top places in «Best Recruiters» study

ALWAYS A STEP AHEAD IN RECRUITING

Hilcona and Bell are well ahead of the competition in the search for new employees. This was revealed by the latest «Best Recruiters» study, in which they came first and second in their industry. The study, the results of which are based on scientific criteria, is the largest of its kind in the German-speaking world.



Birgit Schmidinger,
Head of Human Resources at Hilcona

Johannes Meister,
Head of HR Bell Schweiz



Although this year, instead of the usual festive event in honour of the best candidates of the «Best Recruiters» study, there was only one online award ceremony, the joy of the HR managers at Hilcona and Bell regarding their good results could not be diminished by the digital format.

«We naturally are very pleased with the award, and coming first again in the industry ranking proves that we are doing some things

right in the recruitment process», says Birgit Schmidinger, Head of Human Resources at Hilcona, while Johannes Meister, Head of HR Bell Food Group adds, «The fact that we are now in second place in the industry comparison after coming eighth last year is impressive, and confirms that we have implemented the suggestions for improvement from last year's study with tremendous success.»

Both employers also achieved excellent results in the overall ranking. Of the 408 companies from Switzerland and Liechtenstein that were tested, Hilcona came 22nd and Bell 38th. Bell thus made a clear leap forward. In the previous year, the company was only 176th in the overall comparison.

For the evaluation, the study institute considers the three pillars «online recruiting presence», «online job advertisements» and «applicant response». Its catalogue of criteria, which this year included more than 240 individual



aspects, is developed in close cooperation with the scientific advisory board and is adapted annually to meet current requirements. For the test of «applicant response», which is considered the core of the study, the study directors even slip into the role of «mystery jobbers» and send fictitious application letters to the companies. Both the time until the feedback is received and its content are then analysed.

In addition, «real» applicants have the opportunity to record their personal experiences with a company in a questionnaire. The results are made available to the companies, but are not included in the score due to their subjectivity.

«Mystery Jobbers» test feedback from companies.

«We have been able to make significant improvements in all three of the areas considered», reports Johannes Meister. «In pillar three, we have even managed to move up from seventh place to the top position. This has certainly been helped by improvements, for example in response times, which we introduced after the last study».

For ten years now, «Best Recruiters» has been putting the application procedures of the largest employers in the German-speaking world through their paces every year. This en-

ables the institute to derive helpful tips and optimisation strategies and thus supports the tested companies in being even more successful in terms of recruiting and offering applicants an improved «Candidate Journey».

Both employers also achieved the best results in the overall ranking as well.

For Bell, one thing is already clear: Next year they want to achieve at least the same result in the «Best Recruiters» study. And Hilcona will not rest on its laurels either. «There is always something that can be done even better», says Birgit Schmidinger. «So when it comes to social media, we certainly still have some upside potential. But we will consider carefully whether activities in this area really do offer added value to applicants and to us as employers.» • mr



The Swiss Soy Network celebrates its tenth anniversary

Together for sustainable soy

For ten years, the Soybean Network Switzerland has been committed to the responsible cultivation of forage soybean. The specification of sustainability standards has led to a rethinking in the soy sector. As one of the current 29 members of the association, Bell Switzerland is also committed to the sustainable procurement of the coveted beans.

The network raises soya imports to a more sustainable level.

The study confirms that the sustainability standards supported by the Swiss Soybean Network have a positive impact. For example, Swiss soya imports from the Brazilian Cerrado region come from deforestation-free areas, and no problematic working conditions or conflicts with local communities were identified.

Another success of the association: In recent years, soya procurement has been increasingly oriented towards cultivation areas in Europe. Around half of the quantity required for Switzerland now comes from European production, often from the Danube region.

Protein is indispensable for the nutrition of animals – as well as humans. Soya is a high-quality protein supplier in animal feed. The plant offers high yields on comparatively small areas and is very well tolerated and utilisable by farm animals.

The rising global consumption of meat, eggs and dairy products means that the demand for soya is steadily increasing – and with it the negative impact on the environment in the major growing regions, for example in Brazil and Argentina.

Ten years ago, the Swiss Soybean Network joined forces to raise the import of fodder soy to a more sustainable level and thus improve the cultivation conditions in the countries of origin.

The network's requirements include ensuring that the soy is GMO-free, that no primary forest areas and species-rich habitats have been cleared for the fields, or that the use of potentially harmful plant protection products is reduced. The network has already exceeded its target of soybean imports from responsible cultivation in Switzerland, which amounts to at least 90 percent of total soybean imports.

For the fodder mixtures used in integrated poultry production, Bell in Switzerland also has a direct demand for high-quality, sustainably cultivated soya.

«Through Coop, a founding member of the association and one of the driving forces behind the commitment to the responsible purchase of forage soy, we have been involved in the work of the Swiss Soy Network for many years», reports Basil Mörikofer, Project Manager Sustainability at Bell Switzerland. «We joined three years ago and have been able to participate even more actively ever since».

What has already been achieved in Brazil over the past decade in the shoulder-to-shoulder cooperation of members from the entire value chain is shown in a current study by the University of Agricultural, Forestry and Food Sciences, which the network presented on the occasion of its anniversary in July.



European soy is an important basis for Bell in the breeding of organic and free-range chicken, among other things, whose feed mixtures contain only soy from the domestic continent.

«Of course, we at Bell Switzerland are only a small player on

a global scale and can therefore only make a small contribution to protecting the growing areas in South America», says Basil Mörikofer. «But with the sustainability standards for the Brazilian producers and a growing proportion of responsibly cultivated European soy, we can at least take some pressure off the rainforest».

With a share of 0.1 percent, Switzerland as a whole is only a small buyer in the global soya market. Nonetheless, its commitment serves as a role model. Countries such as the Netherlands, Germany and Sweden have already launched initiatives or objectives similar to those of Switzerland. • *mr*

The Swiss commitment serves as a model for other countries.

The DNA of the Bell Food Group in France

A gem in the Auvergne

Le Saloir de Mirabel (Mirabel curing factory) was the starting point for the expansion of the Bell Food Group in France. Today, it produces Auvergne raw ham PGI of the highest quality. And for the future, the management team of the company wants to achieve the same top quality as hams from the Iberian peninsula and from Parma.

«This is where we acquired all our experience and know-how.»

of green nature», is how Julien Brionnet, technical director of Bell France, describes the Saloir de Mirabel curing factory, for whom it is like a second home.

He started there in 2000 as an employee in the dried sausage production. Located in the municipality of Riom, the factory belonged to Salaison Polette from 1974, before the Bell Food Group took over the company in 2008. «So this is the historic production site, and effectively the DNA of the Bell Food Group in France. This is where it all began. This is where we acquired all our experience and know-how, first in the field of dry sausage and then in the field of Auvergne cured ham. In the beginning, the sausages were dried on wooden sticks, the air flow control was not as modern as it is today, and there was a lot of manual work. Of course there were mistakes and problems that had to be solved, but this way we could constantly improve.»

In 2003 a new factory was built in Teilhède, a village about ten kilometres away. And Julien Brionnet was given the responsibility for setting up the production of Auvergne raw ham. «At first we didn't know how we were going to

do it. But people trusted us and we were given a completely free hand.» Then Rodolphe Zou, who was 22 years old at the time, was hired. He remembers: «The five drying rooms were empty, and there were three of us. We gradually built up the production lines, adapting them as needed and adding machines when necessary. And so the company gradually developed, step by step.»

On the way to top quality

In the beginning Mirabel produced only raw ham without appellation. Today it produces exclusively Auvergne raw ham with a PGI label, which meets the strictest specifications. «We work day and night», comments Julien Brionnet. «We are developing an indigenous French product that is marketed in Germany and even in Asia thanks to the Bell Food Group distribution network. This is a clear sign of recognition that drives us to further improvements. We want to achieve top quality!»

Ten people currently work on the 3000 m² site under the leadership of Rodolphe Zou, who has been production manager since 2015. Every week, 1600 hams arrive at the factory and remain there for at least 240 days; during this time they are salted (with the addition of dry garlic, which is the special feature of Auvergne raw ham PGI), matured, steamed, dried, greased and then refined.

Of the 450 tons of Auvergne ham PGI produced annually at Saloir de Mirabel, 95% comes from pigs from the region. «We could have bought it in Europe», explains Julien Brionnet, «but we deliberately opted for regional sourcing, even if the selection of our suppliers was not easy, bearing in mind the Bell Food Group's quality standards, traceability, transparency and human resources management.»

The power duo has just completed the energy optimization of the production site with the installation of heat pumps and energy recovery: «We no longer consume fossil fuels and we no longer produce CO₂.» It is also working on the production of an Auvergne raw ham PGI completely without preservatives and with a longer maturing period to achieve the quality of Parma and Iberian ham. «By tomorrow we will have only quality meat, salt, garlic and air. Nothing else!»

The development and quality of the products from the Saloir de Mirabel were awarded a medal at the Concours Général Agricole in Paris in 2017. The culmination of a positive development: «We see ourselves a little bit as the nano-enterprise of the Bell Food Group. The only thing that could force us to leave the Saloir de Mirabel would be if there were no more space to meet customer demand.» • gm



«We consider ourselves the nano-enterprise of the Bell Food Group.»

Bell France

The Bell Food Group entered the French market in 2008 with the acquisition of Salaison Polette, a company founded in 1974 by Marius Polette. In addition to the historic production facility in Mirabel, Polette's son Philippe built or bought five other factories in the Auvergne, Savoy and the Lyon region.



The joy of good taste

Contemplate and enjoy

Enjoyment is not a matter of course, but conscious contemplation and perception. In a fast-moving world in which idleness is often equated with laziness, this is more difficult than ever. So how do you do it, celebrate pleasure properly again?

Great enjoyment leaves a lasting impression

of feeling as much joy as possible on their path through life, indulging in pleasure, attaining pleasure and thereby experiencing as little suffering and pain as possible. Conscious enjoyment was considered highly desirable.

However, with the spread of Calvinism around 1533, pleasure once again fell into infamy. According to the Calvinist work ethic, work and diligence were regarded as central virtues, whereas all forms of luxury – including pleasure – were considered sinful. It was said that he who contemplates and enjoys is not working, and is therefore unproductive and lazy. He was denied the potential that pleasure holds as a positive resource for our everyday life. This attitude seems to have persisted until today.

«No pleasure is temporary, for the impression it leaves is permanent», Johann Wolfgang von Goethe wisely stated in one of his works. What Goethe said at the time when he described the enjoyment of good food is as true today as it was then.

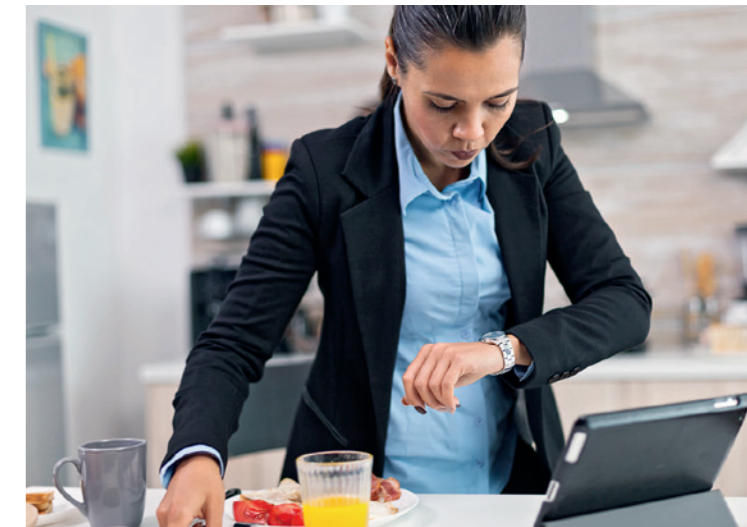
A good meal is remembered, because our tongue never forgets. Taste is our second memory.

Enjoyment does not just come of its own accord
So pleasure seems to be a natural human reaction. When we like or taste something or when we simply rejoice in it, we instinctively enjoy it. However, research on the subject of pleasure paints a different picture.

According to a study by the German market research and consulting institute Rheingold, 46% of the people surveyed said that they were less and less able to enjoy something in the face of stress in everyday life and the feeling of being constantly available. A study conducted by the Institute for Enjoyment Research in Nuremberg in 2000 even found that just 54% of people in Germany consider themselves capable of indulging in anything at all. So where does this «frustration of enjoyment» stem from?

Pleasure – a virtue or a sin?

The question of enjoyment was already addressed by scholars in antiquity. Advocates of the philosophical doctrine of «hedonism» around 400 B.C., for example, pursued the goal



In a fast-moving world, moments of pleasure such as the morning coffee quickly become routine – and consciously taking stock and enjoying fall by the wayside.

Enjoyment is healthy

Enjoyment researchers such as the German psychologist Dr. Rainer Lutz are trying to counteract this. For him, enjoyment is an elementary component of self-care that contributes to mental balance. Conscious moments of enjoyment help us to protect ourselves from the stress of everyday life. Those who attach little or no importance to enjoyment miss out on many moments of happiness and joie de vivre every day.

Today there are also countless research results that show that pleasurable experiences trigger calming and anxiety-relieving effects in the body. Moments of enjoyment can even have a positive influence on the immune system. Studies by American scientists already proved this in the 1990s.

Enjoyment has to be learnt

In her book «Mut zum Genuss» («The courage to enjoy»), nutritionist Marlies Gruber has laid down a few rules to help people relearn how to enjoy food properly: First of all, real enjoyment needs time and should be



Enjoying is also easy: Having breakfast together can already provide a pleasurable start to the day.

free of «feelings of guilt». Small islands of pleasure in the daily routine that we consciously include provide peace and tranquillity so that we can devote ourselves to enjoyment. So enjoyment is not just «something on the side», but requires our undivided attention. However, the well-known «less is more» also applies here. Enjoyment is a question of quality, not quantity. In an oversupply it is difficult to indulge in pleasure. Those who see enjoyment as an important part of everyday life

Enjoyment is an elementary component of self-care.

and do not look for special occasions to enjoy it, can make enjoyment a «habit», a fixed part of everyday life. The most important thing, however, is the will and the time to create a basis for it. Anything else is a skill that can be acquired little by little.

A delightful piece of Quality of Life
Enjoyment is therefore neither something extraordinary nor an ex-

quisite luxury that we can only rarely indulge in, but a desirable part of everyday life that has a positive effect on our well-being and offers us a simple way to balance out stress, especially in stressful times.

In keeping with the corporate mission of the same name, the Bell Food Group makes an important contribution to ensure that precisely this everyday pleasure is not neglected: High-quality standard products are a reliable guarantee of enjoyment in the kitchen. In return, selected specialities or new developments provide culinary variety. And thanks to fresh convenience foods, the focus is on enjoyment even when time is short, and they can be used for enjoyment rather than preparation.

Moments of pleasure are as numerous as they are varied – whether short or long, simple or elaborate, mundane or exquisite. But they all have one thing in common: They always mean a piece of Quality of Life. And after all, life is too short to do without good food. • sh

Employees from the Bell Food Group on the subject of «Enjoyment»

Mmmmh, delicious

Enjoyment and culinary delights are central when it comes to creating high-quality and tasty food. But what is the significance of enjoyment in everyday working life? LOOK! asked staff at the Bell Food Group.

«Pleasure and culinary delights are not only strategic keywords, but guide the thoughts and actions of the company and its employees. In our daily work, we must not forget this. After all, enjoyment stands for joie de vivre, bliss and enrichment. Along with the design of the packaging, enjoyment is an elementary component. To present a product in a culinarily appealing way and that looks inviting is an important sales argument.»

Sarah Sutter
Brand Manager at
Bell Schweiz AG, Basel



«For me as a genuine Burgundian who loves eating and drinking and wants to inspire people with pleasure, it is an honour to be able to work for this company. I feel like a fish in water and enjoy every day. Every day I try to create new flavours and combinations, both classic ideas as well as progressive and culinarily unexpected pairings.»

Jaap de Cock
Co-Lead Culinary Advisory Team
at Bresc, Werkendam



«30 years ago I didn't think I'd be able to work in an industrial company». But creativity and enjoyment come first here as well. I enjoy the fact that my colleagues at work share the same enthusiasm and passion for our work as I do. I get the most pleasure from implementing an idea through to the very end: that moment when your counterpart tries the dish, and you see their gaze floating off into the distance – and suddenly there is this smile. The moment I've been waiting for.»

Michael Lock
Head of Culinary Team
Hilcona, Schaan



Jubilees

LOOK! congratulates the celebrants from December 2020 to February 2021

Bell Switzerland

20 Years of Service

Rosa Maria Alves Ribeiro Desousa December 1, Bell Schweiz, Chesaux
Didier Colmart December 1, Bell Schweiz, Basel
Luis Sandro Guevara Rioja December 1, Bell Schweiz, Basel
Patrick Hartung December 1, Bell Schweiz, Oensingen
Gilles Zangger December 1, Bell Schweiz, Basel
Jean Francois Cazal December 14, Bell Schweiz, Basel
Philippe Hegy January 1, Bell Schweiz, Basel
Arnaldo Longa January 1, Bell Schweiz, Basel
Jean-Marc Noll January 1, Bell Schweiz, Basel
Daniel Von Euw January 1, Bell Schweiz, Zell
Dietmar Wölk January 1, Bell Schweiz, Basel
Maria Varone January 7, Bell Schweiz, Cheseaux
Rudolf Jäger January 8, Bell Schweiz, Zell
Daljit Singh January 15, Bell Schweiz, Basel
Frank Bechler February 1, Bell Schweiz, Basel
Mehmet Güneysu February 1, Bell Schweiz, Basel
Stojanco Atanasov February 12, Bell Schweiz, Oensingen
Sylviane Thomas February 12, Bell Schweiz, Basel
Mevlude Bilalli-Bajram February 18, Bell Schweiz, Oensingen
Safet Ukshini February 26, Bell Schweiz, Cheseaux

25 Years of Service

Walter Bieri December 1, Bell Schweiz, Basel
Georges Pablo Césari December 1, Bell Schweiz, Zell
Santhiramalar Gunaratnam December 1, Bell Schweiz, Oensingen
Honoré Nussbaumer December 1, Bell Schweiz, Basel
David Stadler December 4, Bell Schweiz, Basel
David Makhlouf December 18, Bell Schweiz, Basel
Thomas Letzkus January 1, Bell Schweiz, Basel
Joseph Magro January 1, Bell Schweiz, Basel
Christophe Pribiset January 1, Bell Schweiz, Basel
Philippe Bader January 2, Bell Schweiz, Basel
Daniel Aubry January 15, Bell Schweiz, Basel
Bertrand Gasser February 1, Bell Schweiz, Basel
Maria Carolina Moreira Ferreira February 1, Bell Schweiz, Chesaux
Mirjana Atanasova February 25, Bell Schweiz, Oensingen

30 Years of Service

Jean-Pierre Schmit January 30, Bell Schweiz, Basel
Irma Ehret-Arnold February 1, Bell Schweiz, Basel
Christian Pfauwadel February 1, Bell Schweiz, Basel
Dominique Bonifas February 4, Bell Schweiz, Basel
Frédéric Eber February 11, Bell Schweiz, Basel

Retirements

Renate Griner October 31, Bell Schweiz, Basel *(added)*
Peter Hochuli December 31, Bell Schweiz, Oensingen

Early Retirements

Georges Césari December 31, Bell Schweiz, Zell
Max Fischer December 31, Bell Schweiz, Oensingen
Luc Martin December 31, Bell Schweiz, Basel
Jean-Paul Ott December 31, Bell Schweiz, Basel
Daniel Schmid December 31, Bell Schweiz, Oensingen
Patrick Steger December 31, Bell Schweiz, Basel
Monika Wyss, December 31, Bell Schweiz, Basel
M'bark Amgoune January 31, Bell Schweiz, Oensingen
Bertrand Schmitt January 31, Bell Schweiz, Basel
Michel Missillier January 31, Bell Schweiz, Cheseaux
Annelies Schneider January 31, Bell Schweiz, Oensingen

Deceased

Pedro Mendez August 26, Bell Schweiz, Basel

Bell International

20 Years of Service

Grigor Gheorghe, January 19, Frisch Express GmbH, Pfaffstätt
Marie Jeanne Ainardi February 5, Bell France, Saint-André-sur-Vieux-Jonc
Sarah Chevat, February 5, Bell France, Saint-André-sur-Vieux-Jonc
Brigitte Prost, February 5, Bell France, Saint-André-sur-Vieux-Jonc

30 Years of Service

Herbert Maier January 2, Hubers Landhendl GmbH, Pfaffstätt
Stefan Henke, January 7, Bell Deutschland GmbH & Co. KG, Seevetal
Nathalie Antoinet February 11, Bell France, Saint-André-sur-Vieux-Jonc

35 Years of Service

Heinz-Dieter Lünemann December 1, Bell Deutschland GmbH & Co. KG, Edeweicht

Retirements

Daniel Chalindard June 30, Bell France, Saint-Symphorien-sur-Coise *(added)*
Christian Chalindard, June 30, Bell France, Saint-Symphorien-sur-Coise *(added)*
Christian Faure, October 8, Bell France, Virieu-le-Grand *(added)*
Marie Jeanne Ainardi December 31, Bell France, Saint-André-sur-Vieux-Jonc
Andrejic Olivera, December 31, Hubers Landhendl GmbH, Pfaffstätt
Annie Tempion, December 31, Bell France, Saint-André-sur-Vieux-Jonc
Eda Staneikiene January 31, Süddeutsche Truthahn AG, Ampfing

Deceased

Gilles Mermin July 15, Bell France, Saint-André-sur-Vieux-Jonc

Convenience

20 Years of Service

Roberto Bianchi, November 1, Hügli Nahrungsmittel AG, Steinach *(added)*
Eshete Demeke, December 1, Eisberg AG, Dällikon
Antonio Gaudio, December 1, Hilcona AG, Schaan
Valentina Emter December 11, Hügli, Radolfzell
Selami Uygun, December 18, Hügli, Radolfzell
Islam Cakir, December 27, Hügli, Radolfzell
Anja Anke Eckstein January 1, Hügli, Radolfzell
Sieglinde Schallert January 1, Hilcona AG, Schaan
Verena Scholle January 1, HFC GmbH, Bad Wünnenberg
Günter Riesterer January 2, Hügli, Radolfzell
Sascha Velic January 2, Hügli, Radolfzell
Marijana Philipp January 8, Hügli, Radolfzell
Lina Buss, January 15, Inter-Planing, Langenhaslach
Thomas Philipp, January 15, Hügli, Radolfzell
Stephan Mock, January 16, Hügli, Radolfzell
Gisela Bader, February 1, Hügli, Radolfzell
Pierre Caivano, February 1, Hügli, Radolfzell
Thomas Hölting February 1, HFC GmbH, Bad Wünnenberg
Buelent Oernek February 1, Hilcona AG, Schaan
Michael Kopp February 5, Hügli, Radolfzell
Biserka Maria Quintans, February 12, Hilcona AG, Schaan
Jürgen Gehring February 14, Hügli, Radolfzell
Simone Gerometta, February 19, Hügli, Radolfzell
Sanja Tanaskovic, February 19, Hügli, Radolfzell

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

25 Years of Service

Manuela Rauter, December 1,
Hügli Nahrungsmittel-Erzeugung GmbH, Hard

Gerhard Ronner, December 1, Hilcona AG, Schaan

Doris Buhl January 1, Hügli, Radolfzell

Osman Keskin, January 1, Hilcona AG, Schaan

Florina Schmidt, January 8, Hügli, Radolfzell

Luisa Eichler January 9, Hügli, Radolfzell

Antonio Monteiro da Costa, January 10, Sylvain & CO,
Essert-sous-Champvent

Begona Mendez Alcantara February 1, Eisberg AG, Dänikon

Sandra Ligia Prata Mota, 6. February 6, Sylvain & CO,
Essert-sous-Champvent

Melka Ramic, February 6, Sylvain & CO,
Essert-sous-Champvent

Maria Candida Da Silva, February 8, Eisberg AG, Villigen

Özlem Bayir, February 12, Hügli, Radolfzell

Axel Wiedenbach February 12, Hügli, Radolfzell

30 Years of Service

Jimmy Baumann October 1, Hügli Nahrungsmittel AG, Steinach

Johann Vogt December 1, Hilcona AG, Schaan

Edgar Müller December 3, Hügli, Radolfzell

Joachim Jenke, January 2, Hügli, Radolfzell

Uwe Vieth, January 7, Hügli, Radolfzell

Waldemar Juretzka January 8, Hügli, Radolfzell

Renate Ramberg, January 25, Hügli, Radolfzell

Livia Munari, January 28, Inter-Planing, Langenhaslach

Michaela Merk February 18, Hügli, Radolfzell

35 Years of Service

Brigitte Ullmann, December 3, Hügli, Radolfzell

Michael Pfister, February 12, Hilcona AG, Schaan

Retirements

Georg Claassen, October 31, Hügli, Radolfzell (*added*)

Gertrud Engler, October 31, Hilcona AG, Schaan (*added*)

Karel Havlíček, December 31, Hügli Food s.r.o., Zásmyky

Evelyne Hug December 31, Hügli Nahrungsmittel AG, Steinach

Alain Tschanz, December 31, Hilcona Gourmet SA, Orbe

Norbert Karasek January 1, Hügli Nahrungsmittel-Erzeugung GmbH,
Hard

Early Retirements

Eva Unterberger, October 31, Hilcona AG, Schaan (*added*)

Bernd Gächter, December 31, Hilcona AG, Schaan

Brigitta Benz January 31, Hügli Nahrungsmittel AG, Steinach

Deceased

Roger Aeberli October 3, Hügli Nahrungsmittel AG, Steinach



SEARCH PUZZLES
Win a Gourmet evening

In times like these, we all need to treat ourselves from time to time. A really good dinner, for example: being spoiled by culinary delights of all kinds, enjoying fine dishes and discovering exquisite flavour combinations. LOOK! could make it happen! With a little luck, you could win a gourmet evening at the restaurant of your choice.

Competition question
In which article will you find lots of these snowflakes?

Play & Win!

Prizes

1 × gourmet evening in the restaurant* of your choice to the value of EUR 400,-

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

**If due to the current situation regarding Corona you are not allowed to visit restaurants, you may redeem your prize at a later date.*

Closing date is March 20, 2021.

Please send the answer together with your name, your (former) place of work and your employer to look@bellfoodgroup.com.

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.

Bell Switzerland: specialities beautifully packaged

The festive season is also invitation time. And when the question is «What will I take along?», Bell has the right answer: delicious Bündnerfleisch, tender Bündner raw ham or hearty dried meat from the Valais in an elegant wooden box. Even without the wooden box, the Valais raw ham, which Bell offers as a 500-gram piece, is ideal with an aperitif or starter platter.



Bell Switzerland: tender smoked salmon

Bell is re-launching a classic that is always in season during the festive week: smoked salmon from Norwegian cultivation. The fillet piece, which can also be ordered by Bell Switzerland staff, comes with a matching knife for professional carving.



Suggestions from the Bell Food Group for enjoyable holidays

CREATIVE FINALE

The restrictions imposed by the year 2020 also had their good sides. For example, many people turned to cooking and gourmet pleasures to relieve their Corona frustration, and enjoyed trying out new things. With numerous innovations, the Bell Food Group is now once again providing the ultimate culinary inspiration for the end of the year. • *mr*

Bell Switzerland: everything for the fondue pot and table grill

For all those who like to sizzle together on the holidays, Bell has a large selection of ready-to-serve fondue and table grill products in its assortment. With two party grill platters and three fondue-chinoise variants, there is something for every poultry, beef and pork fan. Highly practical: The fondue products can be served directly in the golden bowl.



Let's sizzle it together with party platters from Bell.



Eisberg Hungary: first bowl with meat

Eisberg Hungary has recently added its first salad bowl with meat to its range with the «Syrtaki Gyros Salad Bowl». Typically Greek spiced and refined with tzatziki, it turns a lunch break into a Mediterranean time-out. Hungarian consumers who like to choose organic quality will also be delighted with Eisberg's new «Bio Baby Leaf» mix.



Hilcona: the new «Vegic Burgerversum»

The four new Vegic burgers «Farmer Style», «Mexican Style», «Italian Style» and «Mountain Style» once again underline Hilcona's vegetarian competence. Developed for the food service sector, they are ideal e.g. for school catering.

Hügli: Muesli with vital substances for a strong immune system

«Immun Wunder» is the name of the innovation in the granoVita muesli range from Hügli. It contains vital substances such as iron, vitamin C and zinc, which ensure a functioning immune system. The new muesli creation complements the existing line, which already includes, for example, «Omega Wunder» for cholesterol and «Venus Wunder» for an easier menopause.



Hilcona: chocolatey pasta

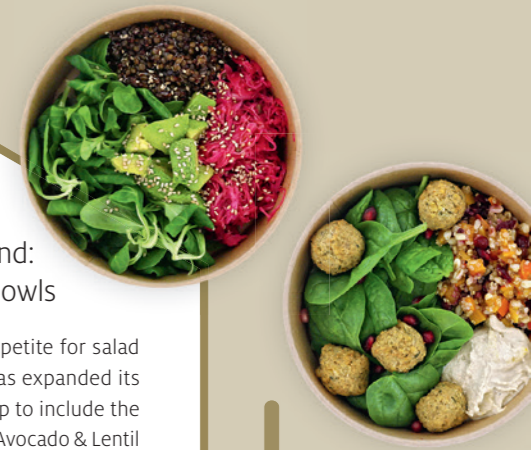
Hilcona offers its food service customers a real innovation in the form of a limited edition of «Agnolotti Chocolate» from the Pasta-Fina line. The delicate filling consists of Swiss milk and Belgian dark chocolate, and the pasta dough is refined with cocoa. So you can be sure of a special dessert when visiting the restaurant over the holidays.



«Agnolotti Chocolate» is the name of the new chocolate dessert for the festive season.

Eisberg Switzerland: two new Buddha Bowls

In order to whet its customers' appetite for salad even in the cold season, Eisberg has expanded its trendy Buddha Bowl range for Coop to include the varieties «Falafel & Pumpkin» and «Avocado & Lentil Quinoa», just in time for the start of autumn. The two new vegan versions are just as suitable for a healthy lunch as they are for a delicious side dish with dinner.



Eisberg Austria: delicious baguettes

Eisberg Austria has developed three deliciously topped baguettes as private label products for its retail customers as a small snack in between meals. The varieties «Salami», «Ham and Cheese» and «Grilled Chicken» have been available to baguette-lovers in Austria and Germany since mid-October.



The Food-Pairing Christmas Menu

Festive pleasure for all the senses

This year, many of us will undoubtedly find the much longed-for time for reflection that is associated with Christmas.

Making it the perfect opportunity to spend some time in the kitchen. That is why the Look! Christmas recipe with exciting «food pairings» in this issue is a little more elaborate.

But with the guidance of Philipp Glauser, Head of Culinary Advisors at Hügli, even rookie cooks will succeed.

Food pairing

Did you know that strawberries not only go wonderfully with chocolate, but also with basil and Parmesan? Even scientists are working on such exciting new food combinations. «Food pairing» is the professional term for the principle of combining ingredients that have common flavours. At first, the pairs often appear not to have anything in common. But who would have thought, for example, that coffee and beef share over 100 flavours? The flavours of the foods «married» in this way enhance each other and create exciting new taste experiences.

Cappuccino of broccoli with blackcurrant paper

For 4 people



Food pairing:
Broccoli
Goat's cheese
Blackcurrants

Broccoli cream

12 g butter
1 small onion
½ leek
50 g celeriac
250 g broccoli
30 g white flour
500 ml vegetable stock
100 ml cream (whipping cream with 35% fat content)
Salt and white pepper from the mill

Coarsely chop the onion, finely chop the leek and celery, and sauté together in butter in a large saucepan. Cut the broccoli into small pieces, add to the vegetables and sauté. Dust with the flour and allow to cool a little. Then add the hot vegetable stock and bring to the boil, stirring continuously. Season with salt and pepper and simmer gently for 30 minutes, skimming frequently. Then blend the soup and strain through a fine sieve. Finally, stir in the cream.

Blackcurrant paper

100 ml blackcurrant juice
1 egg yolk
12 g corn starch

Combine the egg yolk and starch, add to the blackcurrant juice and heat slowly until thick. Strain the mixture through a fine sieve, then spread it over a baking mat or baking paper. If you like, you can sieve some ground mulled wine spices over the top. Bake at 150°C for approx. 10 minutes. Then tear into pieces and, if desired, allow to dry completely at room temperature.

Tip: The blackcurrant paper can also be prepared a day in advance.

Fresh goat's cheese mousse

125 g fresh goat's cheese
125 g whole milk

Combine the milk and cheese in a saucepan. Mix with a milk frother while slowly warming the cream.

Tip: You can also achieve a lovely foam if you froth the cold cream with the milk frother nozzle of an espresso machine.

Serving

Pour the broccoli cream into soup bowls. Place a tablespoon of goat's cream cheese mousse on top and garnish with the blackcurrant paper.

Rack of lamb with beans and carrot purée

For 4 people

Food pairing:
Lamb
Cranberries
Carrots



Rack of lamb with herby Gruyère crust

700 g rack of lamb
20 g Gruyère (grated)
80 g panko (breadcrumbs)
60 g butter
5 g mixed herbs (finely chopped)

If not already prepared by the butcher, remove the fat layer, silver skin and all the tendons from the lamb rack. Cook the lamb either sous vide (in a vacuum) at 56°C in a water bath for 1 1/2 hours or roast in the oven at 170°C up to a core temperature of 56°C. In the meantime, melt the butter and combine with the panko, Gruyère and herbs. Spread the mixture over a baking tray the size of the rack of lamb and allow to cool. When cooked, place the herb coating over the top of the rack of lamb, press down and gratinate under the oven grill at maximum temperature until golden brown.

Beans with cranberry jus

200 g princess beans
200 g butter beans
25 g roast jus
240 ml water
40 g cranberry purée or juice
20 g balsamic cream
1 sprig of rosemary

Blanch the beans in salted water for about 15 minutes. Stir the cooking juices from the meat into hot water, flavour with the cranberry pulp or juice, the balsamic cream and a sprig of rosemary, and bring to the boil.

Carrot and tarragon purée

40 g carrots
Tarragon
¼ potato
Salt and pepper

Peel and chop the carrots and the potato, and cook until soft in salted water. Purée thoroughly, then season to taste with salt, pepper and chopped tarragon.

Serving

Arrange the beans in a row, alternating the colours. Place the rack of lamb on top. Scoop out a portion of the purée and make a groove in it with a spoon. Pour over the jus and garnish with cranberries, if desired.

Banana and black tea tiramisu

For 4 people

Food pairing:
Banana
Black tea
Coffee



80 g ladyfinger sponges
110 g espresso
2 black tea bags
25 g Amaretto
5 g Grand Marnier
5 g Cognac
2 egg yolks
1 egg white
30 g sugar
2 gelatine sheets (soaked in cold water)
150 g Mascarpone
15 g sugar
150 g whipping cream
150 g bananas
100 g strawberry sauce
1½ gelatine sheets (soaked in cold water)

Stir together the espresso, Amaretto, Grand Marnier and Cognac, and steep the tea bags for about 10 minutes. Line the mould with the lady fingers and pour over the liquid.

Beat the egg whites with 30 g sugar and salt until stiff and refrigerate. Whisk the egg yolks and 15 g sugar over a bain-marie. Squeeze 2 sheets of gelatine and dissolve in the warm egg yolk and sugar mixture. Whisk the mixture in a food processor or beating pot until cold. When cold, stir in the

Mascarpone and carefully fold in the beaten egg white. Whisk the cream until it just holds its shape. Purée the bananas, then carefully fold in the two.

Spread the cream over the lady fingers and level the surface. Warm the strawberry sauce a little, then dissolve the 1½ gelatine sheets in it and pour over the tiramisu. Chill the tiramisu for at least 2 hours, then divide into portions and serve.

Tip for serving

Before serving, beat a little egg white until stiff and spread over the underside of a small pan. Press the pan onto the plate, then quickly lift it up to leave little «hills». Scorch the egg white with a gas burner and arrange the tiramisu on the meringue.

Gold and silver medals
at the «Product of the Year» award

A double win for Bell Germany

Two new products from Bell Germany can now call themselves «Product of the Year»: the gourmet natural steaks and the Serrano Reserva from Abraham. They have received the renowned industry award from the trade magazine «Lebensmittel Praxis» in the meat, sausage and poultry category.

This year, Bell Germany has landed on the winners' podium twice at the well-known consumer prize "Product of the Year": The company received a gold medal for the four steak variants of the Gourmet natural brand, and Abraham's Serrano Reserva ham earned silver.

«We are very happy about the two medals», says Stephan Holst, Head of Marketing and Communication at Bell Germany. «It is not the first time that a Bell Germany product has been named «Product of the Year». But two awards this year are something very special for us.»

The popularity of the two award winners is no coincidence. With their good properties, they are absolutely on trend. The Gourmet Natural Steaks are not only convincing with the tender meat of young French bulls. Their FlatSkin® packaging is also particularly sustainable thanks to the reduced use of plastic

and the easy separation of film and cardboard for disposal. Abraham's Serrano Reserva ham is also aimed not only at fans of Mediterranean specialties, but at all quality-aware customers who want products with a protected designation of origin.

For over 20 years, the editorial staff of the German trade journal «Lebensmittel Praxis» have been calling on consumers to award prizes for the best innovations from the food retail trade. The online survey is carried out by the independent Düsseldorf-based market research institute Innofact. The participants – at least 400 test persons per category – evaluate products in a total of 42 product groups.

For Bell, the shower of medals does not only mean fame and honour. Extensive reporting in «Lebensmittel Praxis» as well as other ways of using the awards in communication increase awareness of the award-winning products and create additional buying incentives for customers. • mr



With their good properties, the award winners are absolutely on trend.

