

LOOK!

Bell Food Group Employee Magazine

02 2021

***In the beginning
was fire?***

**BELL
FOOD
GROUP**





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More diverse than ever

Dear Colleagues,

We are in the middle of the barbecue season – but the weather could show its sunny side a little more. I hope that you have none the less been able to bring your barbecue out of hibernation. Personally, neither sub-zero temperatures nor grey clouds can keep me away from the BBQ, but I have to admit that it's much more pleasant to grill in summer at 25 degrees Celsius.

The barbecue season is an important and busy time for all divisions of the Bell Food Group. This is also evidenced by our extraordinarily large, diverse and varied barbecue range, which impresses again this year with a large number of innovative new products. New to the market, for example, are the trendy, plant-based sausages from Green Mountain. They underline the breadth of our range, demonstrate the innovative strength of our group and are also fully convincing in terms of taste.

our craft and the passion for enjoyment and high-quality food to the next generation and to inspire young people for our professions. The «Super Griller» is a good example of how we manage this. The barbecue sausage was developed and produced by our apprentice meat specialists in the charcuterie division of Bell Switzerland in Basel. The result is a really good, enjoyable and perfectly crafted sausage. We can be proud of this product, this idea and these great trainees, and I thank you for that!

A great deal of praise is also due to those responsible for training. They made this project possible in the first place, and set an example not only within the Bell Food Group but also to the outside world with their initiative. In doing so, they make an important contribution to arousing young people's interest in an apprenticeship with us. Thank you for this incredibly valuable commitment!



It makes no difference whether you use your barbecue at home to grill your corn on the cob, flip burger patties or cook plant-based sausages. We eat what we like the taste of. And so it is only logical that we, as the Bell Food Group, should offer the full range of products and show every day anew that our products are at the centre of the plate and that even the centre of the barbecue does not pass us by. That's where we belong – and that's what we work for every single day.

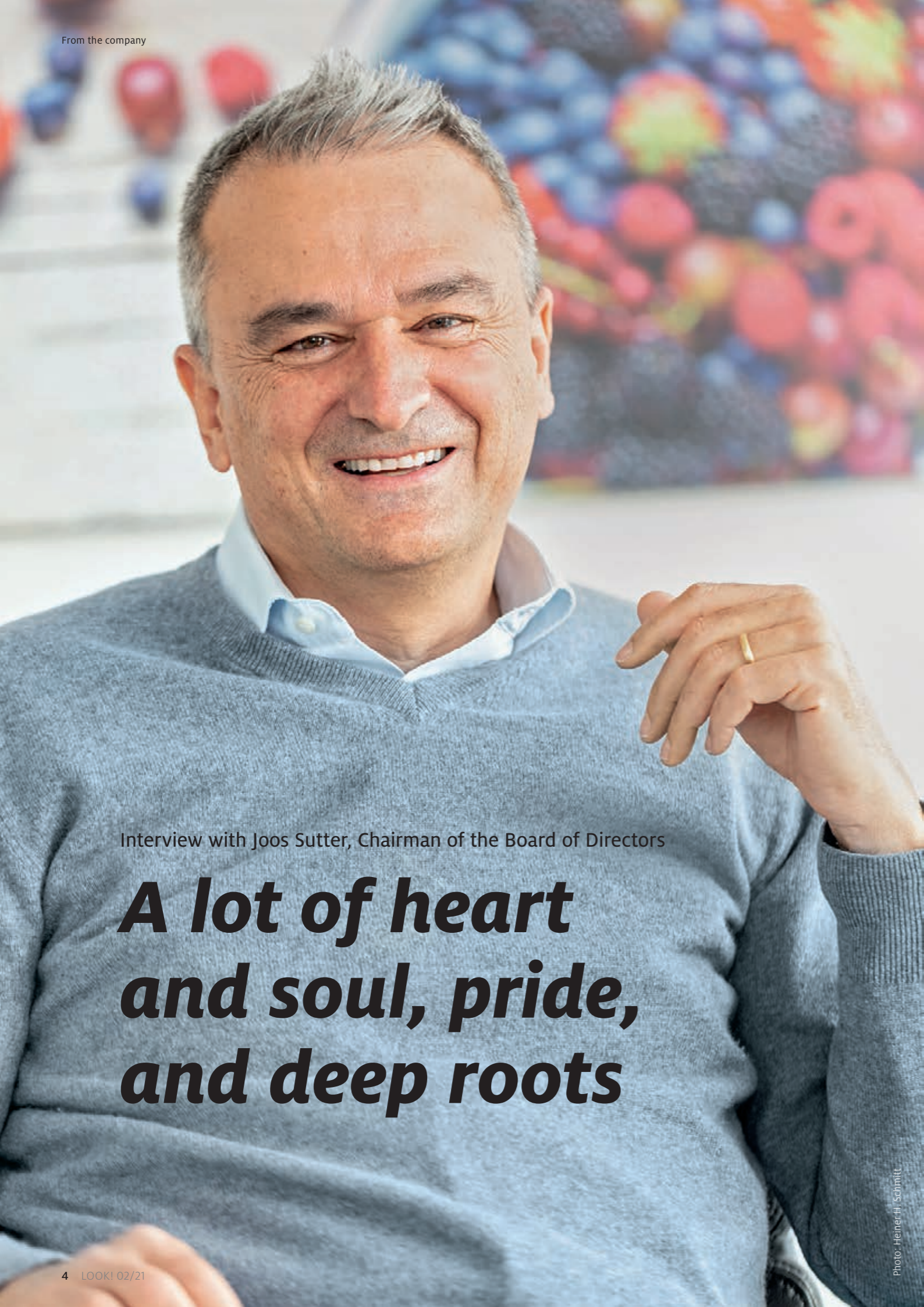
And talking of commitment and heart and soul, Hansueli Loosli must not go unmentioned. After more than ten years as Chairman of the Board of Directors, he handed over his office to his successor on March 23, 2021. On behalf of the Bell Food Group, I would like to thank Hansueli for his valuable strategic work as well as for his visionary attitude and support. At the same time, I welcome Joos Sutter as the new President. Joos Sutter is already very familiar with the Bell Food Group. As a member of the Board of Directors, he has already played an active role in setting the strategic agenda. I also wish you, Joos, much joy and success with the Bell Food Group.

In this spirit, dear Colleagues, I hope you have a lovely summer time and many enjoyable hours at your barbecue!

One important building block in meeting this demand, and a topic that is very close to my heart personally, is apprenticeship training. We have to pass on the pride in

Lorenz Wyss
Chairman of the Group Executive Board

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Interview with Joos Sutter, Chairman of the Board of Directors

A lot of heart and soul, pride, and deep roots

Photo: Heiner H. Schmitt

Joos Sutter has been Chairman of the Board of Directors of the Bell Food Group since March 2021. In an interview with LOOK! he talks about the culture of the Group, the future of the company, and about how to celebrate successes and learn from failures.

After joining the Bell Food Group Board of Directors in 2020, you replaced Hansueli Loosli as Chairman in March 2021. What made you decide to make yourself available for the position?
Joos Sutter: First and foremost, it is a great honour and an enormous pleasure for me to be on the Board of Directors of such a successful and traditional company as the Bell Food Group.

The Bell Food Group is an important and long-standing supplier and partner for the parent company Coop. It covers everything from meat and fish to convenience products and salads. It is also a valuable and experienced category partner. Against this background, the decision was clear for me.

What was your experience of the Bell Food Group before you joined the Board of Directors? I always perceived it as very solution-oriented. A company with a strong culture, enormous innovative power and a lot of commitment to making a difference every day.

«The Bell Food Group is solution-oriented and has a strong culture.»

You mentioned the strong culture. How would you describe the culture of the Bell Food Group? Many of the brands from the Bell Food Group are traditional brands with strong roots. But it also has newer divisions with a lot of pioneering spirit. This is also noticeable among the employees. When you visit the production facilities, you see how much pride and passion the employees put into their craft. They take great pleasure in what they do. They love food, and they love to give people joy.

What has impressed or surprised you most during this time? Especially in the last few months with the coronavirus, I was very positively surprised that we managed to maintain delivery consistency across the entire group despite the difficult situation. A lot of flexibility was required, and an enormous effort was needed from all employees.

How do you see the situation after the coronavirus? I think the restaurant and hotel industry will recover relatively quickly. The needs of customers will not change after the pandemic. People want to meet other people, they want to travel, they want to enjoy things. And in this situation, the winner is whoever is best prepared for this change back to «normality». We have probably never been able

to start from zero as we are doing now. Whoever gets off to the best start here, and then shows stamina, will have an incredible number of opportunities. The cards will be reshuffled again.

Then let's look a little further into the future. Where do you see the Bell Food Group in ten years' time? Especially in view of the extensive investments in infrastructure that the Board of Directors has decided on? I clearly see two central business areas here: meat processing and convenience. In Switzerland we are already leaders in both fields. We want to maintain or even expand this position in the future.

With the investments in Oensingen over the next ten years, we will create the conditions to be able to clearly hold our own against the competition. A lot of efficiency will be required because price pressure will increase in Switzerland too. In the ham sector we are well positioned and strong enough for further increases in sales.

Outside Switzerland, the investments in Marchtrenk and Bad

Profile

Joos Sutter (57) is married and has three children. He enjoys spending his free time with his family in nature, fishing and skiing. He has been with the Coop Group since 2005. From 2011 to 2021, Sutter was Chairman of the Coop Executive Board, and since March 2021 he has been Chairman of the Board of Directors of the Coop Group and the Bell Food Group.

Wünnenberg have created the basis to build a strong convenience business in Europe as well. Now we have to prove ourselves to our customers.

We want to be the best business partner wherever we operate. To achieve this, we need a set of services, a strong image and creativity and, of course, a marketable price. Depending on where we operate, consumers are more price-sensitive or demand products with added value – we have to listen to and meet these demands, internationally as well as locally.

«I was particularly impressed by the dedication and pride of the staff.»

Many of our employees also own shares in the Bell Food Group. What advice can you give our shareholders? We have clear goals in terms of returns, and we have to achieve them. In certain markets we have already

done so, but in others we are not there yet. In the end, the share price is strongly dependent on the return, the growth and the substance of the company. And that is where the challenge is for us all.

What do you think is needed to achieve these goals? You can have as many strategies and make as many investments as you want – in the end it is the employees who are the key to success. They have already made the Bell Food Group successful in the past, and future success will also be based on them.

If we maintain our identification with the company and remain open to changes, I am confident we can accomplish this together. I'm counting on each and every one – and the employees can also count on me. Our joint success is based on a good balance of encouragement and challenge.

What changes might employees expect then in the future? The directions in the areas of meat processing and convenience are clearly set. We have invested heavily in the development of the Bell Food Group. This has created a lot of resources, which we now need to use.

However, changes have to come from within the teams, and this is a challenge for everyone – employees

and management right up to the Executive Board and the Board of Directors. Changes do not develop from a tailwind, but from the people who push them forward.

Is there also something that you would definitely like to keep for the future of the Bell Food Group? It is essential to maintain the corporate culture. It should continue to thrive and be characterised by craftsmanship and innovation.

All meat processing is a beautiful craft that must be preserved. Even if meat consumption is stagnating, there is still an enormous amount of potential within the market – we simply have to be better than the competition. And for that, a strong identification with the craft is necessary.

On the other hand, there is a lot of dynamism in the convenience sector, especially with regard to vegetarian or vegan products and meat alternatives. Being open and risking new things is crucial here.

And it is not simply a case of «innovators» and «traditionalists». To be better than our competitors, we need creative people who know their craft. It takes creative doers. Innovation is a learning process, and to trigger it, we simply have to do it.

Are you also a doer yourself? I have been involved in many projects in my career, celebrated successes and learned from failures. My path so far and my successes are certainly also based on the fact that I have tackled a lot and been able to implement this in practice.

What do you think makes a good employee, apart from the qualities of a doer? Of course, there is no single model of an employee – that would be extremely boring and illusory. Rather, what is crucial is the team, individuals who complement each other.

«Change evolves from the people who drive it.»

For a team to function, it certainly needs a common set of values, otherwise people will not pull together. It also needs new impulses and the openness to accept changes and try out new things.

And finally, managers are needed who can communicate clearly and set clear goals.

They address successes. How do you celebrate successes and how do you deal with failures? Successes are always the result of a team, and not an individual, so you have to let everyone share in them. It is also definitely important to take some time and celebrate the success or a stage together before rushing onto the next one.

I believe failures have to be addressed. Failures themselves are not a problem – when people work, mistakes happen. It only becomes problematic when failures are carried forward without being resolved. And to achieve that, you have to sit down, get to the bottom of the matter, and – in my view, this is the most important thing – immediately take action and introduce measures. Often a solution is not found immediately, only along the way.

Success in our industry is only achieved when consumers are satisfied. Ultimately, it is they who decide.

That's a good keyword. After all, we ourselves are all customers, and at the Bell Food Group, we focus on good food. What do you put on the table – or now in summer on the BBQ – when you want to treat yourself to something really good? A leg of lamb in a kettle grill or spare ribs. I like things simple, for example with potatoes from the grill, vegetables from the plancha and a good Merlot. Or fish from time to time; a grilled trout you caught yourself is, of course, the crowning glory of the day! • sh



Photo: Heiner H. Schmitt

First companies celebrate TopX milestones

Things are moving everywhere

Three Bell Food Group locations have already achieved the first TopX milestone this spring. Good reasons for the teams to celebrate their successes a little. It was once again clearly visible to all those involved and responsible in how many places the improvement process has already left its mark.



As at Hilcona, Volker Baltes personally handed over the award to the team in the other companies that had reached the first TopX milestone.

In April and May, Volker Baltes, Head of the Convenience Division at the Bell Food Group, packed no fewer than three glass awards in his bag before setting out to honour the teams that had achieved something special: the first TopX milestone.

His trips took him to Hilcona in Schaan, Eisberg in Dällikon and Hügli in Radolfzell. The three manufacturing companies were among the first to embark on the TopX journey last September. Next came the two Basel sites of Bell Switzerland's Charcuterie and Seafood divisions and Bell Germany's manufacturing plant in Sevetal. The first phase involves identifying the most important fields of action for each location

First the sites identify the most important fields of action.

and defining focus projects with potential for improvement.

The first three locations presented the results of this work this spring. The first was Hilcona, where one of the

focus projects dealt with increasing the yield in potato processing. Shorter steaming times led to a significant reduction in peeling waste. A great success: The originally expected savings were actually exceeded by a factor of three.

Hügli in Radolfzell presented the guests at the award ceremony with, among other things, Hussein Ahmed Mahmood's clever idea, which was implemented as part of an improvement project with the team. A hook on the jar line ensures the correct lid feed, which minimises line downtimes. The makeshift version used for the initial tests has since evolved into a professional attachment that reliably keeps the lids on track.

At Eisberg, chilli peppers were the central point of a focus project. Through better quantity management in the provision of the small pods, line downtimes resulting from a lack of replenishments have been reduced, as is the return to the warehouse of the hot peppers that have been waiting in vain to be processed. A solution that the site now plans to use for other raw materials as well.

«It is a great pleasure to see how positively TopX is being accepted in the plants,» says Alexander Duss, Head of the Top Excellence Programme at Bell Food Group. «We can already see that sustainable improvements are being made wherever the methodology is being used.»

This pleases not only those responsible, but also those involved in the companies, who received their awards with great pride at the milestone celebrations. • *mr*



«Behind this first step is a real cultural change. In the beginning, the biggest challenge was to understand which path TopX wanted us to follow. Over time, this path became clearer to us, and now

everyone understands that TopX is a real support and opportunity for our improvement process. So today I can say that all the teams at every level are very eager to continue.»

Boris Halna du Fretay, Head of Production and Infrastructure at Eisberg Switzerland



«It is a very nice feeling to contribute to the achievement of the first TopX milestone with our focus project. We are especially pleased because, with the process that has been tried and tested for over 30 years, we had not expected to be able to reach our goal at all. The fact that we have now actually managed to exceed it is an achievement of the entire team and motivates us to continue optimising potato processing in the future.»

Dennis Czech, Project Manager Potatoes at Hilcona in Schaan



«During the tour of our company on the occasion of the award ceremony, we became really aware for the first time that TopX is now initiating changes everywhere. In conversations with shift supervisors and others involved, I hear again and again that the improvement process is already changing the mood among our colleagues and strengthening the sense of togetherness.»

Andreas Reuss, Head of Production at Hügli in Radolfzell

This is how LOOK! will be sent in future

PAPER, UNPACKED? BIOPLASTICS, DIGITAL!



Plastics yes, but ...

Plastic becomes a problem when it is not properly disposed of or recycled. If plastic is left lying around, sooner or later it mutates into microplastic due to wind, weather or UV radiation. Therefore, please dispose of the film from the LOOK! mail order correctly or continue to use it, for example as a vegetable bag or as a bin bag when you are out and about.



Without packaging

Dispatch without packaging would be possible in principle, but is not feasible for a magazine like LOOK!, which is sent to around 15 different countries, due to the different postal requirements of the dispatch companies.

In addition, the address would have to be printed on the back of the magazine instead of on the packaging, which would result in additional blank pages.

LOOK! digital

Due to a lack of real alternatives, LOOK! will continue to be sent out in plastic foil for the time being. The magazine will also be available in digital form from issue 03/21. Readers who don't necessarily want a printed magazine will be informed about new issues by e-mail. They can then read or download the magazine and change their subscription via a LOOK! platform. The platform will go online in September. Until then, you can sign up for digital delivery by e-mail. Go to look.bellfoodgroup.com to find out who to contact to switch to LOOK! digital.



look.bellfoodgroup.com

Compostable eco-plastic



According to Guido Fuchs, sustainability project manager at Coop and an expert in bioplastics, «compostable» plastic is only compostable to a limited extent: «In compost, the films become «dead» material. Microorganisms may break down the plastic, but only water and CO₂ are produced. In large quantities it even disturbs the process because it doesn't provide «food».» It is therefore better to dispose of bioplastics in the household waste.

Furthermore, bioplastics are usually based on maize or potato starch and thus compete with food production.

Paper



Studies by the Swiss Federal Laboratories for Materials Testing and Research (EMPA) have shown that packaging made of plastic film has an approximately 20 per cent better life cycle assessment than mailing in an envelope.

The WWF also concludes: «Magazine packaging made of HDPE film performs significantly better from an ecological point of view than packaging made of bio-film and than an envelope made of recycled paper.»

Although the envelope uses wood, a renewable resource, more energy, water and chemicals are used in its production. In addition, the paper envelope is heavier than the plastic film, which means that more CO₂ is produced during shipping.

LOOK! will continue to be sent out in a plastic foil. But there is now an additional digital edition of the staff magazine as well. Find out here why eco-plastics, paper envelopes or unpackaged dispatch are not alternatives and how you can subscribe to LOOK! digital.

In the public perception, plastic has a particularly bad reputation at the moment. Plastic packaging floating in the sea and animals dying because they are suffocated by it are images that quite shake us all.

As of today, plastic film is the best packaging solution for LOOK!

alternatives such as paper envelopes or eco-plastics or spoke in favour of a solution without packaging.

This was also confirmed by a LOOK! survey that was conducted in March 2020. Several readers were bothered by the plastic film in which the staff magazine is sent out for reasons of sustainability. They wanted

After a thorough examination of the alternatives, LOOK! will now continue to be sent out wrapped in plastic – but in future the magazine will also be available digitally (see info boxes on the right). • sh

Budding meat specialists get to work

«We are proud when our sausage is sold.»

With the Super Griller, Bell is selling a product developed by apprentices for the first time at Coop. But there is more to it than just a bratwurst. Thanks to the initiative behind the Super Griller, apprentices can be creative and learn about traditional butchery in depth.



All about the Super Griller

This is the Super Griller: a sausage created by apprentices.

This is what it tastes like: juicy, crunchy, spicy, exquisite.

Ingredients: best pork, veal, milk, diced cheese and cooked ham, spinach and mixed herbs.

Production: The apprentices make the Super Griller on their own in their training workshop.

Preparation: take the sausage out of the fridge at least 30 minutes before preparation. Grill over a medium heat for 7 minutes per side, or fry in a pan.

It is available here: In almost 400 Coop shops in German-speaking Switzerland during the BBQ season.



More information:
Bell.ch/supergriller



The apprentice sausage was immediately popular at the tastings.

This sausage is something special. Yes, also because it tastes great. But above all: it was developed and is made by Bell apprentices. How did the sausage, which has been sold in 400 Coop shops in German-speaking Switzerland since the beginning of May, come about? In the summer of 2020, the prospective meat specialists and meat assistants met in the Basel training workshop for a workshop. The topic: How do you combine high-quality ingredients? The apprentices refined the best pork with veal and milk and added cheese and ham cubes and a little spinach, creating the first prototype of the tasty apprentice sausage.

The sausage was immediately popular at the subsequent tastings within Bell Switzerland, both with the sales and production management teams and with the Executive Board. It quickly became clear that the apprentice sausage is destined for greater things. And the plan was made for it to be available from Coop throughout the 2021 barbecue season. It was called the Super Griller.

Back to the Roots

For Arnaud Kauffmann, process manager for raw and cooked sausage in Basel, what counts even more than the Super Griller itself is the initiative behind it: For the past year, apprentices in Basel have been getting together about every two months to develop products themselves. «The apprentices are heavily involved in production on a day-to-day basis. At our workshops, they can be creative and learn about traditional butchery in more depth,» says Arnaud Kauffmann, who pushed the initiative.

A Small Manufactory of One's Own

Recently, Daniel Troxler, Head of Packaging Self-Service, started a very similar project in Oensingen. In the past, the apprentices here mainly did one thing: deboning. That means they cut up pieces of meat. Since February 2021, the apprentice meat assistants and a future meat specialist have been carrying out all the work steps every day. In the morning, they debone the pork, beef and veal and prepare it for storage. Then they make ready-to-cook

products: hamburgers, meat roulades, cordon bleus. And they make their own creations, for example the training skewers, which consist of diced pork neck and onions. «The apprentices now run their own small manufactory, where they process the meat from A to Z. From the whole animal to the counter,» Troxler explains.

Anyone who talks to Arnaud Kauffmann and Daniel Troxler quickly senses how enthusiastic they are about the initiatives. And the apprentices also appreciate the new opportunities.

«It simply makes us all proud that a sausage we created ourselves is being sold,» says Gian Knöpfli, a second-year EFZ meat specialist apprentice in Basel.

«Made by our Apprentices»

The label «Made by our Apprentices» now spans the projects in Basel and Oensingen. The Super Griller and the apprentice products sold to the staff in Oensingen receive the label. By the way: The proceeds from the Super Griller will benefit the apprentices again by being invested in their training. And who knows, maybe the apprentices will create the next sausage, skewer or a burger that is so delicious it will make it to the Coop shelves. • ts



Cooking: an enrichment since ancient times

IN THE BEGINNING WAS FIRE?

Between the first pieces of meat sizzling over the fire, and the refined delights that modern cuisine offers us, one and a half million years have passed – and a lot of milestones. In the more recent past, the Bell Food Group has also been involved in this development, and has contributed several chapters to the history of cooking.

In the Beginning was Fire? When it comes to the first attempts at cooking, that's not quite true. There is evidence of early humans who cooked on hot springs even before Homo erectus learned how to control fire. But these springs were only found in a few places.

So it was fire that brought about the breakthrough. A great benefit for our ancestors. Not only did it make their food more digestible and longer lasting, but in addition to meat and fruit they could suddenly also add many other previously inedible animals and plants to their menu.

They used whatever nature provided, perhaps shells or ostrich egg shells, as vessels. Stone Age man also made the first clay pots. The revolution came around 3000 BC with the invention of the potter's wheel. Now people could produce ceramic pots in large quantities, which made cooking and storage much easier.

Our Stone Age ancestors also showed their creative side when it

came to seasoning. To improve their dishes, they used wild herbs such as caraway or garlic. The Romans, and then from the first century AD onwards the spice traders, contributed to the spread of foreign spices in the areas they conquered. The latter brought the coveted ingredients to Europe via the trade routes from the Far East and the West Indies.

Restaurants for Men Only at First

While communal meals were already a primal need for early humans, we also owe the pleasure of eating out to the Romans. In Pompeii, archaeologists found evidence of around 150 restaurants – and even a fast food restaurant. However, only men were allowed there, as the murals in these restaurants often showed erotic scenes.

The antecedents of modern restaurants were the taverns and inns of the Middle Ages and the Renaissance. They were often located along much-used paths, where they invited travellers to take a break. The menu was very manageable: There was usually only one dish of the day.

The spread of inns could no longer be stopped when the French Revolution brought about the abolition of the guild law on catering, which until then had strictly separated soup

As vessels, early humans used whatever nature provided.



1.5 MILLION YEARS AGO



Did you know that ...

... people in the Stone Age were initially dependent on chance to start a fire? For example, a lightning strike in a tree provided them with a burning branch or some embers.



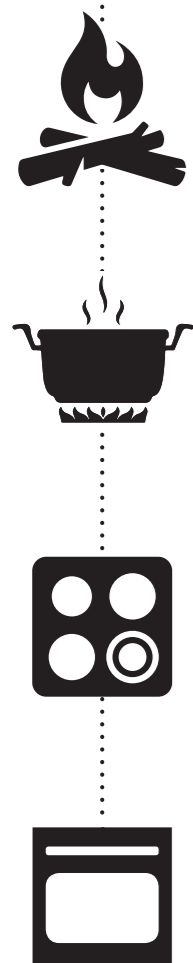
... the word «restaurant» comes from the French «se restaurer» which means «to rest»? At first, an energising broth was called a «restaurant», until the term became to be used for restaurants.

... the first electric stove was presented at the 1893 World's Fair in Chicago? Among other things, due to the lack of electricity connections in houses, domestic stoves only became widespread in the 1930s.



... there are ovens with cameras today? It's not necessarily about watching the cake bake from the sofa. Rather, the oven recognises the food to be cooked and suggests the the appropriate programme to the user.

TODAY



kitchens and pie bakers. The abolition of this rule now allowed restaurants to offer their guests a greater variety of dishes. And often of the highest quality, because the chefs at the hearth were the same ones who had previously served the nobility.

Of course, the successful concept was not limited to France. From the 19th century onwards, the restaurant culture spread across the entire continent – initially for guests with high expectations and a well-filled wallet, later also for the average European.

Incidentally: the world's oldest restaurant still in operation is not in France, but in Spain: Restaurante

The oldest restaurant still in operation is in Madrid.

Botin has been serving its guests at the same location without interruption since 1725 – this continuity has even earned it an entry in the Guinness Book of Records.

It was not until somewhat later, but all the more rapidly, that out-of-home catering developed in the USA. From the first restaurants of the late 19th century, which were initially usually integrated into hotels, we saw the chain and fast food concepts develop in the following decades, which spread all over the world, as is commonly known.

Members of the Bell Food Group Set Trends

But back to Europe: At the end of the 19th century, the first members of the Bell Food Group also began to have a say in the development of food culture. And they did so in a wide range of ways: While Samuel Bell used technical progress to make meat last longer, among other things, and thus boosted consumption, the Hügli brand Eden took a completely different approach: It came into being in 1893 with the

founding of a fruit-growing colony by a group of committed vegetarians near Berlin. And thus long before giving up food of animal origin became a trend.

As the oldest vegetarian brand in the world, it launched the first meat substitute product, «Gesunde Kraft», and the first purely vegetable margarine without hydrogenated vegetable fats, preservatives or additives in Germany.

As in many areas of life, food preparation also benefited from industrialisation. The age of convenience had begun – and in line with the new lifestyle in the years of the economic miracle, it made cooking easier and faster.

Eisberg proved from 1972 onwards that convenience foods also fit in with conscious nutrition, and two decades later even influenced the eating habits of an entire region: until the beginning of the 1990s, Eastern Europeans were

not really fans of salad. At most, they had lettuce as a side dish. With its ready-made mixed salads and a lot of persuasion, the company managed to get Hungarians, Romanians and Poles to like the crunchy, fresh taste as well. Today, salad is a fashionable product in the region, and Eisberg benefits from the increasing demand with growing sales.

But despite all the modern achievements in food: if we can light a barbecue or a campfire, we are still as fascinated by the blazing flames as Homo erectus. • *mr*

Hügli's Eden brand originated in a fruit-growing colony near Berlin.

From the first restaurants in Pompeii to traditional houses like the Restaurante Botin in Madrid and American fast food chains, the restaurant has always evolved.



Vive la différence culinaire – Views of a Culinarian

By Roland Kalberer, Head of Culinary at Hilcona

When Daniel Humm in New York and Andreas Caminada in Fürstenu in the Grisons put only vegan and vegetarian dishes on the menu, it was tantamount to a culinary earthquake. The whole food world is watching these two hotspots of top cuisine.

The pandemic is steering things in other directions, including raising awareness of nutritional issues. The fact that concepts like these of the two top chefs are being positively fuelled is certainly a welcome side-effect.

Rarely has the wheel of the culinary zeitgeist turned as fast as it does today, and it is thus also exerting a powerful influence on all service providers and entrepreneurs in the food sector and in gastronomy.

Style-forming trends have always stood the test of time on the market. Some of them will still be around many years from now, and will be pushed again as the latest hype.

When our grandmothers helped themselves from the culinary environment, garden or stable, no one mentioned regionality. Short distances, seasonality and the avoidance of food waste were a matter of course, cooking skills were part of everyday life.

Emotions have always played an important role when it comes to human nutrition. From our ancestors at the open fire to the ambitious molecular cooks of today. As different as the incentive was, or is, enjoyment and emotion always play a role.

However, the framework conditions have changed in many places. Whereas huge kitchen brigades with hierarchical structures were a matter of course in hotels in the past, such large teams today are the absolute exception. Here in particular, the convenience sector has moved a lot and made it possible for chefs to focus on other things, such as looking after guests or the quest for new delights.

For the guests, the culinary variety is more dynamic than ever before. Today, everyone can be happy according to their own palate. Be it in an alpine hut with a mature alpine cheese, good bread and a glass of cider, or in a top restaurant with a creative multi-course menu accompanied by a Grand Cru.



«With our grandmothers, cooking skills were part of everyday life.»

In any case, it is difficult for this writer to evaluate these very different pleasures. That's why I prefer both on the same day – vive la différence culinaire! And if sustainability and health considerations are also taken into account – what could be better?

Employees from the Bell Food Group on the topic of «Cooking»

TIME, DEVOTION AND A LOT OF CREATIVITY

Dream job, pastime, a broadening of horizons, passion, relaxation or perhaps just a necessary evil? Cooking means something different to every one of us. LOOK! wanted to know more, and asked their employees how important cooking is in their daily lives.



Sven Behrent
IT employee at Bell Germany
in Seevetal

«Personally, cooking means a lot to me, but enjoying the dishes is actually what I like best. A well-cooked meal is a highlight for me – I'm happy to have seconds. In a family in particular, it's often about achieving a balance between healthy and delicious dishes. This is where your own creativity is particularly helpful. Also, new recipes are regularly on the menu. When we cook ourselves, we always find a good compromise that everyone will enjoy. In these days of online recipes and state-of-the-art kitchen gadgets, there are no dishes you can't try.

My insider tip: Using garlic and fresh herbs can refine any dish, no matter how simple, and turn it into something special, such as Ossobuco alla Milanese.»



Andreas Schönbauer
Product development TK-Convenience at
Eisberg Austria in Marchtrenk

«Cooking is my passion. For me, it is an access to the most diverse cultures and countries of the world, India with its curries, Israel with Levantine cuisine, Africa and its <braai> or Ceviche from Peru.

After a stressful day at work, cooking brings me back to peace. Put some fresh vegetables in a pan, add a little meat or fish, sauté briefly and season a little, then enjoy dinner together.

My personal insider tip for cooking: I keep the spices to a minimum at home. Salt, pepper and fresh herbs make a freshly cooked meal perfect for me.»



Francesco Poerio
Marketing Manager Food Industry
at Hügli in Steinach

«There is nothing like good and healthy food! So cooking is very important for us as a family. We celebrate cooking especially at the weekends. During the week, we start thinking about what we could try out on the weekend. We then conjure up dishes from different regions of the world not only for ourselves, but also for our guests.

All the cuisines of this world have their appeal. We regularly serve Indian, Asian and, being Italian, a fine platter of spaghetti with various sauces. And in the summer, some fancy burger recipes from the grill. Good preparation is the be-all and end-all. This starts with choosing the recipe, and ends with the preparation of the ingredients. And nothing beats fresh herbs!»



Christina Steiner
Operational costing clerk
at Bell Switzerland in Oensingen

«As a trained chef, your profession never really lets you go. It's with you through everyday life and constantly influences the way you look at nutritional issues. Since I stopped being behind the cooker professionally, I put a lot more heart and soul into my dishes at home. I enjoy bringing out old skills and surprising myself every now and then, and I'll end up with a creamy Béarnaise sauce or a meringue that has been flambéed to perfection.

In our own small butcher's shop, I have the opportunity to express myself in new charcuterie creations. This is how new ideas and a wide variety of ingredients for the daily snack are created, from our own home-made Valais sausage to terrines and simple bratwurst.

I'm also always on the lookout for inspiration to bring some variety into my everyday life. Every one of us has a dusty cookbook tucked away somewhere. They contain plenty of ideas that will help us to add variety.»

**«As a trained chef,
your profession
never really
lets you go.»**



René Hunkeler
Head of Staff Restaurant and Lingerie
at Bell Switzerland in Zell

«Cooking means a lot to me! Cooking can express harmony, happiness, beauty, magic, humour, provocation and culture, and delights the diners with an enjoyable and lasting experience. My thoughts constantly revolve around the culinary arts. Learning new things, tasting, trying out and creating - and thus always expanding my culinary horizons. After all, in my profession, one of my daily challenges is to optimally combine different flavours in order to serve guests a balanced and harmonious dish.

For me, creativity in the kitchen is about slowing down; a good meal takes time and commitment. It also needs high-quality food; good dishes are based on good ingredients. We should take time for the essential things in life - and for me, that includes appreciating quality food and good meals.»

Back to the roots with the Bell Food Group

This is why fire was discovered

Sitting together around crackling flames is a basic human need that has passed down from generation to generation for over a million years. It makes no difference whether you are gathering around a purist camp-fire or a modern gas barbecue. Fire definitely has an irresistible attraction.

The trend towards barbecues and innovative equipment continues.

The grills have been dusted off, the racks scrubbed, and the new digital barbecue thermometer has already reliably reported the first core temperatures. In a nutshell: It's barbecue season, and once again there are all kinds of new things for summer sizzling.

As far as the barbecue and its accompaniments are concerned, the members of the Bell Food Group have once again come up with quite a few ideas. Whether salmon trout on cedar wood, delicious salads, vegan sausages or a refreshing iced tea – with the diverse innovations, there's nothing to stand in the way of hours of enjoyment at home or when eating out.

When it comes to the preparation, the trend towards equipping oneself with high-quality grills and innovative equipment continues unabated. And so the choice of barbecues ranging from balcony gas grills to smokers and from marinade syringes to pizza stones fills entire departments in the relevant shops.

Of course, they can all be used for many sophisticated barbecue creations. But isn't there a much simpler way?

Bell in Switzerland is not the only company to trace the fascination of fire with its new commercial. For more and more barbecue fans, it's all about going «Back to the roots», and these roots lie in the Stone Age, when people lit the first fires in their caves.

«Caveman style» is therefore also the name given to the method in which the ingredients are placed directly on the embers without a grate. LOOK! wanted to know if it really works and did the self-test. • *mr*



The Caveman Menu

For 4 people

Main course: Steak & Vegetables

2 thick rump steaks (approx. 400 g each)
8 potatoes (in tin foil)
4 large onions (unpeeled)
4 red pointed peppers
A bunch of spring onions
Salt and pepper

How it's done:

It is better to use too much charcoal on a fireplace or in a fire bowl than too little. A long-lasting glow is needed.

When the embers have glowed through, place the potatoes on the edge of the embers. Blow away the ash a little in the middle and place the meat – it should be at room temperature – directly on the embers. Don't worry, it won't burn. Now sear the steaks on the embers for about five minutes on each side, then set aside briefly on a plate.

Now stack the vegetables. Put the jacket potatoes and onions directly on the embers, the peppers and spring onions on top. Let the steaks cook on this bed of vegetables until they are medium. Depending on the thickness of the pieces of meat, this can take 35 minutes or longer.

The best way to check the degree of cooking – and we're sure the cavemen would forgive us – is with a meat thermometer. It should indicate a core temperature of 55 °C.

However, purists can also apply the ball of the thumb test. To do this, place the thumb and middle finger of one hand together. The meat should have the same degree of softness as the heel of the hand in this position.

Dessert:
Pineapple from the coals

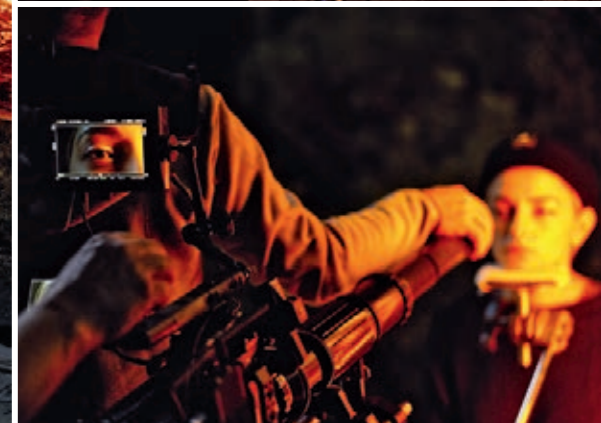
- 1 pineapple
- A little Szechuan pepper
- 4 scoops of vanilla ice cream or a little vanilla cream

How it's done:

Place the pineapple directly in the embers for 20 to 30 minutes, turning frequently until all the sides look slightly burnt. Then leave to cool briefly, peel, remove the stalk and cut into slices. Sprinkle two slices for each diner with a little Szechuan pepper and serve with a scoop of vanilla ice cream or some vanilla cream and a few berries if desired.



Tip: Alternatively, dry real wood can be used for the Caveman method. Barbecue briquettes are unsuitable because of the binder they contain.



Promotional shoot under special conditions

It really was all right on the night

Editors normally try to avoid repeating words. But special circumstances require special means. And we are dealing with a really special circumstance here, not to say a few challenges. This spring, the new TV commercial for Bell's BBQ campaign «This is why fire was discovered» was created in Switzerland under extremely awkward conditions.

Actually – and this brings us to one of those repeated words that we can't do without here – this spot was supposed to be shot for the 2020 barbecue season. But then Corona came – I promise, this word is only going to appear here once – and threw all our plans out the window. Flights were cancelled, borders closed, the

filming location in Slovenia was suddenly inaccessible.

Then maybe in autumn, thought the marketing managers with Davide Elia and Nicole Schaad. By then, the situation should have returned to normal. Should have! We all know that this was not the case.

But this spring it should all turn out all right. Poland was chosen as the filming location because the production company had already had good experience there under pandemic conditions and the incidences were low at the time.

But of course, things didn't go to plan again. Case numbers started to rise again, and just before we were due to start shooting Poland went back into full lockdown. Fortunately, the long-suffering project team had a plan B for any scenario.

And so the alternative plan sent many of those who would actually have been on site to the home office after all, where they accompanied the recordings via video conference. It's not easy to check the setting of a scene or the styling of the actors on a laptop screen and to communicate change requests from a distance.

Also a challenge: the long rebuilding breaks when you would actually be on set, where there is always something

to do. Instead, you sit at your desk at home and wait for things to continue – and in this case often at night, when your eyes are absolutely not up for staring at a screen.

Even for the significantly reduced team in Poland, this assignment was anything but normal. Wearing masks, taking temperatures, keeping to social distancing rules and only a having limited number of people on set at any one time. There was a lot of improvising.

The spot shows none of the awkwardness and distance that so troubled its producers. On the contrary: It tells of everyone being together, of the simple joys and of the fire that unites everyone.

A little surprised by her own conclusion, Nicole Schaad, Head of Marketing Services, says: «It can be done this way too!» But actually, everyone would like to be there live again next time. • *mr*

At night, your eyes are absolutely nor up for staring at a screen.

The results of the shoot under these exceptional conditions can be seen here: <https://www.youtube.com/watch?v=k8qbNsZ3BDQ>



Innovations for fiery hours

Bell France International BBQ Mix

Debut in France: For the first time, Bell is offering grilled sausages that do not belong to the family of classic «diots». The team was inspired by international cuisine and developed the flavours «Chorizo», «Tandoori» and «Smoked Onions». In the summer competition accompanying the launch of the novelty, prizes such as electric bicycles and mini speakers in a sausage design are up for grabs.



Bell Switzerland Chicken and salmon trout with a cedar twist

Delicate grilled food can be gently cooked with cedar wood, which also gives it a very special aroma. Bell Switzerland makes use of these good properties for its BBQ novelties «Chicken breast in a cedar wrap» and «Salmon trout on cedar». Both specialties are ready seasoned – the chicken with red curry, the trout with dill and mustard – and can be placed directly on the grill rack with the wood. Also back in the range: a large selection of delicious burger, kebab, sausage and slow-cooked creations.



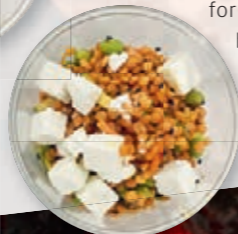
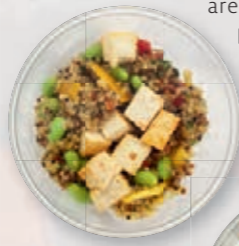
Bell Poland BBQ speciality with a high meat content

The new addition to the Polish Bell BBQ family has its roots in the town of Glogow Malopolski in the Carpathian foothills. Accordingly, the grilled sausage made from fine ham from EU pigs is called «Glogowska». At 94 percent, it has a very high meat content. And the popular best sellers «Podwawelska» and «Slaska» are also back at Bell in Poland this barbecue season.



Eisberg Austria Summery salad creations

For its new trendy summer salads «Quinoa and Mango with Chilli Tofu» and «Red Lentils with Feta Cheese», Eisberg Austria has dug deep into its superfood bag of tricks. Because in addition to the ingredients that the names already reveal, both varieties contain edamame, among other things. These are green soybeans, which are considered to be protein bombs. The two new products, which have been on sale in Austria since June, are just as suitable as barbecue side dishes as they are for a lunch break.



Stein's Best High quality rub novelties

The Hügli brand Stein's Best is supplying its gastronomy customers with three new fancy rubs this barbecue season. While the «Fish & Seafood Rub» specifically imbues everything with the delicious aroma of lakes and seas, «Smokey Barbecue Spice» and «Lemon Pepper» are also suitable for beef, pork and poultry as well as vegetables. Their high content of spices and herbs and low salt content make the seasonings particularly high-quality. The new products were developed in the course of revising and modernising Hügli's entire spice range.



The Green Mountain Vegan barbecue sausage trio

Good news for all barbecue sausage fans who also like to do cut out the meat sometimes: With the «Nationalwurst», the «Bauernbratwurstalternative» and the «Bratwurstalternative – Ostschweizer Art», The Green Mountain has developed three vegan variants that can easily hold their own against the originals. The trio has been available in Switzerland since the spring, and will soon be available in Germany as well.



Hilcona No meat yet more enjoyment

The new «Hilcona Happy Bowl Vegi» is not only a visual eye-catcher that ensures moments of happiness at the barbecue. Along with tofu and Venere rice, three vegetables make this salad a trendy vegetarian snack. And talking of tofu: Since April, Hilcona has also had this vegan speciality in its range for the first time for end consumers under the brand. The tofu, which is also great for grilling, is made from 100 percent Swiss organic soybeans. And there has to be another genuine classic as well: Hilcona now offers its popular potato salad in the larger 340-gram bowl – ideal for sharing.



Vogelely Iced teas refreshingly different

With the new Ice Tea range from Hügli's Vogelely brand, caterers can now offer their guests homemade iced tea. The varieties «Alpine Herbs», «Pineapple-Hibiscus» and «Lemon-Peppermint» owe their great taste to natural flavours and other good ingredients such as green tea extract. The perfect soft drink refreshment – not only for the beer garden barbecue.



Jubilees

LOOK! congratulates colleagues celebrating anniversaries between June and August 2021

Bell Switzerland

20 Years of Service

Alhagie Camara, June 1, Bell Switzerland, Basel
Thi Tuyen Huynh, June 1, Bell Switzerland, Basel
Sezai Kirmizi, June 1, Bell Switzerland, Basel
Bakary Konate, June 1, Bell Switzerland, Basel
Peter Lang, June 1, Bell Switzerland, Basel
Albert Mirakaj, June 1, Bell Switzerland, Zell
Philippe Perrier, June 1, Bell Switzerland, Cheseaux
Bertrand Schmitt, June 1, Bell Switzerland, Basel
Angélique Morard, June 11, Bell Switzerland, Cher-Mignon
Ernst Bachmann, June 27, Bell Switzerland, Oensingen
Philippe Ritt, July 1, Bell Switzerland, Basel
Nuriye Jasiqi, July 16, Bell Switzerland, Zell
Frédéric Mantovani, July 16, Bell Switzerland, Basel
David Teetz, July 23, Bell Switzerland, Oensingen
Virginie Beck, August 1, Bell Switzerland, Basel
Yannick Roulet, August 1, Bell Switzerland, Basel
Stefan Sieber, August 1, Bell Switzerland, Basel
Olivier Sifferlen, August 1, Bell Switzerland, Basel
Martin Studer-Melliger, August 1, Bell Switzerland, Oensingen
Nadja Hansen, August 13, Bell Switzerland, Zell
Veprim Haxhijolli, August 19, Bell Switzerland, Zell
Elisabeth Nussbaum, August 20, Bell Switzerland, Zell
Boonyoen Bichsel-Jan-ob, August 27, Bell Switzerland, Oensingen

25 Years of Service

Pascale Dietsch, June 1, Bell Switzerland, Basel
SaththiyathanSivapathasuntharam, June 3, Bell Switzerland, Zell
Krist Shala, July 1, Bell Switzerland, Zell
Patrick Wandres, July 11, Bell Switzerland, Basel
Andree Bert. Bayoro, July 15, Bell Switzerland, Basel
Irena Beslic, July 15, Bell Switzerland, Zell
Andreas Henzer, July 22, Bell Switzerland, Basel
Skender Ransi, July 29, Bell Switzerland, Zell
Slobodan Petrovic, August 1, Bell Switzerland, Basel
Fatma Aslan, August 5, Bell Switzerland, Basel
Ahmet Polat, August 19, Bell Switzerland, Basel

30 Years of Service

Caroline Blättler, June 1, Bell Switzerland, Basel
Beat Lustenberger, June 1, Bell Switzerland, Zell
Rene Schmutz, June 1, Bell Switzerland, Zell
Joseph Steinle, June 1, Bell Switzerland, Basel
Dominique Devidal, June 3, Bell Switzerland, Cheseaux
Hugues Schmitt, July 1, Bell Switzerland, Basel
Denis Sontag, July 15, Bell Switzerland, Basel
Felix Zeller, August 1, Bell Switzerland, Gossau
Michel Laboureux, August 12, Bell Switzerland, Basel

35 Years of Service

Urs Uebelhard, June 2, Bell Switzerland, Oensingen
Pierre Ingelsberger, June 16, Bell Switzerland, Basel
Joelle Adam, July 1, Bell Switzerland, Basel
Brigitte Braun, July 1, Bell Switzerland, Basel
Antonio Novoa Caride, August 1, Bell Switzerland, Cher-Mignon
Bruno Tschamber, August 4, Bell Switzerland, Basel

40 Years of Service

Peter Niederberger, June 2, Bell Switzerland, Oensingen
Pascal Giazzi, August 3, Bell Switzerland, Cheseaux

45 Years of Service

Cyrille Bagnoud, June 7, Bell Switzerland, Cher-Mignon
Siegfried Lötscher, July 12, Bell Switzerland, Cher-Mignon
Edith Ritter, August 24, Bell Switzerland, Basel

Retirements

Régine Hoeflerlin, June 30, Bell Switzerland, Basel
Nicoletta Lisi, July 31, Bell Switzerland, Basel
Rémi Hennes, July 31, Bell Switzerland, Basel
Ruedi Riedweg, August 31, Bell Switzerland, Oensingen
Danielle Lauffenburger, August 31, Bell Switzerland, Basel

Early Retirements

Martin Boschung, May 31, Bell Switzerland, Basel (*Addendum*)
Miradije Beluli, June 30, Bell Switzerland, Zell
Yves-Alain Rey, June 30, Bell Switzerland, Basel
Mario Schaad, June 30, Bell Switzerland, Oensingen
José Manuel Da Silva Lopes, July 31, Bell Switzerland, Zell
Brigitte Bättig, August 31, Bell Switzerland, Zell
Daniel Grand, August 31, Bell Switzerland, Cher-Mignon
Alfred Helbling, August 31, Bell Switzerland, Zell
Elisabeth Nussbaum, August 31, Bell Switzerland, Zell

Deceased

Hansrudolf Meier, April 10, Bell, Oensingen

Bell International

20 Years of Service

Samantha Gourdol-Gerin, June 5, Bell France, Teilhède
Patrice France, July 2, Bell France, Saint-Symphorien-sur-Coise
Nicole Dzsida, July 16, Hubers Landhendl GmbH, Pfaffstätt
Herve Gaspard, July 16, Bell France, Teilhède
Delphine Mournetas Cecchet, August 6, Bell France, Teilhède
Renaud Paquet, August 13, Bell France, Teilhède

25 Years of Service

Isabelle Esteves Fernandes, June 5, Bell France, Teilhède
Gudrun Haase, July 24, Bell Germany, Edewecht
Christelle Blanchard, July 25, Bell France, Saint-Symphorien-sur-Coise
Halina Michniak, August 5, Bell Polska, Niepołomice

30 Years of Service

Manuela Tress, August 13, Bell Germany, Harkebrügge
Joachim Feldkamp, August 26, Bell Germany, Edewecht
Paulo Pires Amaro, August 26, Bell France, Teilhède

35 Years of Service

Brigitte Loth, July 14, Bell Germany, Harkebrügge
Stefan Faschang, August 4, Frisch Express GmbH, Pfaffstätt
Manfred Fischer, August 25, Frisch Express GmbH, Pfaffstätt

Deceased

Gabor Orsos, May 6, Süddeutsche Truthahn AG, Ampfing

Convenience

20 Years of Service

Monika Švarcová, March 19, Hügli Foods s.r.o., Zásmyky (*Addendum*)
Miroslav Patka, May 2, Hügli Food s.r.o., Zásmyky (*Addendum*)
Ramadan Bajrami, June 1, Hilcona Gourmet SA, Orbe
Ibadete Schällenbaum, June 1, Eisberg AG, Dällikon
Maria-Donata Giangregorio, June 5, Hügli Nahrungsmittel GmbH, Radolfzell:
Steffen Kirsch, June 5, Hügli Nahrungsmittel GmbH, Radolfzell
Simona Mencaccini, June 7, Ali Big Industria Alimentare Srl, Brivio
Nedim Yilmaz, June 25, Hügli Nahrungsmittel GmbH, Radolfzell
Dirk Balzer, July 1, Hügli Nahrungsmittel GmbH, Radolfzell
Johann Brandner, July 1, Hilcona AG, Schaan
Pimpa Frei, July 1, Eisberg AG, Dällikon
Eike-Mareen Lehmann, July 1, Hügli Nahrungsmittel GmbH, Radolfzell
Henri Leuzinger, July 1, Hilcona Gourmet SA, Orbe
Markus Schär, July 1, Hügli Nahrungsmittel AG, Steinach
Zoltán Siska, July 1, Eisberg Hungary, Gyál
Thomas Trahe, July 1, Hügli Nahrungsmittel GmbH, Radolfzell
Friedrich Hofmann, July 2, HFC GmbH, Bad Wünnenberg
Elmaze Dibrani, July 12, Sylvain & Co SA, Essert-sous-Champvent
Martina Prüfer, July 13, Inter-Planing GmbH, Langenhaslach
Claudia da Conceição Couto Monteiro, July 16, Sylvain & Co SA, Essert-sous-Champvent
Monica Invernizzi, July 16, Ali Big Industria Alimentare Srl, Brivio
Joachim Fikus, July 23, Hügli Nahrungsmittel GmbH, Radolfzell
Stefan Rehfuß, August 1, Hügli Nahrungsmittel GmbH, Radolfzell
Elmar Kienzle, August 13, Hügli Nahrungsmittel GmbH, Radolfzell
Herbert Maurer, August 13, Hilcona AG, Schaan
Annabel Chautems, August 26, Sylvain & Co SA, Essert-sous-Champvent

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bellfoodgroup.com/karriere

25 Years of Service**Jarmila Dědková**, April 1, Hügli Food s.r.o., Zásmuky (*Addendum*)**Jana Sovová**, April 1, Hügli Food s.r.o., Zásmuky (*Addendum*)**Gary Butterfield**, May 25, Huegli UK Ltd., Redditch (*Addendum*)**Jose Carlos Fernandes Pereira**, June 1, Hilcona AG, Schaan**Joachim Hins**, June 1, Hügli Nahrungsmittel GmbH, Radolfzell**Jaime Alves Carneiro**, June 5, Eisberg AG, Dällikon**Pius Rüegg**, June 10, Eisberg AG, Dällikon**Mathias Grossmann**, June 13, Hügli Nahrungsmittel GmbH, Radolfzell**Thomas Friedli**, June 15, Hilcona AG, Schaan**Donna Maria Bertschinger**, June 24, Eisberg AG, Dällikon**Ivan Beeler**, July 1, Hilcona AG, Schaan**Maria Fernanda Cardoso de Almeida Alves**, July 1, Eisberg AG, Dällikon**Juergen Huber**, July 1, Hilcona AG, Schaan**Helmut Sohm**, July 15, Hilcona AG, Schaan**Olga Fleiner**, July 22, Hügli Nahrungsmittel GmbH, Radolfzell**Sengül Tekin**, July 22, Hügli Nahrungsmittel GmbH, Radolfzell**Helene Widiger**, July 22, HFC GmbH, Bad Wünnenberg**Isabella Dujmovic**, July 29, Hügli Nahrungsmittel GmbH, Radolfzell**Markus Hanselmann**, August 1, Hilcona AG, Schaan**Sonja Naescher**, August 2, Hilcona AG, Schaan**Markus Gehli**, August 12, Hügli Nahrungsmittel GmbH, Radolfzell**Valerius Weiss**, August 29, HFC GmbH, Bad Wünnenberg**30 Years of Service****Duarte Camilo Guerra Carvalho**, June 1, Hilcona AG, Salez**Frank Wiedemann**, June 1, Hügli Nahrungsmittel GmbH, Radolfzell**Dragan Leiler**, June 4, Hilcona AG, Schaan**Stefan Dieng**, August 1, Hügli Nahrungsmittel GmbH, Radolfzell**35 Years of Service****Antonio Lado Barrio**, June 7, Hilcona AG, Schaan**Karl Romankiewicz**, July 1, Hügli Nahrungsmittel GmbH, Radolfzell**Peter Raupp**, August 21, Hügli Nahrungsmittel GmbH, Radolfzell**40 Years of Service****Guenter Ender**, August 1, Hilcona AG, Schaan**Retirements****Michael Skribek**, March 31, Hügli Nahrungsmittel GmbH, Radolfzell (*Addendum*)**Obdulia Vidal Santos**, June 30, Hilcona AG, Schaan**Navaratnam Thirukeswaran**, June 30, Eisberg AG, Dällikon**Sinnarasa Kathirgamu**, July 31, Eisberg AG, Dällikon**Ismail Parlak**, August 31, Eisberg AG, Dällikon**José De Matos Veiga**, August 31, Eisberg AG, Dällikon**Jaime Alves Carneiro**, August 31, Eisberg AG, Dällikon**Early retirements****Gabriele Neubauer**, August 31, Hilcona AG, Schaan**Deceased****Marcela Chvátlová**, January 24, Hügli Food s.r.o., Zásmuky**Elmar Kienzle**, April 2, Hügli Nahrungsmittel GmbH, Radolfzell**Tezcan Yolcu**, May 15, Hilcona AG, Schaan**RAFFLE QUESTION****Win a Bell Food Group Gift Basket**

Whether you are passionate about being in the kitchen or consider cooking simply as the preparation of food: A full fridge never hurts. With a bit of luck, you will soon be able to fill your refrigerator with numerous products from the entire Bell Food Group.

**Prizes**

1× Gift basket with products from the entire Bell Food Group worth EUR 400.00

10× Shopping voucher worth EUR 30 for a local supermarket

Closing date is October 15, 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.

How the Bell Food Group tackles food losses

RECYCLE INSTEAD OF DISCARD

The Bell Food Group processes food without losses as far as possible. Anything that is left over and is not suitable for human consumption is recycled. This pays off – economically and for the environment.

Throw away carrots, eggs or a dried-out slice of ham? We all know that you shouldn't do that. It is also clear to the Bell Food Group: «We don't throw anything away. The ultimate goal is to prevent so-called losses from occurring in the first place,» explains Roger Peier, Sustainability Project Manager. «There are two kinds

of this. On the one hand, there are the losses from main products, also called food waste colloquially. This refers to ready-to-eat food that is not eaten. For example, leftovers from lunch that end up in the garbage.» The second category, losses from by-products, does not focus on the finished food, but mostly on the



ANIMAL FOOD INSTEAD OF BIOGAS

With the Top Excellence System, called TopX, the Bell Food Group improves processes throughout the Group. In this way, losses of organic raw materials can also be systematically avoided. TopX also has the objective of ensuring that residual materials are processed into higher-value products. This means that they move up one level in the recycling cascade. For example, the wing and thigh waste that accumulates in Bell Switzerland's chicken production is now being recycled into animal food instead of biogas.

HAM LOSS GREATLY REDUCED

In Basel, Bell Switzerland succeeded in optimising a process. Waste is produced here when cutting cooked ham. Thanks to targeted measures such as gentle cooking, the cuts of Gran Gusto ham have been reduced by almost 50% since 2018. Bell Germany was able to significantly reduce cut-off losses in Spanish raw ham - thanks to optimised knives and the adapted cutting temperature.

DONATING FOR PEOPLE IN NEED

Sometimes, too much is produced despite the best production control. So Eisberg, Hilcona, Hügli and Bell donate faultless goods that cannot be sold. Organisations such as «Tischlein deck dich» (Switzerland, Liechtenstein) or the «Tafel» (Germany) then distribute the food to people affected by poverty. In addition, many Bell Food Group locations offer remaining goods in their own outlets.

HEATING WITH LETTUCE

In Dällikon, Eisberg Schweiz extracts heat from lettuce waste. The leftovers from lettuce processing are fermented into biogas. The gas is used for combustion in the in-house combined heat and power plant, the electricity is fed into the grid as renewable energy and the thermal energy is used for internal processes. Raw organic remains are also fermented into biogas at the Bell Food Group production sites Dänikon and Villigen (Eisberg Switzerland), Essert-sous-Champvent (Sylvain & Co), Gyál (Eisberg Hungary), Schaan and Orbe (Hilcona). In addition, at the Landquart, Schaan and Orbe sites, Hilcona supplies raw organic remains to third parties for the production of animal feed.

Heat from lettuce scraps.

LEATHER AND BIODIESEL FROM OFFAL

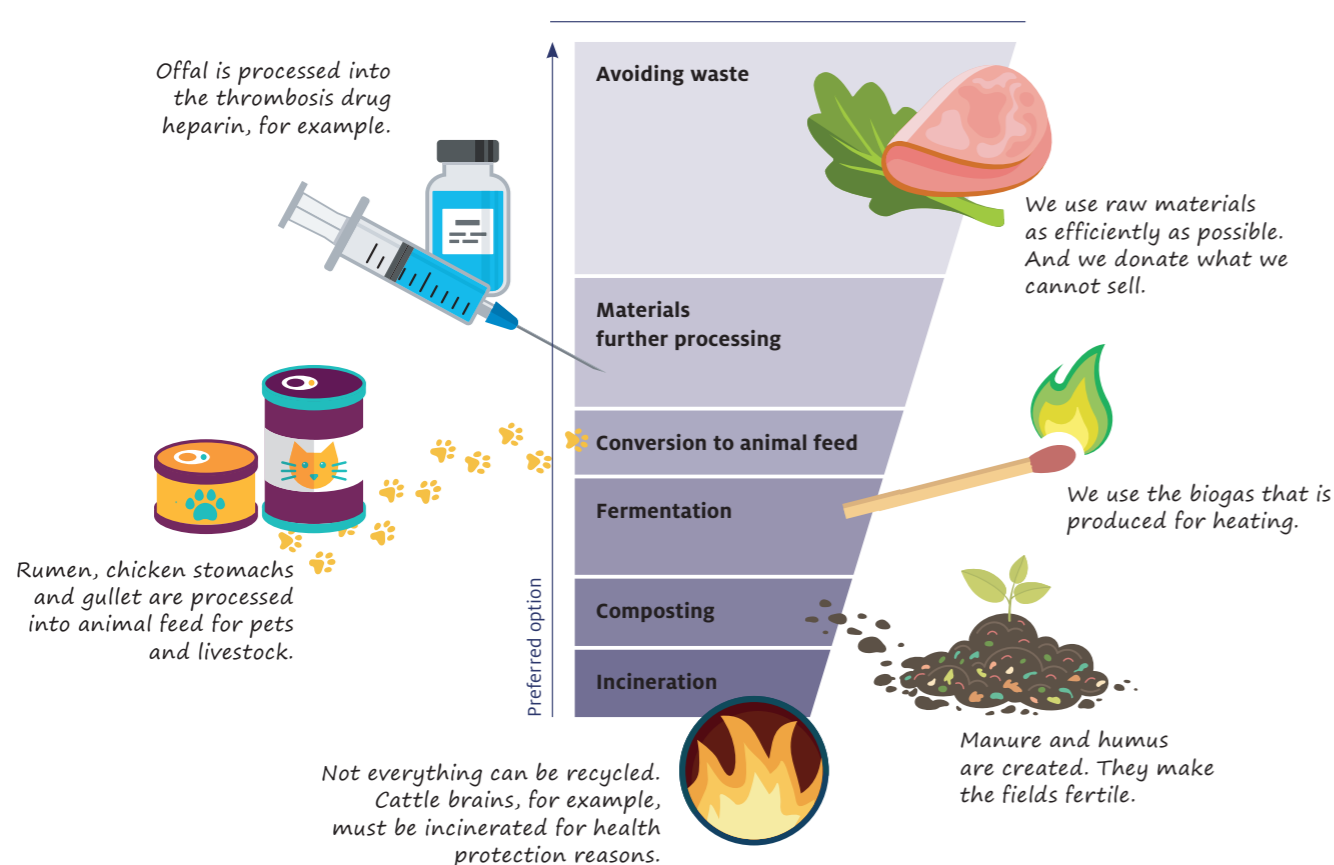
Centravo AG, a joint venture of the Swiss meat industry in which Bell Switzerland also holds a stake, enables the sustainable recycling of offal. Thanks to Centravo, these beef and pork products can be recycled in a high-quality manner. Third parties use it to produce, among other things, the thrombosis drug heparin, high-quality leather products or biodiesel.

upstream production steps. Such losses are caused, for example, by waste from scraps or cuttings. But how do you deal with these losses?

«Basically, we make sure that we process raw materials as efficiently as possible and optimise our processes where necessary,» explains Roger Peier. «This reduces costs and protects the environment at the same time.» However, certain losses cannot be avoided, for example due to the state of the art. This is referred to as residual materials.

«We recycle residual materials as much as possible,» says Peier. But beware: All recycling is not the same. For example, it is better to process animal residues or scraps into animal food instead of fermenting or composting them. The recycling cascade shows which type of processing the Bell Food Group prefers from an ecological point of view. «However, it is not always possible or useful to process raw materials at a higher level,» explains Roger Peier. This depends, among other things, on the infrastructure at a location or on legal regulations. For example, beef saddle marrow must be incinerated for legal reasons. • sh

Recycling cascade



Excellent raw hams

Golden Spring for Bell Germany

In the quality test of the German Agricultural Society Bell Germany received a gold medal for all the raw ham products submitted. This has never been achieved before, and is a good sign that the focus on raw ham is also making itself felt in the quality of the product.

The international quality test for ham and sausages of the German Agricultural Society (Deutsche Landwirtschaftsgesellschaft, DLG) is the big rendezvous of the industry. All of the main German producers eagerly await (or tremble before) the annual test.

According to a specially developed 5-point scheme, the DLG evaluates various test criteria. The focus is on sensory test criteria, such as smell, taste or appearance, which are evaluated

anonymously by recognised scientific and practical experts.

In addition, the packaging and declaration are also checked separately, and laboratory analyses are carried out for chemical and microbial tests. Only the products that fulfil

all test criteria without any faults will receive the coveted gold award.

This year there was also a gold award for Bell Germany – for every single one of the 47 ham products submitted. Bell Germany submitted various raw hams from Germa-

ny as well as Serrano hams from the production facilities of Bell Spain in the categories «Sliced», «Pieces» and «Diced». In the past, the company has always been able to show off its above-average product quality. This is demonstrated not least by the prize for long-term product quality, which was also awarded to Bell Germany this year for the sixth time in a row. But a gold medal for all the products presented is anything but a matter of course. Stephan Holst, Head of Marketing at Bell Germany, agrees: «This is indeed exceptional, and a great recognition of the quality of our products.»

The shower of gold medals is not only a nice recognition, but also a sales argument. The DLG quality test has a long tradition in Germany and enjoys a high degree of credibility. «Many retailers require their suppliers to submit their products for quality testing,» explains Stephan Holst. So for Bell Germany, the DLG quality test was a golden start to a rainy spring. • fv



«It is a great recognition for the the quality of our products.»