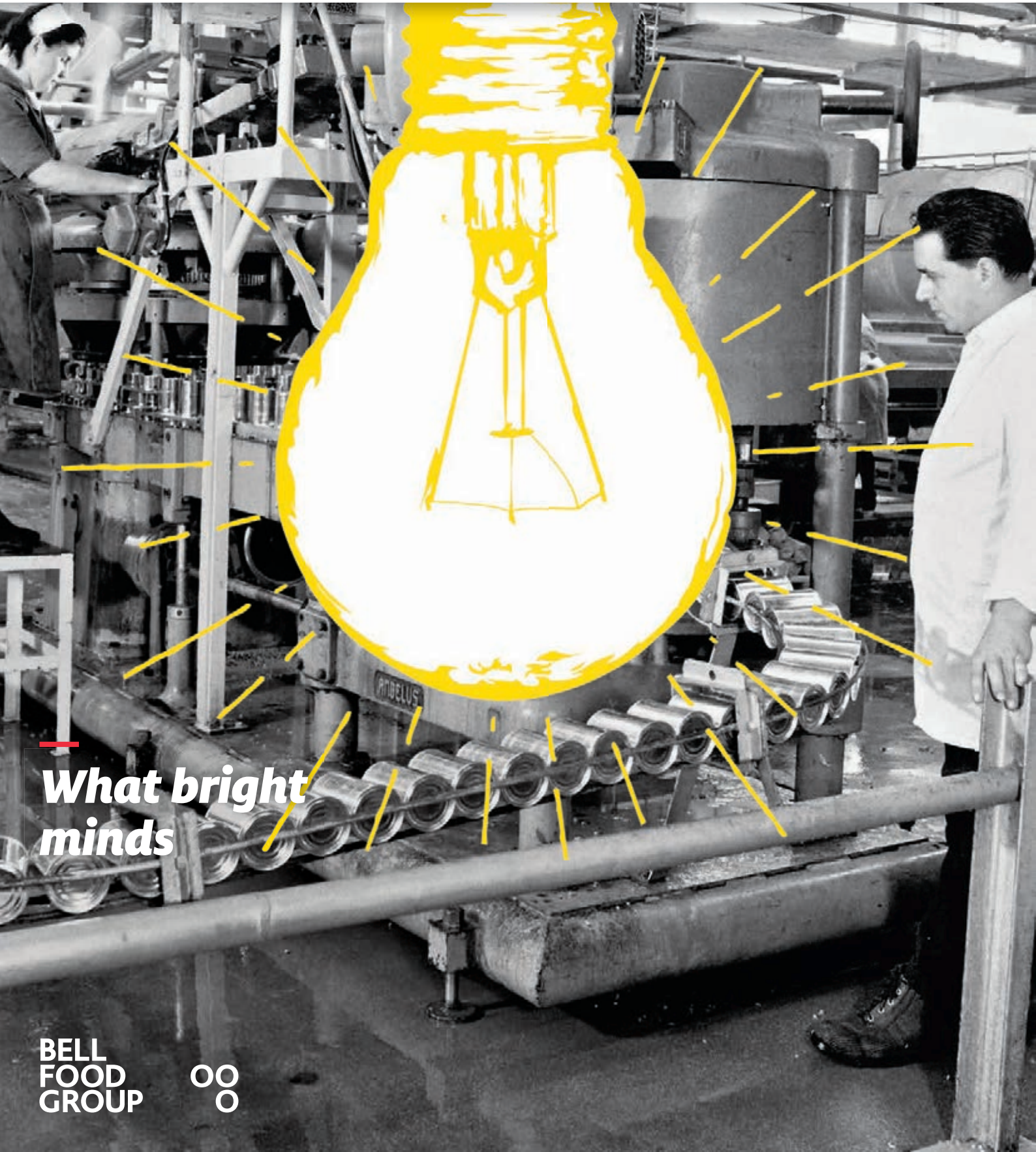


LOOK!

Bell Food Group Employee Magazine

01 2021



*What bright
minds*

BELL
FOOD
GROUP





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We can be proud of ourselves

Dear Colleagues,

Just over a year ago, we were at the very beginning of the Corona pandemic. The situation was uncertain, the uncertainty was challenging, and new developments awaited us every day. It was precisely during this time that the Bell Food Group proved to be extremely crisis-resistant.

As a company, we did everything we could to protect the health of our employees and maintain our ability to deliver. Thanks to the efforts of all of you, we have succeeded in doing so. Although some areas, particularly Food Service and Fresh Convenience, have suffered greatly from the effects of the pandemic, we can report a pleasing result as a group for 2020. This would not have been possible without your extraordinary efforts. I would like to thank you very much for this. We have every right to be proud of ourselves.

As a group we are in a good and stable position.

The Corona pandemic will continue to leave its mark on the current financial year for some time to come and will have a considerable impact on the business performance of the Bell Food Group. However, I am convinced that we will continue to be able to react quickly to the difficult-to-predict effects and at the same time consistently pursue our long-term strategic goals. Because the past year has proven once again: As a group we are well and soundly positioned. During the crisis, we managed to react confidently to the constantly changing framework conditions and to master the challenge of Corona.

Knowing our strengths, we also want to build the future of the Bell Food Group. With our three strategic directions, we are setting the guidelines for how we want to develop in the coming years. This future is already taking

shape on the Holinden site in Oensingen, Switzerland. The buildings being constructed as part of the Opera investment programme will ensure that we are more efficient, more capable and more sustainable on the road in the future. The same applies to the extensive investments being implemented at Hilcona's headquarters in Schaan.

In many areas, however, especially in production, we have already arrived in the future: Both Hügli's mixing plant in Radolfzell and Eisberg's convenience plant in Marchtrenk are considered the most modern representatives of their kind in Europe. And these are just two examples. Even on a small scale, many things have already been implemented, and a large number of projects ensure that the Bell Food Group can look into the future with confidence and is equipped as a modern company for the challenges ahead.

And there is one thing we never forget: Behind each of these initiatives are we – people who are looking for something new or want to make something good even better. With our good ideas, we all contribute together to make the Bell Food Group a little better every day – and we can be proud of that, too.



Lorenz Wyss
Chief Executive Officer of the Group

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Successful 2020 for the Bell Food Group

Well-positioned for the future

In the year marked by the Corona pandemic, the Bell Food Group generated a corporate profit of CHF 117.7 million. The health of employees was protected and the readiness to deliver was always maintained. The three new strategic directions aim to continue this success in the future. • sh

The complete media release can be found on our website:



Annual profit significantly above that of the previous year

The Bell Food Group grew in 2020: Adjusted sales in 2020 amounted to CHF 4.1 billion, which is CHF 112.1 million (+2.7 percent) higher than in the previous year. The pleasing growth in Retail in the Bell Switzerland division more than compensated for the decline in sales in Food Service. The Bell International division also improved its result. Thanks to its strong focus on out-of-home catering and the to-go sector, the Convenience division was hit hardest by the negative effects of the Corona pandemic. The sales losses could only be partially compensated by the retail channel.

«We can be proud of ourselves.»

Corona challenge mastered

After the outbreak of the Corona pandemic, extensive protective and hygiene measures were implemented at all sites. Lorenz Wyss on these challenging times: «The Bell Food Group succeeded in protecting the health of its employees in the best possible way. We can also be proud of the fact that we succeeded in maintaining delivery readiness at all times. A big thank you goes to the employees, without whose extraordinary commitment this would not have been possible.»

Three strategic directions

The Bell Food Group also revised its strategic direction last year and adapted it to the challenges ahead. Three strategic directions were defined for the implementation:



Strengthening the core business

The Bell Food Group aims to sustainably expand its leading position in its core business in the Swiss retail and food service market. In the international business, the focus continues to be on strengthening the market position and the profitability of raw ham and on expanding the sustainable poultry range.



Growing with convenience and veggies

The Bell Food Group wants to strengthen its position in the convenience market in the DACH region by increasing the capacity utilisation of the production plants in Marchtrenk and Bad Wünnenberg. Another focus will be on the development of new food solutions for the gastronomy sector with the «Smart Cuisine» project in Europe.



Investing in efficiency and performance

The Bell Food Group has launched an extensive investment programme at its Oensingen site to ensure sustainable performance in its Swiss core business. Extensive investments in the modernisation of central processes are also planned at the Hilcona headquarters in Schaan, Liechtenstein

EPiC: Excellent procurement in corporation

Decision-making in the interests of the Group

In the middle of 2019, the purchasing department was tasked with saving a total of CHF 10 million. Thanks to the EPiC project, this goal is now within reach. Project manager Thomas Graf provides an initial interim assessment.



able to evaluate these suppliers at all, all the information first had to be obtained and all those involved had to be brought to a common denominator.

«In the first step, we defined common standards, including with regard to social or sustainability criteria – something that had not happened in the Group before. Each division had previously worked with its own purchasing criteria, but strategic considerations in the sense of the Group were less consistently implemented in the past. Now decisions also have to be made from the point of view of the Bell Food Group and the Coop Group.»

The first successes have already been achieved: «We have now been able to reduce the number of suppliers by almost a third. Savings are emerging that are above the project target. EPiC already made a significant contribution to improving results in 2020 and will continue to do so in the future.»

Since the beginning of the project, cooperation among the individual participants has also improved considerably. «At first we all had to get to know each other and find our way of working together,» Thomas Graf points out, «and bring everyone together at one table – that was only possible thanks to the commitment of each individual. The only way we can succeed in exploiting the optimal synergies on the procurement market and secure them for the future is by working together.» Now it is time to slowly transfer the project organisation back into the internal organisations.

Thomas Graf and the responsible sales managers, who form the core team, are supported by an external consulting firm as well as by Coop's non-retail procurement team. However, over 100 people are involved across the entire purchasing area in order to be able to implement the project. • sh

EPiC has made a significant contribution to improving results in 2020.

«In itself, EPiC is nothing new. There are always projects to exploit savings potential», explains Thomas Graf, «but this is definitely the first time that such a project has been carried out on this kind of scale.» Since the beginning of 2020, Graf has been responsible for the overall management of the group-wide EPiC project.

When the semi-annual results for 2019 turned out to be worse than expected, the Group Executive Board of the Bell Food Group took immediate action to optimise supplier conditions in purchasing. Ten million Swiss francs were to be saved. With EPiC, short for Excellent Procurement in Corporation, the structures were created to be able to carry out the necessary cost optimisations.

«In the packaging materials product group, where we started with the optimisations, we were working with over 150 suppliers across the entire group at the time of the project start. In total, this corresponded to an annual purchasing volume of more than 100 million Swiss francs», Thomas Graf looks back. In order to be

able to evaluate these suppliers at all, all the information first had to be obtained and all those involved had to be brought to a common denominator.

Opera: Holinden sub-project in Oensingen

THE FUTURE IS TAKING SHAPE

Bell Switzerland is building three future-oriented industrial facilities in Oensingen. A deep-freeze warehouse, a slicing centre and the Centro logistics platform. They will make the company more efficient, more effective and more sustainable. The Opera investment programme is in full swing.

The new buildings are trend-setting for Bell in Switzerland.

The buildings on the Holinden site in Oensingen (CH) cannot be missed from the A1 motorway. They will rise up to 30 metres into the sky. The deep-freeze warehouse, the Centro and the slicer centre are not only imposing, but they also point the way to the future for Bell in Switzerland. They will make the company more efficient and productive and thus fit for national and international competition. They will also contribute to environmentally friendly production. The buildings are part of the Opera investment programme. In October, the Board of Directors approved the Holinden sub-project. The deep-freeze storage facility is already under construction, and the buildings should all be completed by 2024. Here we present the most important aspects of the project.



You can follow the progress of the construction of the deep-freeze warehouse via the webcam. To do so, scan the QR code with your smartphone.

CENTRO

THE DEEP-FREEZE WAREHOUSE

THE SLICER CENTRE

MULTI-STOREY CAR PARK



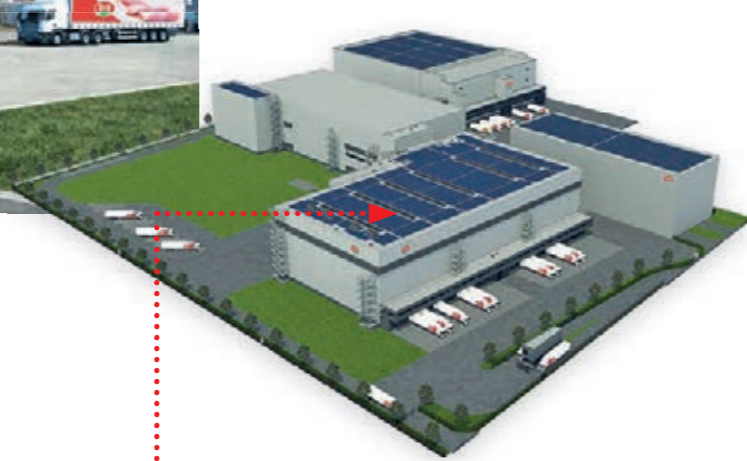
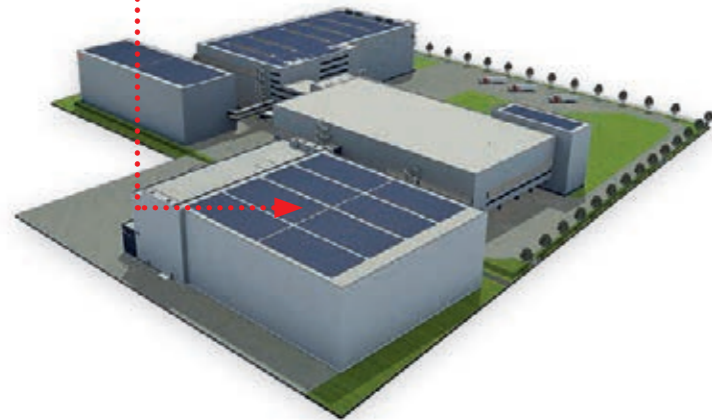
One day, the cold storage warehouse will be around 30 metres high.

THE DEEP-FREEZE STORAGE FACILITY

The construction project: The Bell Food Group's largest freezer is being built in Oensingen with space for 35 000 pallets. The freezer warehouse has been under construction since April 2020.

What it will provide: Thanks to the warehouse, Bell Switzerland can centralise all its frozen food capacities in Oensingen. The warehouse replaces the two Frigo facilities in Basel and other external warehouses.

For the environment: The state-of-the-art warehouse is significantly more environmentally friendly. It will halve the CO₂ emissions of the previous deep-freeze facilities.



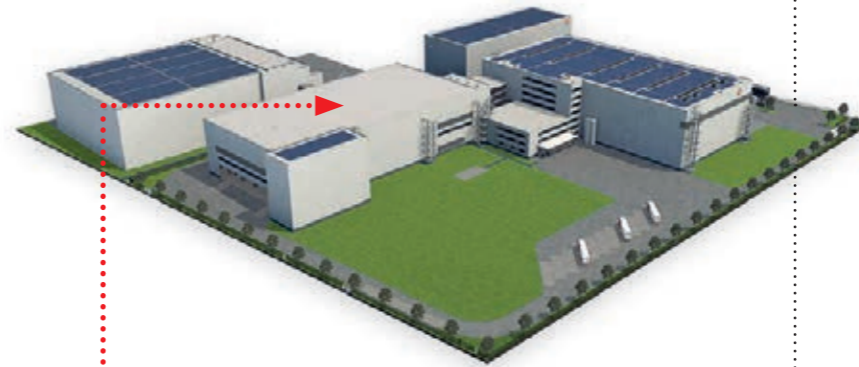
CENTRO

The construction project: In future, the Centro will be the logistical hub of Bell Switzerland Ltd. All articles (except seafood) from the twelve production plants of Bell Switzerland will be brought to the Centro, temporarily stored, priced, picked and delivered to the customers.

What it will provide: The Centro makes it possible to deliver goods at shorter notice. The so-called delivery rhythm will be considerably shorter. In future, for example, a branch of a major customer will be able to order goods by 3 p.m. and receive them by 7 a.m. the next morning.

For the environment: Thanks to the short-notice delivery, a branch can estimate more accurately what quantities of goods it needs. This reduces food waste because there is less to write off the next day.

The Holinden sub-project stands for efficiency, performance and sustainability.



THE SLICER CENTRE

The construction project: In future, the new centre will slice charcuterie centrally for Bell Switzerland. The plants will deliver the products to the centre, where they will be sliced promptly or just in time. The building will have space for eight lines.

What it will provide: The slicing centre will have modern clean room technology. This means that even fewer microorganisms will be able to get onto the products, which will significantly extend their shelf life. This will lead to significantly lower product write-offs for the groceries store.

For the environment: The improved shelf life will reduce food waste.



Other buildings: Multi-storey car park and central technology

A multi-storey car park and the central technical building are also being built on the Holinden site. The multi-storey car park replaces the car park on Dünnerstrasse (the car park will make way for the planned extension of the cattle slaughterhouse). The Central Engineering Department will house technical centres, a workshop, cloakrooms, a canteen and offices.



Multi-storey car park

Data analysis and robotics

The buildings on the Holinden site will be equipped with state-of-the-art technology. A platform will collect operating data and evaluate it centrally. For example, processes (slicing, packing and picking) will be coordinated more efficiently. With robotics, monotonous and physical work is consistently automated. For example, robots will assemble ready-to-sell goods into delivery containers. Data analysis and automation require additional labour with specific qualifications and skills. Using new technologies also means producing in a way that saves resources. For example, the modern facilities on the Holinden site require less energy, waste heat is used as an energy source and natural refrigerants are used. The modern technology thus symbolises what the Holinden sub-project as a whole stands for: Efficiency, performance and sustainability. • ts

The buildings on the Holinden site will be equipped with state-of-the-art technology.

A warm welcome



From Pulyka to Süttag

On November 1 2020, the Süddeutsche Trutzhahn AG (Süttag) in Ampfing, Germany, officially became stronger by 370 employees. We warmly welcome them to the Bell Food Group.

Against the backdrop of a change in the law that will no longer permit contracts for work and labour in the German meat industry from 2021, the employees have transferred from work contract partner Pulyka GmbH to Süttag in Ampfing as of November 1, 2020. The employees work mainly in slaughtering and cutting. • sh

Staff survey
Bell Food Group

Your opinion counts!

In June 2021, the next staff survey will be carried out across the entire Bell Food Group.

We not only attach great importance to your opinion, valued employees, but we also depend on it. Thanks to your feedback, we are able to identify opportunities for improvement and develop solutions.

So in June this year, we want to conduct another employee survey, this time including our colleagues at Hügli. You will receive the necessary information from your line managers and personnel departments in good time. We look forward to your participation, because your opinion counts and is important to us. • sh



Jan Schemmer receives Promotion Award

A role model for young talents

For his successful career from butcher to Head of Product Management and Development at Bell Switzerland, Jan Schemmer has been awarded this year's «Promotion Prize of the Meat Industry».

At the age of 32, Jan Schemmer has already achieved a lot. From butcher to master craftsman and meat technician to an MBA in business management, the current head of the Product Management and Development department at Bell Switzerland has continued to develop professionally and expertly over the past few years. He received this year's «Meat Industry Promotion Award» for this exceptional career.

«I am very pleased to receive this award and hope that I can use it to motivate young people to choose an apprenticeship in the industry», says Jan Schemmer. «All you need is the interest and the will to perform as well as enthusiasm for meat as a raw material. This gives you a solid foundation for very many career paths, as my example shows.»

In the past, the award went mainly to talents from traditional butchers' shops. To show that in-

dustrial companies also promote the profession, the Bell employee applied for the award this year. «My hope is that I can use it to inspire young people in particular to pursue a career in our group of companies, so that it will be easier for us to find good staff for our demanding functions in the production-related areas again in the future,» he explains.

The «Förderpreis der Fleischwirtschaft» (Meat Industry Promotion Award) has been awarded for eight years by the meat industry trade media of the dfv Mediengruppe «allgemeine fleischerzeitung» (afz) and «Fleischwirtschaft». The jury is made up of top-class experts from science, industry and journalism. Alfred Remmele Conde, who came to Germany from Guatemala specifically to train as a butcher, also received the award. • mr

Hilcona apprentices distributed 1000 Christmas parcels

You can only see well with your heart

Hilcona apprentices in Switzerland lovingly wrapped and distributed 1000 parcels for families struck by fate over the course of two days at Christmas.

The apprentices at Hilcona in Schaan had the perfect idea last December, just in time for the holidays: The best gift you can give is time. With the support of numerous Hilcona departments, they therefore devotedly organised a unique «solidarity bridge» between the two Swiss Hilcona sites in Schaan and Orbe: 1000 Christmas packages full of «Besseresser» products were to benefit less fortunate families in Orbe.

«We have heard a lot from the families around the municipality of Orbe who are looking for help. Often, there isn't even enough money for food there», the dedicated trainees explain, «which is particularly hard. So it is especially important to look for new ways to help. For us, it was therefore immediately clear that we should help here, and we are happy to help. Of course, it's even better when it has such a meaningful purpose and we can bring some sunshine into the lives of the various families».

Günter Grabher, coordinator of Hilcona vocational training, is proud of his protégés: «From the idea to the shared preparation of the 1000 packages, everything was very touching and intense. You could hardly put the mood into words. I am grateful for the great commitment of our apprentices» • Markus Amann, Communications Manager at Hilcona in Schaan



Two hydrogen trucks for the Bell Food Group

Mobility without CO₂ emissions

In Switzerland and Liechtenstein, two state-of-the-art hydrogen-electric commercial vehicles now travel for the Bell Food Group. This is goods transport with zero emissions!



They start up almost silently. Only a hiss escapes when the colossal weighing several tons start rolling. Absent is the deep throbbing of a diesel engine. Instead, they merely hum quietly, like electricity pylons.

They are the new hydrogen-electric commercial vehicles. The two Swiss logistics partners Chr. Cavegn AG and F. Murpf AG focus on sustainable mobility without CO₂ emissions. This means that two of the total of fifty vehicles produced by the Korean car manufacturer Hyundai for Switzerland are on the road for the Bell Food Group.

The hydrogen for the trucks is produced with electricity from renewable energy sources. The hydro-

gen reacts with oxygen from the ambient air in the fuel cell of the truck and releases energy in the form of electricity. This produces only water vapour, which can be emitted again. This closed cycle makes the drive CO₂-neutral. The new truck thus saves up to 80 tons of CO₂ emissions per year.

One of the new vehicles is also equipped with a new Bell Food Group branding. This underlines the Group's efforts for sustainable production and logistics of fresh food. • sh



Good ideas have a long tradition at the Bell Food Group

What bright minds

Whether at Bell, Eisberg, Hilcona or Hügli – in the beginning, there were people with good ideas and a pioneering spirit everywhere in the Bell Food Group. This innovative strength has accompanied all the Group divisions throughout their history – right up to the present day. It is often the small innovations that have a big impact.

If we take a trip back in time to the beginnings of the Bell Food Group, we find resourceful people everywhere who were not afraid to try something new.

The founding fathers of Bell, for example, took advantage of the technical progress brought about by industrialisation to open a

In pandemic times, canned vegetables made a comeback.

meat and charcuterie plant in Basel in 1907 that was highly modern for its time.

Hilcona founder Toni Hilti also took advantage of industrialisation and started producing canned vegetables in 1935, when canned food was not yet widely available in Europe. Today, Hilcona is actually the only producer of canned vegetables in Switzerland and Liechtenstein – with increasing sales figures. Because the can celebrated a great comeback in pandemic times with a record-breaking 29 million of them sold last year alone.

Hügli laid the foundation for its success as a convenience specialist with a genuine product innovation: Also in 1935, «Brodox», the first industrially produced bouillon cube, came onto the market.

The innovative alliance of four is completed by Eisberg. The company is considered the pioneer of bagged salad, which it first offered in Switzerland in 1972. When Eisberg brought its practical mixes in bags to Eastern Europe for the first time in the 1990s, it even influenced the eating habits of people in the region who had previously not really eaten salad.

But the Bell Food Group would not be what it is today if it had rested on its first sparkling ideas. The spirit of innovation still accompanies the business units and divisions today. Yet the innovations do not always have to be revolutionary. Even small improvements provide valuable impulses.

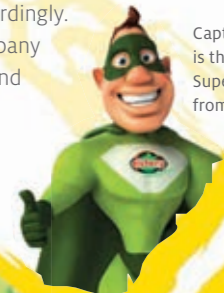
PRODUITS

Eisberg: HR Award for internal chatbot communication

For communication with employees, Eisberg in Hungary has been using a chatbot since June 2019 – a brand-new technology for the HR sector. The chatbot, which was given the name «Sali Kapitány», meaning Captain Salad, provides employees with all the important information via their smartphone in a matter of seconds. A forward-looking investment, as became apparent when the Corona pandemic broke out. The employees were thus constantly kept up to date on all the newly-introduced measures to protect them against infection. Eisberg also uses the tool, for example, to find out where there are childcare problems among employees so that shift schedules can be optimally adjusted accordingly.

For this outstanding commitment, the company received the HR Award «Responsible and Empathic Employer».

Captain Salad is the chatbot Super Hero from Eisberg.



Bell Germany: Pilot project with spray interleavers

Bell Germany is currently testing an innovative process to dispense with interleavers made of plastic or waxed paper, for example for its Serrano ham specialities. Instead, a wafer-thin separating layer of organic-quality vegetable oil is sprayed onto the slices during slicing. «The idea came about because we had heard of a cheese manufacturer from Northern Europe who was trying out this process for his self-service products», reports Stephan Holst, Head of Marketing & Communications at Bell Germany. The first tests were highly promising. If this technology proves successful, it could save 200 tons of dividers a year at Bell Germany.

HÜGLI NÄHRMITTEL-A.G. ARBON



Hilcona «Smart Cuisine»: The Culinary Construction Kit

With the «Smart Cuisine» project, Hilcona, together with Transgourmet Hotels and Restaurant, offers a modular solution for buffets, banquets as well as the à la carte range. Customers may choose whether they require individual components or a complete package. The range covers all three of Hilcona's mainstays: Pasta, Veggie and Fresh. «Our goal with 'Smart Cuisine' is to understand the needs of restaurateurs as a whole and to successively develop customised ideas and solutions», explains Oliver Rose from Hilcona Food-Service. A comprehensive additional service, from the buffet configurator to the provision of staff, is also part of the smart offer.

Hilcona: Steam cooked dishes for the care sector

As Hilcona's first partner, the Lüdenscheid Clinic has been offering its patients pre-portioned lunches since the beginning of the year that have been prepared using a new, patented steam cooking process. This gentle preparation method provides crisp, firm vegetables with lots of vitamins and nutrients. Additional advantage for the clinic: Almost as in an à la carte restaurant, each patient can choose the menu they would like from around 40 meals. Individual dietary and nutritional requirements are all taken into account.

Hilcona's success story began with canned vegetables.



According to the dictionary, in the field of business we speak of an innovation when a novel, progressive solution to a particular problem is realised. In the case of a food company, the focus is primarily on new products that, for example, offer new taste experiences, make life easier or appeal for special ingredients.

Mention should be made here, among other things, of the historic «Bell-Würstli» or the fresh pasta that Hilcona was the first company in Switzerland and Liechtenstein to produce industrially in 1984.

But even the more recent past has plenty of examples of innovative product ideas. One trend field in which developers are busy is that of alternatives to conventional meat.

While Hilcona Taste Factory is one of the major Swiss innovation drivers for plant-based meat substitutes with its project «The Green Mountain», the Bell Food Group is promoting the commercial production of cultured beef with its investment in the Dutch start-up Mosa Meat.

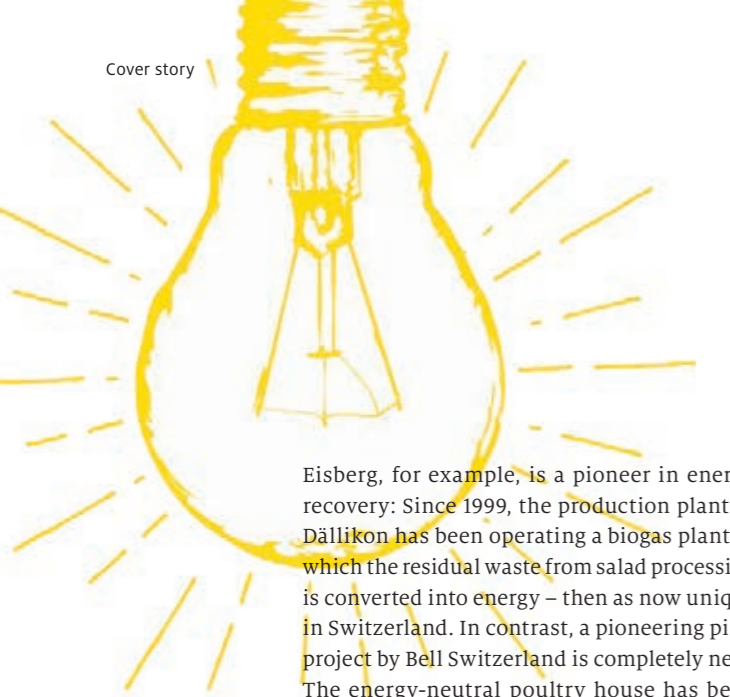
Another area in which automation and digitalisation are currently causing a great deal of upheaval at the Bell Food Group is production.

The possibilities offered by current technologies can be seen very clearly at recent locations. For example, Hügli's mixing plant in Radolfzell and Eisberg's convenience plant in Marchtrenk are considered the most modern of their kind in Europe.

But progress does not stop at long-established locations either. From state-of-the-art picking robots to ultrasonic sealing for welding packages, numerous innovative technologies are in use.

As a responsible company, the Bell Food Group is not only concerned with implementing new ideas in its core business. It also pulls out all the stops to improve its sustainability.

One trendy area for product developers is that of meat alternatives.



Eisberg, for example, is a pioneer in energy recovery: Since 1999, the production plant in Dällikon has been operating a biogas plant in which the residual waste from salad processing is converted into energy – then as now unique in Switzerland. In contrast, a pioneering pilot project by Bell Switzerland is completely new: The energy-neutral poultry house has been

Bell Switzerland's energy-neutral poultry house sets new standards.

setting new standards in sustainable poultry farming since last summer.

Regardless of whether a good idea comes about in passing or in a complex process, there are always people behind it who are looking for something new or want to make something good even better. All employees in the Bell Food Group are called upon to do this.

This is why the involvement of employees is also a key component of the «TopX» programme, with which the Bell Food Group has been identifying potential for process improvements since last autumn. After all, who knows the production lines and all their peculiarities better than the people who operate them every day?

With good ideas – and it doesn't always have to be a groundbreaking innovation – anyone can contribute to keeping the spirit of innovation high at the Bell Food Group. Who knows what great achievements future generations will look back on when they embark on a journey back to our time? • *mr*

Exoskeletons help employees to carry heavy containers.

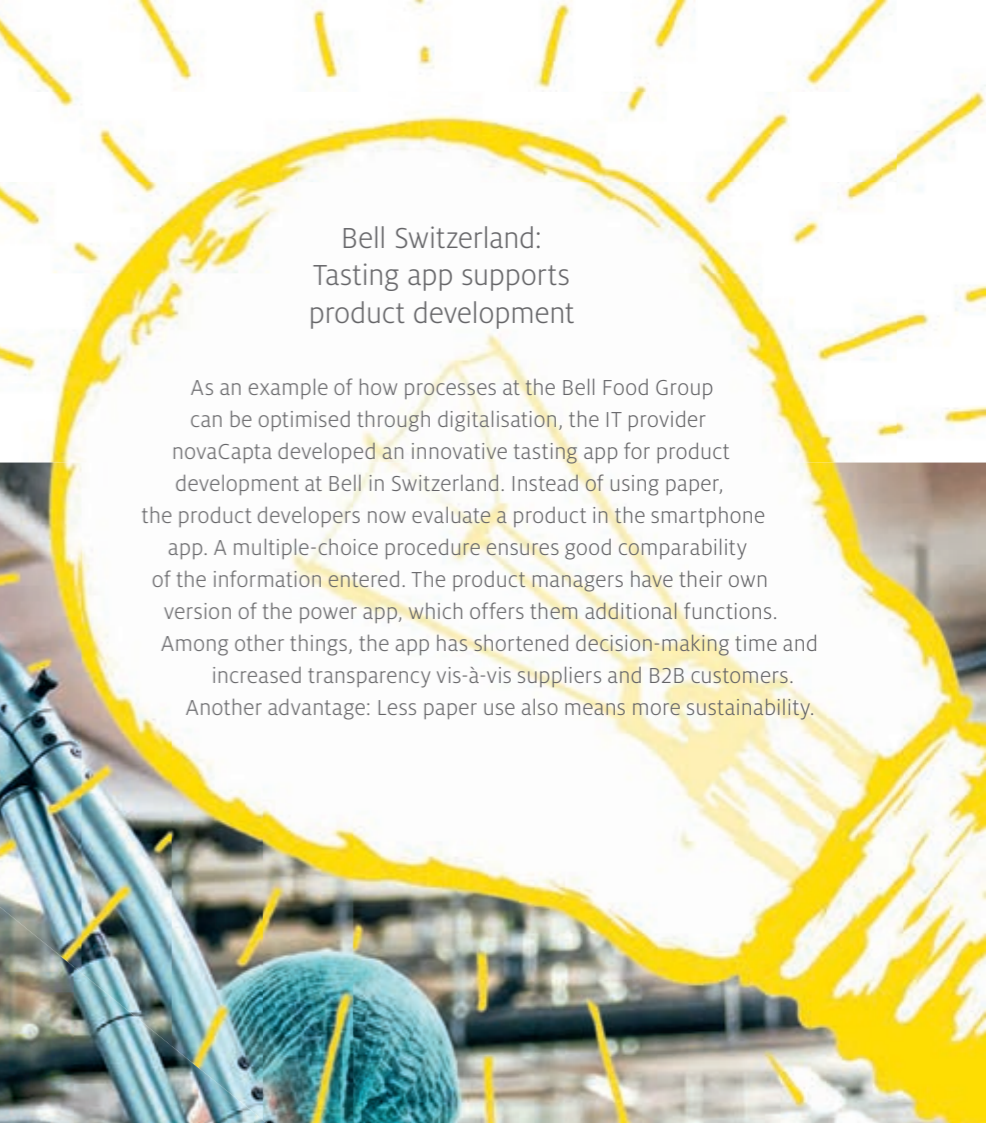


Bell Switzerland: Exoskeletons help carrying

Exoskeletons, which seem to give people superpowers, are something most of us have only seen in science fiction films. Staff at the order picking department the order picking department in Basel can now experience them first-hand. The production department has bought two of these robotic carrying aids for test runs. In addition to support on the back and arms, the exoskeletons also have a holder above the head for attaching various modules, for instance for lifting and gripping.

Bell Switzerland: Tasting app supports product development

As an example of how processes at the Bell Food Group can be optimised through digitalisation, the IT provider novaCapta developed an innovative tasting app for product development at Bell in Switzerland. Instead of using paper, the product developers now evaluate a product in the smartphone app. A multiple-choice procedure ensures good comparability of the information entered. The product managers have their own version of the power app, which offers them additional functions. Among other things, the app has shortened decision-making time and increased transparency vis-à-vis suppliers and B2B customers. Another advantage: Less paper use also means more sustainability.



Staff at the Bell Food Group on the topic of «Good Ideas»

Hey, how about ...?

Good ideas don't always have to reinvent the wheel to bring about positive changes. Every idea, no matter how simple, has the potential to become the decisive moment. Staff at the Bell Food Group tell us how they or their teams have used good ideas to bring about improvements in a wide variety of areas. • sh

«A few years ago, the IT department at Bell Switzerland was the first to replace the absence slips with an online solution via SharePoint. Forgotten punches, absences and standby duty are no longer requested and approved by hand, but via a SharePoint workflow. This supports paperless working and prevents paper slips from getting lost. We were also able to introduce this solution in several other departments. At the moment, we are also working on an automated solution, by means of which a bot writes the requested times into the E3 time recording tool.»



Nora Hertzschuch
Head of IT Administration & Information at Bell in Basel

Oliver Rose
National Concept Sales Manager for Foodservice at Hilcona in Schaan



«In order to publicise the Smart-Cuisine modular concept, which offers more flexibility and less food waste even when the number of guests fluctuates, I decided to «tempt» (potential) customers with moving images in the form of a one-minute video. In the end, the video not only impressed the external stakeholders, but also the internal ones. To build on this success, the next step is to give customers the opportunity to order sample packages of predefined components and to prepare them with us during a live cooking class.»

«With our products, we offer solutions that qualitatively support our customers in their everyday kitchen work. With the «concentrated stock» with the light jelly consistency, we have taken another step towards enriching today's sophisticated cuisine. With up to 73% value-added basic ingredients, the concentrated stock is a true taste enhancer compared to conventional products. For use in the classic à la carte kitchen, in front cooking or in company canteens, the stock is an honest alternative with high quality standards.»



Daniel Oblak
Category Manager at Hügli in Steinach.

«Part of my job is to continuously improve our products and processes by supporting the system implementation of CSB (Note by the editor: System for integrated merchandise management, resource planning and traceability for the food industry). Especially in the production area, it is a great opportunity to bring quality to an even higher level. For me, it is important to take the colleagues along on the journey. Taking away colleagues' fears – of new things and of the technical background – was the first step in the right direction. My goal is to overcome all the hurdles together as a team. My aspiration every day is to find solutions to challenges and to have an empathetic ear.»



Julia Gerauer
Production employee at Süddeutsche Truthahn AG in Ampfing

Emilie Zablotz
Product & Brand Manager at Sylvain & CO in Essert-sous-Champvent



«We were part of an exciting packaging project – the first real collaboration between Sylvain & CO and Eisberg. The extensive and ambitious project lasted several weeks and required a lot of coordination between the two companies. We also consulted with various specialists, in particular Packaging Procurement and Development, on technical issues. Thanks to the project, we not only established a common understanding of market needs, but also laid the foundation for future collaboration between Eisberg and Sylvain & CO.»



Rhea Pantelis
Key Account Manager Retail at Eisberg in Dällikon

Daniel Plüss
Assistant Manager Fresh Meat at Bell in Oensingen

«For the Frontmatec Phase 0 project, new criteria had to be defined and compiled. The aim of the project is to automate the entire process of warehouse management from slaughtering to cutting so that the employees have to make fewer manual decisions. Due to my internal transfer in September as Assistant Manager Fresh Meat, where I am also partly responsible for operational coordination, I was included in the Frontmatec Phase 0 project. In my new function, I can support all the departments in the execution and conversion of the project and also train the staff.»



More sustainable packaging through the reduction of plastic

Less is more

Plastic packaging is indispensable for many foods. It extends their shelf life and guarantees their safety. At the same time, a steadily growing amount of plastic waste is causing great environmental damage. The Bell Food Group is tackling this problem with clever solutions in various areas.

When it comes to food, the protection of the product is paramount.

Reducing packaging waste is currently a much-discussed topic. Plastics in particular have a bad reputation because they decompose very slowly. Alternatives made of paper or natural fibres, for example, are therefore very much

in demand and can be used well in many product areas.

With food, however, things are often different: Here, the protection of the product from harmful influences such as germs, air or light is paramount in order to ensure shelf life and food safety as well as to prevent flavour and vitamin losses as best as possible. These properties are often only found in plastic packaging.

At the same time, the packaging must ensure that the product survives every step from the manufacturing plant to the end customer without damage. A low material weight also helps the producer to keep transport costs low.

Plastic packaging is therefore indispensable for many food products. But it can be used more efficiently, as the Bell Food Group demonstrates with many exam-

ples. One important area of work is to reduce the total amount of plastic required.

«We have defined clear targets for the reduction of plastics in packaging for all divisions», explains Samuel Widmer, Sustainability Project Manager at Bell Food Group. «Depending on the size and product range of the division, the savings potential is between 20 and 1500 tons by 2023».

One possibility on this path is to change the packaging so that less plastic is needed. Bell Germany found an intelligent solution for this several years ago with the folding pack, which is now also being used for Bell's new ham speciality range in Switzerland.

With the flat, reclosable folding pack, Bell Germany saves over 329 tons of plastic per year compared to the conventional version.

Since the beginning of the year, the first articles have also been switched to packaging made of a mono-material, making it 93 percent recyclable under the German recycling system. By making this film even thinner, Bell Germany has reduced its plastic consumption by an additional 38 tons.



Since Hügli has packaged numerous products for its food-service customers in the recyclable Gastronorm tray, it has already been possible to save more than 300,000 disposable buckets, which were previously used for soups and sauces, for example.



Packaging material savings across the Bell Food Group



Packaging material savings in the divisions (2020)



Hilcona has deliberately chosen cardboard trays for the new «Naturaplan» ready-to-eat salads. While the plastic content of the «Traiteur» trays previously used for such products is 92.6 percent, the version used here manages with only 12.7 percent.

The proportion of recycled plastic is also increasing

Another example can be found at Bell Switzerland in Oensingen. A new system for packaging fresh meat was recently installed here. It significantly reduces the amount of plastic used compared to the previous version. The cardboard packaging with all the product information can easily be recycled separately from the plastic. Bell Germany has been using a similar method successfully for some time for the steaks of the «Gourmet naturel» brand.

Eisberg is also working on plastic reduction. Here, among other things, the bowls for the «Elephant's Bowls» have been shrunk so that more than 20 grams less PET are used per pack. And this despite the fact that the bowls now have even more content than before.

At the same time, of course, the business units and divisions are also implementing legal requirements to reduce plastic. For example, the EU ban on disposable plastic cutlery, which has been in force since 2021, has already banned the so-called «fospoon (Göffel)» – the combination of fork and spoon – from all ready meals produced for Coop by Hilcona, Eisberg and Syl-



In the case of «Chicken in a Roasting Foil», Bell Switzerland has replaced the previous combination of foam tray, roasting bag and an additional foil bag with a more environmentally friendly cardboard tray and oven foil. This has reduced the amount of plastic used for this product by 39 percent.

At Eisberg, about one third of the plastic trays already consist of 90 percent «rPET». In the production of this recycled plastic, several energy-intensive steps are skipped, which reduces the CO₂ emissions.



vain & CO. Hilcona alone is saving around three tons of plastic per year as a result of this.

More environmentally friendly material alternatives that are easier to recycle also contribute to plastic reduction. Some areas of the Bell Food Group are already using paper-based trays and outer packaging instead of plastic versions.

Recycling is then also the second important topic for more sustainability. Here it is both a matter of ensuring that disposed packaging can be recycled in the best possible way and of using recycled materials.

«For new packaging to be created from discarded plastic, both the raw material and the conscientious separation of materials play a major role», Samuel Widmer explains. «The more cleanly the individual components are separated from each other, the better the recovery».

The Bell Food Group is therefore committed to ensuring that packaging consists of a small number of different materials and that films, trays and cardboard

sleeves, for example, can be easily separated from each other.

The share of recycled plastic in the Group's packaging is also increasing. For example, Hilcona and Eisberg already use «rPET» for a large part of their salad and muesli trays. This is plastic obtained from collected used PET bottles.

Hügli has taken the high road when it comes to recyclability: The convenience experts have been packaging numerous foodservice products in the Gastronom tray for years. These containers, which are used worldwide in standard kitchen sizes, can be used again and again by restaurateurs after their first use – which they are happy to do.

Cardboard and plastic can be recycled separately.

And we are also constantly working on innovative solutions. For example, Eisberg is developing fibre-based salad bowls and Sylvain & CO is testing the use of packaging made from waste products from sugar cane production. • mr



Jubilees

LOOK! congratulates colleagues celebrating anniversaries between March and May 2021

Bell Switzerland

20 Years of Service

Olivier Fraquelli, February 28, Bell Schweiz, Basel (*added*)
Thierry Guillod, February 28, Bell Schweiz, Basel (*added*)
Thilagaratnam Kanagaratnam, February 28, Bell Schweiz, Basel (*added*)
Monika Meier, February 28, Bell Schweiz, Zell (*added*)
Arul Barathi Yoganathan, February 28, Bell Schweiz, Zell (*added*)
Wolfgang Schuler, March 1, Geiser AG, Schlieren
Amin Bentoumi, March 11, Bell Schweiz, Basel
Fabienne Blachier, March 18, Bell Schweiz, Basel
Jean-Francois Rohmer, March 18, Bell Schweiz, Basel
Ghislain Agbessi, March 31, Bell Schweiz, Basel
Martial Daudry, March 31, Bell Schweiz, Cheseaux
Eric Haffner, March 31, Bell Schweiz, Basel
Philippe Wicky, March 31, Bell Schweiz, Basel
Albert Wiesler, March 31, Bell Schweiz, Basel
Puvaneswaran Sellappah, April 1, Bell Schweiz, Zell
Stéphane Ballet, April 8, Bell Schweiz, Basel
Maria De Sousa Quaresma Longa, April 9, Bell Schweiz, Oensingen
Werner Schnider, April 15, Bell Schweiz, Zell
Divo Pascal Schmitt, April 16, Bell Schweiz, Basel
Syzana Hasani, April 18, Bell Schweiz, Zell
Kalaiarasy Vigneswaran, April 18, Bell Schweiz, Zell
Frédéric Frontera, April 30, Bell Schweiz, Basel
Jeevan Kandiah, April 30, Bell Schweiz, Zell
William Maache, April 30, Bell Schweiz, Basel
Gilles Rietsch, April 30, Bell Schweiz, Basel
Cedric Schlosser, April 30, Bell Schweiz, Basel
Alexandrina Rodrigues Silva, May 6, Bell Schweiz, Oensingen
Satkunadevi Rajendra, April 28, Bell Schweiz, Zell

25 Years of Service

Marc Pierre Betscha, February 29, Bell Schweiz, Basel (*added*)
Michel Lerch, February 29, Bell Schweiz, Oensingen (*added*)
Andre Tschirhart, March 3, Bell Schweiz, Basel
Mathieu Doppler, March 5, Bell Schweiz, Basel
Arsim Halitaj, March 13, Bell Schweiz, Basel
Christophe Bertrand, March 31, Bell Schweiz, Basel
Sylvain Gayon, March 31, Bell Schweiz, Basel
Kabemba Kabongo, March 31, Bell Schweiz, Basel
Decantinho Nombasi, March 31, Bell Schweiz, Basel
René Schwab, May 1, Bell Schweiz, Oensingen
Ali Mehdi, May 19, Bell Schweiz, Zell

30 Years of Service

Pascale Muller, February 28, Bell Schweiz, Basel (*added*)
Suthakaran Kathiravel, April 1, Geiser AG, Schlieren
Urs Tresch, April 21, Bell Schweiz, Oensingen
Savo Palackovic, May 9, Bell Schweiz, Oensingen
Urs Scheidegger, May 12, Bell Schweiz, Oensingen

35 Years of Service

Thierry Litschig, March 10, Bell Schweiz, Basel
Patrice Dontenville, March 31, Bell Schweiz, Basel
Cornelia Schaub, April 13, Bell Schweiz, Basel
Francois Vidale, May 4, Bell Schweiz, Basel

40 Years of Service

Beat Meier, April 20, Bell Schweiz, Oensingen
Daniel Strub, April 20, Bell Schweiz, Basel
Silvio Strub, April 20, Bell Schweiz, Oensingen

45 Years of Service

Esther Christ, April 19, Bell Schweiz, Basel

Retirements

Jean-Claude Hoang, February 27, Bell Schweiz, Basel (*added*)
Axel Wisser, February 27, Bell Schweiz, Basel (*added*)
Shehize Bajrami, March 30, Bell Schweiz, Oensingen
Régine Hoferlin, May 30, Bell Schweiz, Basel

Early Retirements

Thomas Morgenthaler, March 30, Bell Schweiz, Oensingen
Urs Scheidegger, March 30, Bell Schweiz, Oensingen
Gilbert Pahud, April 29, Bell Schweiz, Basel
Stefano Marzano, April 29, Bell Schweiz, Basel

Bell International

20 Years of Service

Céline Boyer, March 1, Bell Frankreich, Teilhède
Gabriele Krammer, March 1, Hubers Landhendl GmbH, Pfaffstätt
Guilherme Martins, March 1, Bell Frankreich, Teilhède
Josef Baier, March 13, Frisch Express GmbH, Pfaffstätt
Sadat Shaqiri, April 6, Hubers Landhendl GmbH, Pfaffstätt
Anne Fabre, April 26, Bell Frankreich, Teilhède
Bahrige Agushi, May 2, Hubers Landhendl GmbH, Pfaffstätt
Rémi Gerin, May 2, Bell Frankreich, Teilhède

25 Years of Service

Maria Brand, March 18, Bell Deutschland, Harkebrügge
Agnes Gerdes, March 18, Bell Deutschland, Harkebrügge
Andrzej Kostecki, March 31, Bell Polen, Niepołomice
Martine Blanchard, April 9, Bell Frankreich, St. Symphorien
Kazimiera Kutek, April 14, Bell Polen, Niepołomice
Stefan Fugel, April 15, Bell Deutschland, Harkebrügge
Helga Horn, May 6, Bell Deutschland, Harkebrügge
Martin, Wieborg, May 16, Bell Deutschland, Harkebrügge

30 Years of Service

Jens Haken, April 8, Bell Deutschland, Harkebrügge

Retirement

Anatolij Tschaban, February 28, Süddeutsche Truthahn AG, Ampfing (*added*)

Deceased

Pascal Demolliens, February 20, Bell France, Salaison Polette

Convenience

20 Years of Service

Thomas Kofler, March 1, Hügli Österreich, Hard
Ralf-Peter Niedzwiedz, March 1, Hügli, Radolfzell
Gunter Schett, March 1, Hilcona AG, Schaan
Nobert Schreiner, March 1, Hügli, Steinach
Harald Schunerits, March 1, Hügli Österreich, Hard
Steffen Pusch, March 5, Hügli, Radolfzell
Burhan Dikilitas, March 12, Hilcona AG, Schaan
Andreas Geiser, March 12, Hügli, Radolfzell
Bahrige Avduli, March 26, Hilcona Gourmet SA, Orbe
Saban Abdiji, April 1, Eisberg AG, Villigen
Alfredo Jose Dias Macieira, April 1, Hilcona AG, Schaan
Gabriele Erne, April 1, Hilcona AG, Schaan
Michael Falter, April 1, Hügli, Radolfzell
Rudolf Fleisch, April 1, Hilcona AG, Schaan
Thomas Schropfer, April 1, Hilcona AG, Schaan
Carlos Almeida da Rocha, April 2, Sylvain & Co CO, Essert-sous-Champvent
Alexander Schnitzer, April 2, Hügli, Radolfzell
Bernadette Mouget Gaume, April 9, Sylvain & Co CO, Essert-sous-Champvent
Domingo Danis Romero, April 22, Hilcona AG, Schaan
Hermann Danner, May 1, Inter-Planing, Langenhaslach
Peter Krätz, May 1, Hügli, Radolfzell
Nexhmije Kryeziu, May 1, Eisberg AG, Dällikon
Neven Prsa, May 1, Hilcona AG, Schaan
Sevgi Sahin, May 1, Eisberg AG, Dällikon

25 Years of Service

Acacio de Jesus Cortinhas Alves, March 1, Eisberg AG, Dällikon
Luis Goncalves, March 1, Hilcona AG, Schaan
Hannelore Homburger, March 4, Hügli, Radolfzell
Julieta Dos Santos Pereira, March 11, Hilcona Gourmet SA, Orbe
Tsering Rongpotsang, April 1, Hilcona AG, Schaan
Nicole Bousedira-Block, April 9, Hügli, Radolfzell
Cemil Yildiz, April 15, Hilcona AG, Schaan
Maria Da Silva Azevedo Ferreira, May 1, Hilcona Gourmet SA, Orbe
Arno Matz, May 1, Hügli, Steinach
Yejamogan Ahrumukam, May 2, Eisberg AG, Dällikon
André Julmi, May 6, Eisberg AG, Dällikon
Andrea Siemann, May 13, Hügli Austria, Hard
Maria Filomena Saraiva Pinto, May 27, Hilcona Gourmet SA, Orbe
Jürgen Hundt, May 28, Hügli, Radolfzell

For current job offers,
please visit
bellfoodgroup.com/karriere

30 Years of Service**Enrico Meier**, March 1, Hilcona AG, Schaan**Mustafa Dere**, March 4, Hügli, Radolfzell**Cornelia Löhle**, March 4, Hügli, Radolfzell**Ines Ilic**, March 7, Hügli, Radolfzell**Kemal Keskin**, March 13, Hügli, Radolfzell**Vera Gümüs**, April 1, Hügli, Radolfzell**Obdulia Vidal Santos**, April 1, Hilcona AG, Schaan**Paulo Oliveira Ferreira**, May 1, Hilcona AG, Salez**Sivanesan Kasipillai**, May 23, Eisberg AG, Dällikon**35 Years of Service****Irmgard Bauer**, March 3, Inter-Planing, Langenhaslach**Norbert Lipp**, May 1, Hilcona AG, Schaan**Retirements****Norbert Karasek**, November 30, Hügli Österreich, Hard *(added)***Richard Trithaler**, January 31, Hügli, Radolfzell *(added)***Viktor Glasner**, February 28, Hügli, Radolfzell *(added)***Lynne Chew**, March 1, Hügli, Redditch**Paul Price**, March 19, Hügli, Redditch**José De Matos Veiga**, March 31, Eisberg AG, Dällikon**Ramos Quintans Santos**, March 31, Hilcona AG, Schaan**Sonja Stillhard**, March 31, Eisberg AG, Villigen**Gjergj Noshi**, April 30, Eisberg AG, Dällikon**Manuela Rauter**, April 30, Hügli Austria, Hard**Sinnarasa Kathirgamu**, May 30, Eisberg AG, Dällikon**Raimund Marchler**, May 31, Hilcona AG, Schaan**Karl Romankiewicz**, May 31, Hügli, Radolfzell**Early Retirements****Bruno Jud**, March 31, Hilcona AG, Schaan**Vinka Gasic**, May 30, Bell Schweiz, Zell**Josef Lustenberer**, May 31, Hilcona Gourmet SA, Orbe**Dauner Johannes**, May 31, Hügli, Steinach**Deceased****Atanas Gjorgiev**, February 22, Hilcona Gourmet SA, Orbe

RAFFLE QUESTION

Innovations for your home

We at the Bell Food Group are not the only people to have good ideas – so do many others. Some of these good ideas are helping us to keep our homes in good shape today: A smart Hoover robot? An elegant kitchen appliance? A clever irrigation system for the garden? The choice is huge – and with a bit of luck, you too could soon own one of these household helpers!

Raffle question:

What does the abbreviation «EPiC» stand for?

- A)** Engaging people in creativity
- B)** Excellent procurement in cooperation
- C)** Engineering products in collaboration

Prizes

One new appliance of your choice for your home, worth EUR 400.

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

Closing date: July 12, 2021

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

The lucky winners will be drawn from the entries with the correct answer. Multiple entries will not be considered.

The winners will be notified directly. No correspondence will be entered into regarding the prize draw, nor will any information be given by telephone.



The Bell Food Group invites you to the table

From classic to creative

For lunch in the park, for dinner on the balcony and at the weekend with a picnic backpack into the countryside. All this is now possible again with rising temperatures.

In keeping with this, the product developers of the Bell Food Group are providing an extra portion of culinary spring fever with their diverse new products. • mr



Bell Germany:
Ham for athletes

As well as regular exercise, the body also needs the right nutrition to build up muscles. With a high protein content and a maximum of three percent fat, the new Abraham Sportler ham helps active people to achieve their goals. The mildly smoked slices already celebrated their successful début last year. Bell Germany has been adding Sportler ham cubes and strips to its range since March.



Bell Switzerland:
Cordon bleu with four twists

If you like to be tempted to melt away, look out for Bell's new Cordon bleus in Swiss shops. Last autumn, the «Wild Mushroom» variety made a start, followed by «Chilli» at the beginning of the year. «Feta & Olive» was added at the end of March, and from mid-May «Tomato & Basil» will complete the assortment. By the way, it's worth grabbing them quickly: With the exception of the «Appenzeller» cordon bleu from the standard range, the new stuffed Pork and Chicken Schnitzels are only available as «Limited Editions» for a short time.

Bell Poland:
Three classics relaunched

Polish customers who like to buy their charcuterie freshly sliced at the butcher's counter now have three new Bell products to choose from. The latest innovation is lean, smoked salmon ham, which went on sale at the end of last year. Before that, Bell added two more traditional specialities to its service counter range: classic boiled ham and the pressed sausage «Kindziuk», which originated in Lithuania.



Hilcona: Foodservice ensures creative pasta cuisine

Hilcona's foodservice customers can once again offer their guests many new creations when it comes to pasta. These include the three trendy innovations «Ravioli Ginger Lentil», «Ravioli Integrale» and «Bio Ravioli Oriental». All three varieties are filled with pulses and thus support a conscious diet. The new organic wholemeal fusilli can also claim the same. Rich in fibre, they are ideal as a balanced lunch in the school canteen, for example. Hilcona has also thought of guests who want to avoid wheat pasta.



So that they can still enjoy pasta dishes in their favourite restaurant, the food-service range now also includes Rigatoni made from corn flour and chickpea

flour. Hilcona is also providing additional inspiration with a wide range of recipe ideas to accompany the launch of the new products..



Eisberg Switzerland:

Vegetable mix for the veggie kitchen

Not much time to cook but still in the mood for fresh ingredients? The new vegetable mixes «Ratatouille Mix» and «Curry Mix» from Eisberg fulfil both wishes at once. The crunchy vegetables are already sliced and ready to cook, and attractively presented in a cardboard bowl. The perfect basis for delicious vegetarian or vegan dishes, for example.



Eisberg Hungary:

Arabic-inspired vegan salad bowl

Since March, Eisberg Hungary has been ringing in spring with a salad highlight from the Middle East. In addition to falafel balls, hummus and sesame oil, the bowl also contains many crunchy vitamin sources such as iceberg lettuce, carrots and radicchio. So just tear open and enjoy a healthy lunch with Arabic flavours even at your desk.



Eisberg Switzerland:
Spring Buddha bowls

For the start of the warm season, Eisberg is encouraging Swiss customers to eat a little lighter again with three new Buddha Bowls. The varieties «Pastrami Salad», «Grilled Vegetables with Feta» and «Karma Protein Power» will be available at Coop from the end of April. Perfect for a quick lunch – whether in the office or at home.



Eisberg Austria:
Asian feeling in the Alps

Eisberg has been bringing Asian flair to Austria with two new ready-to-heat dishes since the beginning of February. Korean «Bulgogi» with rice and beef and «Pad Thai» from Thailand with rice noodles and tofu were developed by the convenience experts together with the well-known Austrian chef shooting star Didi Maier. Both versions can be heated in the microwave or in a pan in no time at all.

Eisberg & Hügli Austria:
Successful potato salad cooperation

Restaurateurs can now save themselves the time for preparing a classic potato salad. Eisberg offers a premium potato salad made to a traditional Austrian recipe. Its excellent features include the fact that it is bound only with potato starch and does not need riboflavin as a colouring agent. Also new is the distribution cooperation with Hügli. This means that foodservice customers can now order not only the potato salad but also many other Eisberg products from the sister company.



Hügli: Clever dishes in a bag

The new convenience meals in practical stand-up pouches from Hügli are precisely tailored to current lifestyles. The «Organic Express Salads» can be eaten directly, the «Organic Express Dishes» and the «Express Risotto» can be heated up in no time. The three assortment categories that Hügli currently offers to the trade as private label products all have several delicious variants.



Hügli: Concentrated taste

Stock and bouillons as if freshly prepared - whether for a soup or for seasoning, the five new concentrates from Hügli's premium range can be used in a variety of ways in the professional kitchen. The chicken stock and beef stock, for example, contain more than 60 per cent bone broth and thus guarantee customers an unadulterated taste experience.



Hügli: Lotti's indulgence for asparagus lovers

With the Hollandaise sauce from Hügli's «Lotti's Hofküche» brand, farm shops, butchers and other traders can now once again add the finishing touches to the asparagus season for their customers. The sauce, which uses neither preservatives nor flavour enhancers or colourings, is simply heated in the pot or in the microwave and is even suitable for gratinating.



Hügli: Innovations for the organic specialties trade

The «Spoon Time Family» by «Eden - My Veggie Paradise» welcomed a tasty addition at the beginning of the year with the four new stew varieties «Lentils», «Potatoes», «Vegetables» and «Peas». At the same time, Hügli has now brought the soup meals for reheating down to single size. In addition, the «Eden Juices» have recently been given a fresh new look by the world's oldest vegetarian brand.



Four raw ham classics as a new line at Bell in Switzerland

RECIPES AGAINST WANDERLUST

Bell Switzerland is now sending all those who have not travelled for far too long on a short culinary trip. The four traditional raw hams from Germany, France, Spain and Italy are not only a delicious topping for bread, but also – as LOOK! shows – perfect for creative recipes. • *mr*

Now also available from Bell in Switzerland: Ham in the practical folding pack

For the first time, the new ham quartet from Bell is now available in the clever folding pack. It is light, resealable and also particularly sustainable. The more economical use of materials compared to conventional packaging has enabled the plastic consumption to be reduced by half.

This concept has been proving successful with German customers since 2008. Since then, the folding pack has been steadily growing, with sales figures increasing to the current level of around 60 million packs per year. Now, thanks to the cooperation of Bell colleagues from both countries, the next chapter of this success story is being opened in Switzerland.

Asparagus Risotto with Black Forest Ham



Serves 2

- 500 g green asparagus (cut into approx. 4 cm long pieces)
- 1 onion (diced)
- 100 g Black Forest ham
- 20 g butter
- 200 g Risotto rice
- 650 ml vegetable stock
- 1 package of Hollandaise sauce
- 30 g Parmesan (grated)

Preparation: Melt the butter in a pan and sauté the onions first, then the risotto rice. Add about 100 ml of stock and reduce over a medium heat, stirring constantly. Pour in the rest of the stock little by little and keep boiling it down. After 10 minutes, add the asparagus pieces and simmer for another 10 minutes until the rice is cooked. Finally, cut the ham into strips and fold in. Heat the Hollandaise sauce in a pan, stir in the Parmesan and serve with the risotto.

Black Forest Ham

The famous southern German raw ham speciality is salted by hand, cold-smoked over fir wood from the Black Forest and matured to perfection. It bears the EU seal of «protected geographical designation».

Galette with Jambon d’Auvergne, goat’s cheese and pear

Serves 2

- 1 packet of shortcrust pastry
- 1 pear (peeled and cut into thin strips)
- 100 g crème fraîche
- 1 goat’s cheese
- 1 package Jambon d’Auvergne
- Salt and pepper

Preparation: Lay out the shortcrust pastry on a baking tray with baking paper. Spread the crème fraîche on top, leaving a wide edge. Then cover the pastry with the pear and ham, spread the goat’s cheese on top and season the topping with salt and pepper. Finally, fold over the edge of the shortcrust pastry and bake the galette at approx. 180°C in a convection oven for 30 minutes.

Jambon d’Auvergne

This ham speciality from the Auvergne is air-dried at the foot of the volcanoes for at least eight months, which gives it its typical aroma.



Pork medallions with Prosciutto crudo and sage



Serves 2

- 6 pork medallions
- 6 slices prosciutto crudo
- 1 bunch sage
- 30 g cold butter
- 75 ml dry white wine
- Salt and pepper
- Cocktail sticks

Preparation: Season the pork medallions with pepper. Fold the ham slices lengthwise and wrap two sage leaves around each medallion. Secure with a cocktail stick. Fry the medallions in a little olive oil on both sides for 4–5 minutes each. Remove from the pan and keep warm. Deglaze the pan with white wine and reduce considerably. Remove the pan from the heat and carefully stir in the butter in flakes. Pour the meat juices into the sauce and season with salt and pepper. Serve the medallions with the sauce.

Prosciutto crudo

A long-term maturation of eleven months, the production according to a traditional recipe and the combination of salt, air and sunshine give this ham its taste, which is characterised by a slight sweetness.

Salad with Serrano ham and caramelised peaches

Serves 2

- 1–2 peaches (washed and sliced)
- 1 pack of Serrano ham
- 200 g salad leaves (washed and torn into small pieces)
- 1 handful cherry tomatoes (halved)
- 20 g sugar
- 20 g butter
- A little olive oil
- Balsamic cream
- Salt and pepper

Preparation: Place the lettuce in the centre of a plate and arrange the tomatoes all around. Melt the butter in the pan and caramelise the sugar until light brown. Add the peaches and fry briefly on both sides. Then arrange the peaches and the Serrano ham on the salad and season everything with salt and pepper. Finally, drizzle the salad with olive oil and balsamic cream.

Serrano ham

Air-dried in the Iberian Sierra and matured for at least 16 months, this Serrano ham of the highest quality class «Gran Reserva» appeals for its full aroma and the typical slightly nutty note. It bears the EU seal «protected traditional speciality».



A little herbology

There's a herb for everything

Fancy something sweet or spicy, or perhaps a little acidic? Hügli specialist Gebhard Längle presents herbs for every palate. Because basil, parsley or rosemary are often the icing on the cake, so to speak.

This is how herbs develop their full aroma

If you cook with fresh herbs, remember these two important things.

1. Chop them properly. Use a sharp knife for cutting. This way the herb retains its aroma. If it is crushed, the essential oils are lost.
2. The right temperature. Lots of herbs don't like it hot. Basil and wild garlic, for example, should not be heated for too long. Thyme, on the other hand, can be put in the pot right from the start. Other herbs like dill or chives should not be cooked at all.



Gebhard Längle, Culinary Advisor at Hügli Steinach

When it comes to herbs, Gebhard Längle goes into raptures. He used to be a chef, but as Culinary Advisor at Hügli he now helps to shape the herb range. With Hügli, he is continuing the history of herbs that began in the Lake Constance region as early as the 9th century. At that time, sage, dill, chervil, cumin, coriander and many other herbs thrived in the monastery garden on the island of Reichenau. As the crow flies, the island lies between the Hügli sites in Steinach (SG) and Radolfzell (DE), where the herbs are packaged. Gebhard Längle shares some tips and tricks for six popular herbs with LOOK! • 15



Hügli has a real «herb garden» to offer the food service.



Parsley

Parsley is a jack-of-all-trades. It is spicy, slightly hot and generally enhances the flavour of a dish. It goes well with potatoes, braised dishes and casseroles. Parsley is the number 1 seasoning herb in Germany, but it is also indispensable in Mediterranean cuisine. If you want to create an eye-catcher, make parsley oil. Fry the parsley in oil, add it to a virgin olive oil (or a high-quality canola oil) and blend it finely. This gives you a rich green oil that you can use to garnish a spring salad, for example. It is also wonderful for salad dressings.



Thyme

Small but mighty. The tiny, elliptical leaves of thyme are powerfully spicy, slightly hot and a little bitter. Thyme is ideal with garlic, olives, Mediterranean vegetables, rich stews and pulses. The flavour of thyme is not dominant, but supportive. An insider tip is lemon thyme, which has yellowish leaves and tastes lemony. It is also more subtle than the common variety. Since thyme is quite firm, it should be finely chopped.



Sorrel

Sorrel has a tart and refreshing taste. It is suitable for a fiery game salad or can be made into a soup. Sorrel is popular in French cuisine. Its sour taste makes it a fine alternative to lemon or vinegar, for example in a salad dressing.



Rosemary

Rosemary tastes slightly bitter, resinous and is dominant. It goes well with meat (especially lamb), fish, salads, soups and mushrooms. Rosemary can be used to prepare a delicious spiced butter. Finely chop the rosemary and sauté it together with onions. Then whip the butter (for example with a balloon whisk) and mix everything together. You can use the rosemary butter to sauté meat and mushrooms – or you can serve the butter as a classic accompaniment.



Wild garlic

When it grows, it is a sign that spring is here again. Wild garlic tastes pungent and like garlic. You can make a wild garlic pesto with oil, pine nuts and Parmesan cheese. Wild garlic soup is also popular. Wild garlic is also excellent for Spätzli or omelettes. Simply blend wild garlic with some oil and add to the batter. Incidentally, if ordinary garlic is too intense for you, try wild garlic. It tastes a little less strong.

Basil

The classic in Italian cuisine tastes slightly hot, fresh and sweetly spicy. Its Asian relative, Thai basil, is somewhat hotter. Insalata caprese or bruschetta, tomato sauce or pesto: basil is always part of the mix. But basil also goes wonderfully with fish and white meat. And it harmonises beautifully with sweet dishes. Try strawberries with basil and black pepper.



Hilcona Pasta is «Product of the Year 2021»

Award-winning original

An authentic look, tender pasta and a creamy-aromatic filling – this successful mix earned Hilcona's «Ravioli Ricotta di Bufala e Spinaci» the «Product of the Year 2021» seal. The speciality was the winner of the industry award, which the leading trade magazine «Lebensmittel Praxis» presents every year, the pasta winner in the «Chilled Food» category.

According to the consumer survey by «Lebensmittel Praxis», the ravioli with the delicious spinach and buffalo milk ricotta filling are particularly convincing in terms of quality and authenticity. And so they perfectly suit the taste of the participating consumers.

«It gives us tremendous pleasure to accept this award», says Markus Amann, Head of Corporate Communications at Hilcona. «We are particularly proud that our «Ravioli Ricotta di Bufala e Spinaci» achieved above-average test results in every area, and so emerged from the survey as the best-rated pasta product».

«Lebensmittel Praxis» is one of the most important trade magazines in the industry in Germany. With its «Product of the Year» award, it has been determining consumers' opinions on products from more than 40 product groups for over 20 years. The award winners regularly include products from the Bell Food Group, which then attract the attention of German customers with the eye-catching label on the packaging.

However, Hilcona's pasta speciality does not only receive attention because of the prestigious award. The entire range, previously called «Pasta Tradizionale», will be given a new name and a fresh look as part of the brand relaunch in 2021 under the motto «Originals with a Better Eater Promise».

Renamed «Hilcona Originale», the range now reflects even more than ever the effect of «like handmade» and thus the quality promise of the Liechtensteiner. The revised packaging design, which now features a more

prominent brand logo, images of fresh ingredients and a wrapping paper look, is not the least contributory factor.

In addition to «Ravioli Ricotta di Bufala e Spinaci», the successful range also includes the varieties «Ravioli Carne al Vino Rosso», «Tortelli Pesto Basilico» and «Tortelloni Prosciutto Crudo e 4 Formaggi». It not only recently convinced the participants in the «Product of the Year» survey, but according to the market research institute AC Nielsen, can boast 27 per cent additional purchases by category users and 6.5 percent of new buyers as well, leading to significant increase in sales. • mr

The ravioli are particularly convincing in terms of quality and authenticity.

