

# LOOK!

Bell Food Group Employee Magazine

03 2021



**Leading in Food**

**BELL  
FOOD  
GROUP**





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## We're shaping the future

### Dear Colleagues,

Four years ago, I had the pleasure of introducing the Bell Food Group to you. The renaming of the former Bell-Gruppe to Bell Food Group marks an important step in the story of our company's development.

With the new group name, as well as creating an umbrella brand that combines all the companies in the group in a strong unit, we also created a new identity as well – one that encompasses all the business units and divisions equally. In doing so, we set the course for the future of our company.

Along with the adaptation of the organisational structure, the first developments in 2017 were primarily of a visual nature, such as the new development of the corporate logo and the redesign of the corporate website. Since then, we have increasingly filled the Bell Food Group with life and strengthened the links between the individual companies. This development makes me extremely proud.

Over time, the Bell Food Group has grown into a terrific family. Whether «close members» or «distant relatives»,

### The Bell Food Group has grown into a terrific family.

in the end it is the common history and the values we live every day that unite us, regardless of how different the individual family members may be. In the case of the Bell Food Group, these are the love of enjoyment, the willingness to take responsibility, and the energy to tackle things and shape the future.

As in any good family, from time to time we also have to face challenges that we can only overcome together with every individual member playing their part. The corona pandemic is the best proof of this.

I would like to thank you all, esteemed colleagues, for this very personal contribution in «good times as well as bad». Without your openness, your commitment and your willingness to approach each other, the Bell Food Group would not have got to where it is today in such a short time.

With joy, competence and a sense of responsibility, we want to become one of the best food companies in Europe. I would therefore like to encourage you to show initiative, contribute ideas and take responsibility. Because only with your individual strengths and our shared values will we be able to do our best for our customers and produce goods of the very highest quality.

I am firmly convinced that we will achieve our goals together and make the Bell Food Group even more tangible both internally and externally.

Lorenz Wyss  
Chief Executive Officer of the Group



You can also read, download or subscribe to LOOK! Online at [look.bellfoodgroup.com](http://look.bellfoodgroup.com)

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Bell and Hilcona defend double success in «Best Recruiters» study

# Together at the top

In the «Best Recruiters» study, Bell Switzerland and Hilcona took first and second place in the food category, as in the previous year. The only difference: Bell was able to oust last year's winner Hilcona from the top spot this year. In this interview, HR project managers Catherine Baumann and Andrea Hefti talk about what the award means to them, and what it takes to be at the top in the long term.



Andrea Hefti (left) and Catherine Baumann are the project managers for the «Best Recruiters» study at Bell and Hilcona.

Double success for the Bell Food Group in the «Best Recruiters» study 2020/21. As in the previous year, Bell Switzerland and Hilcona took the first two places in the food category in a nationwide comparison. After coming second last year, Bell was able to reach the top position for the first time in the current volume. Hilcona came in at a close second. In comparison with all 403 companies

tested in Switzerland and Liechtenstein, Bell is in an excellent 16th place. Hilcona takes position 46.

Getting to the top is notoriously difficult. But it is even more difficult to defend the top position and stay consistently at the top, as Hilcona has been doing for years. Since its first participation in the «Best Recruiters» study in 2016, the company has always achieved first or second place in the food category. Until three years ago, Bell was still rather at the back of the pack, but then it made a rapid ascent that led the company to the very top within an astonishingly short time.

This was not by chance. Both Bell and Hilcona analysed the study results in detail and continuously improved their personnel recruitment processes. The Bell Food Group's HR strategy also set high standards on the subject of recruitment, which is now also reflected in this double success.

As project managers in the «Best Recruiters» study at Bell and Hilcona, Catherine Baumann and Andrea Hefti, together with their teams, made a significant contribution to the great success. In the interview, the two recruitment professionals provide information about the improvements in the recruitment process in their companies and about the importance of performing well internally and externally.

**First of all, congratulations on another double victory. What tipped the scales in favour of Hilcona and Bell repeating the double victory from the previous year?** Andrea Hefti: An important focus for us is to keep the quality of service high. And there we were able to take a step forward based on the feedback. In addition, we started to exchange ideas more intensively in 2019 and to use synergies within the Bell Food Group. The newly introduced HR system «Applicant 3» has also brought an important improvement.

**Catherine Baumann:** We have also been able to make significant progress in terms of the speed and quality of feedback to applicants. This is also expected today, but it is a big challenge for us because we do not have the same resources available as other, significantly larger companies. Another key factor for the good ranking was certainly the career page. We made various adjustments based on last year's feedback from Best Recruiters and were able to get full marks in this category.

**What specifically has been changed on the careers page?** CB: We have structured the information according to the target group and improved the usability so that people can navigate easily and quickly. That makes it much easier to get started. In addition, we have

integrated the application forms directly in the job advertisements, improved onboarding with the section «How to start with us» and added quick links so that the applicant can quickly access further information on the companies.

**How is it with you, Andrea?** AH: We haven't been able to migrate our career page yet for various reasons, and this had an impact on our rating. We certainly still have a good site, but not quite in the same detail as on the joint Bell Food Group website. However, we have recognised the shortcoming and want to start implementing it as soon as possible.

**What is your personal assessment of the good rankings?** AH: It is nice that we have been at the top for years, both in Liechtenstein, where there is a great density of good companies in a small area, and in the food category in Switzerland. And I am a little proud of the fact that we have continuously been able to leave companies with significantly more financial and human resources behind us.

CB: We were able to make a huge leap forward in a very short time, which is extraordi-

**«It is nice that we have been right at the top for years.»**



nary, but also a big challenge and a lot of work. The last step right up to the front is especially difficult, because it's all about details.

**Despite the good ranking, is there still potential for improvement?** AH: In the area of social media, we are certainly not yet at the level that the best companies have. And as already mentioned, the further development of the website is also one of our goals. We are also working on talent relationship management, i.e. dialogue with internal and external or potential talent. We want to stay in touch with former employees and apprentices as well as with good candidates who could not be considered for another position. This means that the time it takes to fill a vacancy can be significantly reduced and we

save valuable resources.

**«We want to maintain our top position, defend it as much as possible, of course.»**

of resources. Talent relationship management is also an issue for us. It is certainly important for us that the website remains up to date and provides an exciting insight into the relevant topics. We also want to provide more video content. We already work with video testimonials, but we want to broaden that in the next few years. It is also important that we further expand our presence in social media.

**How do you rate the significance of the «Best Recruiters» study?** CB: I judge the majority of the study positively. Recruiting is one of our core competencies and an essential tool for employer marketing. The study results also show us that we can always keep at it and not rest on what we have achieved so far. A bit of a pity is the exclusive focus on the German-speaking area, so the significance for the French-speaking area is rather low.



«Best Recruiters» Study

The «Best Recruiters» study evaluates the personnel recruitment quality of companies in the entire DACH region and has developed into the largest and most important assessment in this area since it was first conducted eight years ago. In Switzerland and Liechtenstein, the 403 companies with the highest turnover and the highest number of employees were tested for the 2020/21 edition.

AH: I think it's a good and relevant vessel because it reflects the situation in the DACH region really broadly. So the study is good benchmarking with competitor companies and a kind of quality management for us internally. However, the focus is very much on online recruiting; Fairs and other recruiting tools are not looked at.

**Has the good performance in recent years had a noticeable impact in the search for new talent?**

CB: Certainly, Best Recruiters is comparatively well known, and a good ranking certainly has a positive effect on potential employees who find out about our company on the website.

AH: The «Best Recruiters» study is the largest personnel recruitment study in the German-speaking world. I therefore also believe that this has a positive effect. For this reason, we also communicate the good results prominently to the outside world. However, one must not forget that it is not only the quality of recruitment that plays a role in the search for new talents. • fv



Employee shares

# Get involved in the Bell Food Group

From 1 to 30 November 2021 you can buy shares in Bell Food Group Ltd at preferential conditions. Access to the shares portal is at [www.myshares.bellfoodgroup.com](http://www.myshares.bellfoodgroup.com).

This year, too, you can visit us from 1 to 30 November to acquire shares in Bell Food Group Ltd at a discounted price (employee shares) and thus participate directly in the company.

Employees of the Bell Food Group may subscribe to between one and a maximum of one hundred shares during the subscription period. The employee shares are issued with a discount of 20 percent and with a blocking period of four years.

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

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

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



For more information please contact:

Etienne Petitjean  
Bell Food Group Share Office  
+41 58 326 2020  
[share.registry@bellfoodgroup.com](mailto:share.registry@bellfoodgroup.com)



**Cedric Bechler**

Administrative Assistant EFZ  
Bell, Basel (CH)



**Cyrill Graf**

Automation Technician EFZ  
Bell, Basel (CH)



**Yasin Can Ipek**

Meat Specialist EFZ  
Bell, Basel (CH)



**Sascha Reiniger**

(both) Computer Scientist  
Application Development EFZ  
Bell, Basel (CH)

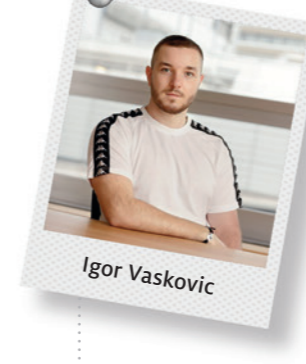


**Lars Schaller**



**Jascha Schwyzer**

Meat Specialist EFZ  
Bell, Basel (CH)



**Igor Vaskovic**

Office Assistant EBA  
Bell, Basel (CH)



**Kevin Zbinden**

Meat Specialist Assistant EBA  
Bell, Basel (CH)



**Lennard Wichmann**

Electronics Technician for Operating  
Technology Bell, Harkebrügge (GE)

We would like to congratulate these 37 newly qualified young professionals on successfully completing their training.



**Abdulsalam Mohamed**

Meat Specialist Assistant EBA  
Bell, Oensingen (CH)



**Amanuel Mulubrhan**

Meat Specialist Assistant EBA  
Bell, Oensingen (CH)



**Alen Kozarac**

Production Mechanic EFZ  
Bell, Zell (CH)



**Visar Bajrami**

Administrative Assistant EFZ  
Eisberg, Dällikon (CH)



**Ivan Kolev**

Logistics Technician EFZ  
Hilcona, Landquart (CH)



**Dilara Ludwig**

Food Technologist EFZ  
Hilcona, Landquart (CH)



**Michael Raduc**

Food Technologist EFZ  
Hilcona, Landquart (CH)



**Noah De Marco**

Administrative Assistant EFZ  
Hilcona, Schaan (LI)



**Laurin Ehrenzeller**

Administrative Assistant EFZ  
Hilcona, Schaan (LI)

The apprentices of the Bell Food Group

# MIGHTY PROUD

These young people can be really proud of themselves! In August, 61 apprentices started their training at the Bell Food Group. In doing so, they embarked on their professional lives and took over the baton from the 37 freshly graduated young professionals who had completed their vocational training or studies with flying colours in the summer. Many of the graduates also decided to remain within the Bell Food Group in the future. LOOK! introduces the 98 young people and congratulates them warmly.

We would like to extend a warm welcome to these 61 new apprentices at the Bell Food Group.

- Bell, Basel (CH)
- Sarah Marie Aregger** Automation Technician EFZ
- Fabian Bee** Dual Study Business Informatics / Data Science
- Yusuf Yaren Daskin** Production Mechanic EFZ
- Eliana Fernandez Duran** Meat Specialist Assistant EBA
- José González** Computer Scientist Application Developer EFZ
- Lilian Keil** Dual Study Business Administration / Human Resources Management
- Toprak Kizilyatak** Food Technologist EFZ
- Fabiano Meili** Computer Scientist Platform Development EFZ
- Butrint Nazifi** Administrative Assistant EFZ
- Igor Vaskovic** Administrative Assistant EFZ
- Denis Yavuz** Maintenance Specialist EFZ
- Kevin Zbinden** Meat Specialist EFZ

- Bell, Oensingen (CH)
- Dawit Bereket** Logistics Technician EBA
- Benoit Brüderli** Food Trainee EBA
- Aron Debesay** Meat Specialist Assistant EBA
- Arthur Friedrich** Meat Specialist EFZ
- Selim Gjocaj** Logistics Technician EFZ
- Muhamad Muhamad** Production Mechanic EFZ
- Amanuel Mulubrhan** Production Mechanic EFZ
- Alen Mumdzic** Meat Specialist EFZ
- Sara Nassar** Food Technologist EFZ
- Dominic Rettenmund** Food Technologist EFZ
- Hadish Teumzgi** Meat Specialist Assistant EBA
- Firouz Yousefi** Meat Specialist Assistant EBA



**Mara Gomes Silva**  
Administrative Assistant EFZ  
Hilcona, Schaan (LI)

**Ismet Güler**  
Food Technologist EFZ  
Hilcona, Schaan (LI)

**Kristina Ivanova**  
Food Technologist EBA  
Hilcona, Schaan (LI)

**Patrick Marxer**  
Logistics Technician EFZ  
Hilcona, Schaan (LI)

**Yannick Brake**  
Industrial clerk with  
additional qualification  
International  
Business Management  
Hügli, Radolfzell (DE)

**Adrian Christ**  
DH Study  
Food Management  
Hügli, Radolfzell (DE)

**Jana Lederle**  
Industrial clerk with  
additional qualification  
International  
Business Management  
Hügli, Radolfzell (DE)

**Kirstin Mattes**  
DH Study  
Business Informatics  
Hügli, Radolfzell (DE)

**Sven Radermacher**  
Specialist  
for Food Technology  
Hügli, Radolfzell (DE)

**Marvin Schulte-  
Bäuminghaus**  
Specialist for  
Food technology  
Hügli, Radolfzell (DE)

**Lisa Stark**  
Industrial clerk with  
additional qualification  
International Economic  
Management  
Hügli, Radolfzell (DE)

**Mareike Stump**  
DH Study  
Food Management  
Hügli, Radolfzell (DE)

**Theresa Zirell**  
Specialist for Food Technology  
Hügli, Radolfzell (DE)

**Asmitha Canagathas**  
Food Technician EBA  
Hügli, St. Gallen (CH)

**Leon Aliev**  
Administrative  
Assistant EFZ  
Hügli, Steinach (CH)

**Sascha Burren**  
Logistics Technician EFZ  
Hügli, Steinach (CH)

**Alketa Sadiki**  
Administrative Assistant EFZ  
Hügli, Steinach (CH)

**Michael Schär**  
Food Technologist EFZ  
Hügli, Steinach (CH)

**Marc Sutter**  
Food trainee EBA  
Hügli, Steinach (CH)

Bell, Edewecht (GE)  
**Vanessa Bley** Specialist for Food Technology

Bell, Harkebrügge (GE)  
**Brúnó Obornyák** Electronics Technician for  
Operating Technology  
**Tobias Straub** Machine and Plant Operator,  
Focus on food technology

Bell, Seevetal (DE)  
**Cinja-Nadina Janssen** Dual study programme  
(Business Administration) / Industrial Clerk  
**Maximilian Pietrass** Dual Study  
(Business Administration) / Industrial Clerk

Bell, Zell (CH)  
**Alessio Arieta** EFZ Cook  
**Anne-Alena Junker** Food Technologist EFZ  
**Damian Vesic** Plant Operator EFZ

Eisberg, Dällikon (CH)  
**Diego Bruno** Food Technologist EFZ  
**Sara Tomic** Administrative Assistant EFZ

Hilcona, Landquart (CH)  
**Daniel Andemeskel** Food Technology EBA  
**Agon Bajrami** Logistics Technician EFZ  
**Justin Gottleuber** Food Technologist EBA

Hilcona, Schaan (LI)  
**Aleyna Atmaca** Food Technologist EBA  
**Eduardo Cardoso** Logistics Technician EFZ  
**Jan Hagmann** Food Technologist EFZ  
**Jennifer Külling** Administrative Assistant EFZ  
**Gian Kunz** Administrative Assistant EFZ  
**Fabiana Matias Pinto** Administrative Assistant EFZ  
**Florin Nold** Automation Technician EFZ  
**Juan Riveiro** Plant Operator EFZ  
**Jonas Schwarz** Food Technologist EFZ  
**Denys Tarasenko** Plant Operator EFZ

Hügli, Radolfzell (DE)  
**Dennis Foos** Warehouse Logistics Specialist  
**Alexander Götting** Mechatronics Technician  
**Nina Heidemann** DH Studies Business Administration Industry  
**Julia Kirn** Industrial clerk with additional qualification  
International Economic Management  
**Judith Künz** Industrial Clerk with additional qualification  
International Economic Management  
**Leo Meindl** Mechatronics Technician  
**Camelia Paraschiva** DH Studies Business Administration Industry  
**Sinah Sprissler** Industrial Clerk with additional qualification in  
International Business Management  
**Vanessa Wildschütz** Industrial Clerk with additional qualification  
in International Business Management

Hügli, St. Gallen (CH)  
**Bleron Hebibi** Logistics Technician EFZ  
**Alex Miranda Machado** Food Trainee EBA

Hügli, Steinach (CH)  
**Fabrice Betschart** Administrative Assistant EFZ  
**Jetmir Muratoski** Logistics Technician EFZ  
**Meltem Önel** Administrative Assistant EFZ  
**Ruben Barros Pereira** Food Practitioner EBA  
**Silvan Schawalter** Food Technologist EFZ  
**Florian Thomi** Logistics Technician EFZ





This is what the Bell Food Group stands for

# Leading in Food

*Sharpened and to the point: «Leading in Food» summarizes what the Bell Food Group stands for. But what is behind it? In the interview, Davide Elia and Endrik Dallmann take a closer look at the background and explain what this means for Bell Food Group as a corporate and employer brand. • sh*

**BELL  
FOOD  
GROUP**



#### The next logical step

Formally, the Bell Food Group has existed since 11 March 2017. The renaming of the then Bell Group to Bell Food Group reflected the fact that the company had evolved – from a traditional Swiss meat processor to one of the leading meat and convenience specialists in Europe. A logical consequence of the growth strategy of previous years and an important step in creating a common identity within the group.

With the change of name, the Group not only formally received a new name but also, for the first time, an umbrella under which all business areas and divisions of the Bell Food Group could find themselves equally.

#### A stronger togetherness

Since then, the Bell Food Group has continued to develop – and has grown together step by step. This is not only evidenced by cross-group initiatives such as TopX or projects such as EPIC; this development is also visible above all in structural adjustments. The Eisberg site

in Marchtrenk (AT), for example, not only produces for the Eisberg brand, but also for Bell, Hilcona and Hügli. Essential areas such

as HR or IT have organised themselves across groups and form structures across countries and business units. Even in daily interaction, conversations along the lines of, «Tell us, how do you actually go about things at your place?» are no longer a rarity.

When everyone pulls together, learns from each other and helps each other, it makes everyone stronger overall. This has long been true not only within the individual companies, but also increasingly for the group as a whole.

#### A roof that covers everyone.

as HR or IT have organised themselves across groups and form structures across countries and business units. Even in daily interaction, conversations along the lines of, «Tell us, how do you actually go about things at your place?» are no longer a rarity.

When everyone pulls together, learns from each other and helps each other, it makes everyone stronger overall. This has long been true not only within the individual companies, but also increasingly for the group as a whole.



#### Clear distribution of roles

This togetherness should continue to develop in the future. On the one hand, this requires a common understanding of what we want to achieve together and where the journey is going. Equally important, however, is a clear distribution of roles within the group. Within the framework of a revision of the Bell Food Group's brand strategy, these questions were dealt with in greater depth.

In addition to optimising the existing brand portfolio of the Bell Food Group, this revision focused on two aspects in particular: on the one hand, on sharpening the positioning and thus the identity of the Bell Food Group umbrella brand, the so-called corporate brand, and supplementing the vision «Together to the Top» with a concrete brand core; and on the other, on developing an employer brand based on the HR strategy of the Bell Food Group.



**THE BRAND ESSENCE**  
Leading in Food

With joy, competence and a sense of responsibility, we want to become one of the best food companies in Europe. A great goal to which we are all committed every day. And in which we are all guided by common values and principles.

**THE MISSIONS**

This is what we stand for



**We love enjoyment**

- Highest quality since 1869
- Inspiring customers
- A reliable partner



**We shape the future**

- Tackling challenges
- Permanent improvement
- Actively shaping the future



**We live responsibility**

- Thinking and acting sustainably
- Getting better every day
- Leading by example

Learn more about the Bell Food Group's vision, mission and vision statement:  
[bellfoodgroup.com/leading](http://bellfoodgroup.com/leading)

«The commonalities were easy to find, they were all already there, so to speak.»

*In 2017, the Bell Food Group was launched and introduced to the employees. What has changed since then?* With the Bell Food Group we built an umbrella in 2017 to give the many different companies and areas a bracket. At that time it was important for the understanding internally as well as externally, because we had grown very quickly. Now we have created the foundation, the walls and the room layout for it. From an engineer's point of view, this may seem a strange approach, but it is not unusual for corporate brands, as an organisation always has to find itself first. The people – i.e. the staff – who are now working in it fill this building with life.

*What does this «life» look like in concrete terms?* We started from the given corporate strategy. We want to be part of one of the best food companies in Europe with joy, competence and a sense of responsibility. We have summarised this in the brand essence «Leading in Food». In countless conversations and analyses, we have found that despite having many locations and different company histories, we share an astonishing number of values. Like in a big family, where there are often different characters and yet everyone sticks together. The commonalities were easy to find, they were virtually all already there. We actually only had to substantiate them in missions.

*Let's stay with the missions: The missions «Quality», «Enjoyment» and «Sustainability» were presented in 2017. So have they now been replaced?* In recent years, it has become clear what makes us stand out as a group in the market. We did not have to reinvent the wheel, but simply rephrase the somewhat generic terms into clear statements. «We love enjoyment» stands for the highest quality and wide-ranging expertise. «We shape the future» shows the energy with which we tackle things and devel-



Davide Elia,  
Head of Corporate  
Marketing & Communication

Davide Elia has held various positions at Bell's headquarters since 1997. Today he is responsible for corporate marketing and corporate communications. In the past few years he was able to closely follow the growth of the Bell Food Group and got to know the various companies in the group. In his free time, he focuses on his family with his daughter and twin sons, as well as travelling and reading.

op them further. Finally, «We live responsibility» underlines our commitment to living in harmony with our environment. It is important for me to emphasise that these missions are not imposed, but correspond to who we are and what we do.

*What does this mean for employees in the future? What will change?* Basically, there are few changes for the employees. For our colleagues, the focus remains on the local brands. However, the affiliation to the group will be more noticeable in the future. The proven local culture and identification are complemented by the opportunities of a strong community.



## «We combine the necessary strengths.»

**Endrik Dallmann, why does a company need an employer brand?** Brands transport emotions, values, credibility. An employer brand should also do this. What kind of culture awaits me, what values are considered important in the company and are also lived?



Endrik Dallmann,  
Division management

Endrik Dallmann (53) has been with Hügli since 1994, most recently as a member of Division Management. The business economist has managed a wide range of operational Hügli projects and has been responsible for the HR management of the Bell Food Group since March 2021. He likes to spend his free time with his wife, his three daughters and their two flat-coated retrievers, ideally on a beach in Sankt Peter-Ording. When that's not possible, he likes to ride his bike, bake or cook.

**What does the Bell Food Group stand for as an employer?** Despite its size, the Bell Food Group is a company with great diversity, flat hierarchies, fast decision-making processes and, above all, great passion. The people who work for the Bell Food Group are closely connected to the company, just as the company is closely connected to its people. We want to be there for all our employees, encourage entrepreneurial thinking and value the contribution of each individual to our overall performance.

**So will there now only be the Bell Food Group at HR level? What role does the group play in this?** No, locally, the focus will still be on local employer brands. Over the decades, they have achieved outstanding regional recognition and esteem. In future, however, we will place greater emphasis on our affiliation with the Bell Food Group. So we connect the various strengths – the regional importance of the employer brand combined with the advantages that come with a large group of companies.

In contrast to a local medium-sized company, the Bell Food Group can, for example, offer a different level of further training, development opportunities throughout the Group, job security and international cooperation.

**After looking into the future, let's take a look at today: Where do you see the Bell Food Group today?** I myself have been on this path since the beginning of 2018, when the Bell Food Group acquired the Hügli Group. Personally, I think that given the short time, a great family has emerged. The willingness to open up, to trust and to try out ways of working together, to improve what is good and also to accept failures and learn from them is unbeatable in my eyes.

**Where do you see the biggest challenges in the near future?** We all have individual «comfort zones». Today we live in a working world of rapid change. This means we are constantly being



### THE EMPLOYER BRAND Focusing on the individual

At Bell Food Group, the focus is on people. With their individual abilities, their needs and our common goals. We want our employees to enjoy coming to work and to be able to contribute to our joint success. We offer an open and human working environment that is characterised by appreciation.

forced, time and again, to leave our comfort zones. Some earlier, others later.

This is also where we as HR can start: We are partners with our customers. Both for the managers on the line, but especially for all employees.

Accompanying and supporting the people in the company, dealing openly with fears and anxieties and always seeing new opportunities and ways forward is the greatest challenge – we people make the difference.

**Time and again, we are forced to leave our comfort zones.**

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

# THE ONLY CONSTANT IS CHANGE ITSELF

«Nothing is as constant as change itself», said Heraclitus of Ephesus around 500 BC. He remains right to this day. Change is part of life; the economy and the professional world are also subject to constant change. Changes can be profound or only incidental, but you always have to deal with them regardless. Employees of the Bell Food Group talk about how they deal with this in their professional environment.



**Sven Friedli**  
Head of Shared Service Center IT/CIO  
at the Bell Food Group in Basel

«The only constant is change itself. We live in a very fast-moving era that is characterised by change. Digitalisation opens up many opportunities that we can use – but also challenges that we have to master. Without IT, no lettuce would be packed, no pizza would be delivered and no cow would be slaughtered at the Bell Food Group today. In addition, new opportunities and requirements come our way every day that change our IT systems and processes. In order to master this complexity and ensure the necessary operational stability, it is enormously important to actively manage these changes.

In my view, there are three essential success factors: On the one hand, we need to understand the needs of our business so that we can further develop our systems in a targeted manner. On the other hand, we also need to clearly show what our goals are and where the journey should lead so that our teams can make the right decisions in this fast-moving world.

And last but not least, and no less important for that: We all have to pull together and support each other. Across all organisational boundaries. As I always say: «People, not systems, make the difference!»



**Ricardo Hutter**  
Category Cluster Leader Trading Goods  
at Hügli in Steinach

«My motivation in Hügli Group Procurement is to perceive challenges as new opportunities for our company and myself. As a competent service provider, it is my concern to focus on our internal and external customers. I do usually manage this, but to be honest not always. What is relevant for me here is reflection from knowledge and a healthy feedback culture, so that we as an organisation also have the courage to take new innovative paths.

Change can also always lead to confusion. I therefore want my employer to be as transparent and open as possible in their communication. In our newly organised Group Procurement, for example, I can actively participate in the strategy as a member and help shape the storyline with the team.»



**Selina Lorenz**  
Project Manager Corporate Business Development  
at Hilcona in Schaan

«As a project manager in Hilcona Business Development, I very often come into contact with the topic of «change» in my professional context. Personally, I am open to changes. From my point of view, they are initially neither positive nor negative: It's what we make of them that counts. When I am confronted with a change, I always ask myself what this change means for us and how we can use it as an opportunity.

In my view, it is very helpful to be aware that a change is always accompanied by a certain degree of uncertainty, as it is still unclear what effects it will have. That is why change always involves courage to embrace it despite the uncertainties and to get the best out of the change. I would like to see this courage continue for us as a company.»



**Ramon Lingg**  
Manager RHB Warehouse  
at Geiser in Schlieren

«Personally, I am open to changes. I always see them as challenges as well. Some changes I have to think about carefully first in order to plan my course of action. I may even have been expecting other changes. In any case, I try to approach the situation on a neutral basis, observe it and of course react to it.

In the case of changes, direct and transparent communication to the employees is very important.

I appreciate immensely knowing that I can contact my supervisor at any time if I have a concern or am unclear about something.

And what we must also never forget: When there's a success that's brought about by a change, as an employee you like to be praised or shown appreciation.»



**Gergely Tóth**  
Purchasing  
at Iceberg in Gyál

«As a quality controller I have learnt the basics of the industry, thus my previous experience can be used in purchasing. Our job is characterised by constant changes and we have to adapt quickly and properly to these changes on a daily basis, for example the difficulties of the changing weather resulting in the problems of raw materials and these factors affect every employee. As far as I can, I solve these changes with direct, adequate communication and fast reaction to the issues.

Our company handles changes flexibly and as an employee I receive trust and support from my leaders.»

From white sausage to rice pudding

# REFRESHING varied

Whether warm or cold, sweet or hearty, for an extended cooking event or for a quick meal in the office – this autumn's new items from the Bell Food Group once again guarantee enjoyment for any occasion. And once again, the product developers paid just as much attention to meat fans as they did as to those who prefer a vegetarian or vegan diet. • *mr*



**Eisberg Switzerland:**  
*Salad bowls with autumn ingredients*

Eisberg Schweiz proves that salad bowls are not only in season in summer with the new products that went on sale in September. Creations such as «Sweet Potato & Feta», «Pumpkin, Quinoa & Sweet Potato» and «Falafel & Pumpkin» are aimed at everyone who wants to eat mindfully. Two of the three bowls are also suitable for vegans.

**Eisberg Austria:**  
*Bread rolls for white sausage fans*

Some like a hearty start to the day in the mornings. Others wait until lunchtime for their tasty snack. Luckily, the new pretzel bun with white sausage and mustard from Eisberg Austria tastes good at any time of the day. The round roll with moist white sausage slices from the sandwich range has been available at Austrian to-go counters since the end of September.



**Bell Poland:**  
*Old Polish specialty with a traditional seal*

Bell's «Dry Krakauer Old Polish Style» now bears the «Guaranteed traditional specialty» seal. With this, the Polish Ministry of Agriculture confirms that they meet all the criteria for ingredients and production that are necessary for being awarded the yellow-blue EU logo. The cured and heavily smoked sausage with its delicate garlic scent has always been a popular delicacy all over Poland.



**Bell Germany:**  
*Ham duo with an organic label*

Abraham's organic range for self-service shelves has received two new additions, «Ham Cubes» and «Country Ham». Attractive packaging with a print in a kraft paper look underline the manufactory character of the innovations certified with the organic label. Their labels even show the people responsible for production, who stand for the high quality of the specialties.



**Bell Germany:**  
*Ham from sustainable farming*

The demand for meat products from higher farming forms is increasing. And so Abraham's new «Katenschinken from open stables» enjoyed great popularity at the counter from the moment it was first introduced. With this rearing concept, the pigs are kept in pens that offer them fresh air, daylight and more space, among other things. An attractive display for the meat counter tells customers more about this rearing method as well as other good features of the novelty.



**Bell France:**  
*New range in folding packs*

Bell has recently started delighting customers in France with charcuterie products in practical and more sustainable folding packaging. The new range includes, for example, «Jambon sec de Savoie», «Prosciutto Crudo» or «Serrano ham», some selected French and international specialties. Since this type of packaging is still completely new to French consumers, pictograms explain how easy it is to use. The high-quality packaging design also reflects the quality of the products.



**Eisberg Austria:**  
*Crispy chicken sticks*

Thanks to a new production facility, Eisberg Austria is now adding even more variety to its convenience offering. These include the new «Cornflake-coated Chicken Sticks». Pure or finished with chilli and cheese, the frozen sticks take only a few minutes to cook in a pan or oven.



**Hilcona:**  
*New look and organic growth*

Now it's easy for consumers to find their favourite Hilcona pasta. This is thanks to the new, practical colour coding that the Liechtenstein company has introduced as part of the packaging relaunch for «Pasta Classica», «Pasta Bio» and «Minis». In addition, self-explanatory icons provide customers with important information at a glance, such as preparation time. With «Bio Tortelloni Pomodoro e Mozzarella» and «Bio-Spätzle», Hilcona now has two new products with an organic seal in its range for all pasta fans.



**Tasting box for the food industry**

Snack manufacturers all over Europe enjoyed an unusual tasting package from Hügli's food industry division this summer. The elegant black tasting box contained two snack spices that the consumer could prepare as well as two bags with differently seasoned chips to try immediately.

The campaign was headed «Amplified Heat». A current trend in the field of snack spices that combines sharpness with freshness, spice and smoke aroma. The food industry experts have developed ten new snack seasonings on this topic, such as «Trinidad Scorpion Chili meets Lime», «Mustard Habanero Fusion» and «Mozambique Piri Piri Chicken».

The mailing was rounded off with a brochure that presented not only the new varieties, but also Hügli's comprehensive service for snack manufacturers.



**Top marks for Hilcona Spätzlini**



Hilcona's «Spätzlini Minis» scored a «very good» in the spaetzle test conducted by the magazine Öko-Test. The testers tasted 20 spaetzle products by various manufacturers for the May edition. Apart from Hilcona, only one other competitor achieved the top rating.

The experts not only rated the good taste and the appealing golden yellow colour as positive, but also that the eggs for the Spätzlini come from free-range hens.

The Hilcona pasta varieties in mini format, which also include «Gnocchini» and «Tortellini», are very popular with young connoisseurs, as even children's hands are easily able to spoon them up. And the quick pan preparation also makes them a practical ingredient for a delicious family meal.

**Hügli:**  
*Pasta and rice pudding in no time at all*

Two new categories for the Hügli «Express dishes» provide even more choice for quick enjoyment. «Express Pasta» in five new flavours brings a little piece of Italy to the table. Those with a sweet tooth can also look forward to the new «Express rice pudding». Both types, which retailers can market as own-brand products, can be heated in the microwave or on the stove in just a few minutes.



**Hügli:**  
*Crème patisserie for the wow factor*

With the new crème patisserie from Vogeley, Hügli's food service customers can conjure up effective desserts with little effort. To do this, the powder is simply mixed with cold water and, if desired, refined with ingredients such as whipped cream, fruit purée or nut paste. With a little creativity, new sweet surprises can be created in one's own kitchen over and over again, from classic Napoleon slices to trendy cupcakes.



**Rebranding at Cher-Mignon**

Cher-Mignon has been making traditional charcuterie from Valais for more than a hundred years. The unmistakable specialties from this small manufactory in Cher-Mignon, 1200 meters a.s.l. and which has been part of the Bell Food Group since 2016, are made from the best ingredients according to traditional methods and recipes. This includes, for example, the hams being carefully salted by hand and then dried in the fresh mountain air.



Although these regional charcuterie goods are popular throughout the country, the traditional brand is mainly known in Romandie, French-speaking Switzerland. This is about to change. Following a rebrand, bestsellers such as «Walliser Trockenfleisch» and «Walliser Rohschinken» have been on sale throughout Switzerland under the brand name Cher-Mignon since September.

**The world of spices**

When it comes to the right seasoning in the catering kitchen, food service customers are in good hands with Hügli. How strong the convenience specialists are in this segment is clear from their new overall condiment mix concept.

In the specially developed sales folder, restaurateurs will find everything they need to know about the world of Hügli spice mixes. The folder, clearly arranged by category, presents numerous ready-made seasonings for the preparation, for instance, of fish, meat or vegetables. And of course, it also includes a recipe tip from the Head of Culinary Advisor and BBQ expert Philipp Glauser for an authentic basic marinade.

In addition, Hügli customers benefit from a clever packaging concept with waste-saving refill bags for subsequent purchases when it comes to seasoning mixes.



**Hügli:**  
*Small flakes with a big effect*

Whether as a Parmesan substitute or for a strong seasoning – the new yeast flakes from granoVita can be used in a variety of ways and their valuable ingredients also support a mindful diet. «VitalPlus Edle yeast flakes» are rich in vitamins and minerals. With the «Vegan-Plus B12 yeast flakes», the Hügli brand is also introducing the first variant onto the market that is additionally fortified with vitamin B12. An ideal supplement to prevent a B12 deficiency in a vegan diet.



Cooking in a vacuum with sous vide

# GREAT TASTE EXPERIENCE ON A SMALL FLAME

There is hardly a dish that is not suitable for being cooked in a vacuum. It is no longer a secret in the catering industry, and the guarantee of success thanks to sous-vide is being discovered by more and more amateur cooks.



How can you get the maximum taste out of meat, fish and vegetables? Sous-vide cooking promises much more than just hot air. A popular method, which until not so long ago was mainly used in professional gastronomy, thanks to which the word delicacy has to be re-defined. The food is placed in the vacuum bag in the water bath and brought precisely to the desired cooking point at a relatively low, constant temperature. The airtight casing ensures that the juices does not escape and that intense aromas develop. The contents are cooked evenly, and healthy nutrients such as vitamins are better preserved than with other methods other methods. The perfect meat crust and fine roasted aromas are finally created by searing them immediately before serving. The reliability with which meat, fish, vegetables and even chocolate cream can be brought into top form is not only convincing to restaurateurs, but has also increasingly given hobby chefs a taste for it.

In addition to a veal sauce buco and a beef brasato, which will be available from Coop in Swiss retail outlets from September, Bell is launching other meat classics that are also made using the sous-vide method, but are aimed at professional gastronomy. Among other things, roast pork and turkey as well as boiled beef. At Geiser AG in Schlieren, the products are seasoned, marinated and cooked

for between nine and fourteen hours at a constant temperature before they find their way into the professional kitchen. The restaurateur benefits from a tasty, high-quality meat product that he can refine with his own side dishes and individually warm up, arrange and serve immediately with the sauce of his choice. Within a few minutes, delicious classics with the personal signature of the chef are presented on the guests' plates. «Sous-vide has long been a tried and tested method in the catering industry, while

the term is still hardly known in the average Swiss kitchen,» explains Jan Schemmer, Head of Product Management / Development at Bell in Switzerland. That should change with the retail products mentioned at the beginning.



**Sous-vide is slowly but surely making its way into Switzerland's private kitchens as well.**

## Sweet temptation: Sous-vide at home

From scallops to crème brûlée – almost anything can be prepared in a vacuum. In addition to a constant cooking temperature, the secret of a successful dish is the right equipment. Vacuum sealer and bags are essential. A large saucepan (at least 4.5 liters) is suitable for cooking. The temperature can be monitored with a meat or floating thermometer. An electric sous-vide rod or a cooking device that heats the water with pinpoint accuracy makes things easier. The latest models can be controlled using an app on a smartphone.



the term is still hardly known in the average Swiss kitchen,» explains Jan Schemmer, Head of Product Management / Development at Bell in Switzerland. That should change with the retail products mentioned at the beginning.

Sous-vide is by no means a new invention, although the emerging trend of recent years may give that impression. Vacuum cooking has grown in popularity and gradually found its way into the kitchens of interested and adventurous gourmets. «Especially when it comes to the preparation of particularly expensive pieces, we understand the concerns of our customers with regard to damaging high-quality meat when roasting or grilling. Every pan, every grill behaves differently, and the results can soon become unpredictable», says Schemmer. If, on the other hand, you stick to the specified cooking times and the temperature tables with sous-vide, this preparation method guarantees a taste experience that is usually more associated with the kitchen of a gourmet restaurant – but with no big fuss or bother. • ap

**The joint remains juicy and the intense flavours unfold.**

Fabulous finale to the Bell Burger Challenge 2021

# This is what winners look like

Iris Ambühl's «Surf & Turf Beefburger» won her the top spot in this year's Bell Burger Challenge by a clear margin. The 26-year-old chef and meat specialist recently set up on her own, and since then has been inspiring her customers in the Bernese Oberland with unusual burger creations from her food truck, the «Gnuss-Truckli». • *mr*

Iris Ambühl's winning recipe

## Exotic «Surf & Turf Beefburger» with giant crevette tartare, guacamole and «hot sour cream»

### Ingredients for the burger

200 g beef, coarsely minced  
1 brioche bun  
Herb butter  
1 peach, quartered  
4 slices bacon  
Sliced tomatoes, lettuce leaves  
1 giant crevette  
2 tbsp olive oil  
Garlic, finely chopped  
Ginger, freshly grated  
Lime juice  
Chilli, finely chopped  
Lemongrass, finely chopped  
Sesame seeds, black  
4 tbsp hot sour cream  
(see separate recipe)

**Preparation:** Season the meat with salt and pepper, and shape into a patty. Combine the olive oil, garlic, ginger, lime juice, chilli, lemongrass and sesame seeds, and marinate the crevette (ideally butterflied) for 20 minutes. Grill the patty over a high heat on both sides for roughly 4 minutes, then keep warm. Grill the peach and bacon. Wrap each fruit quarter in a slice of bacon. Grill the cre-

vette for roughly 1 minute on each side, then keep warm. Spread herb butter on the inside of the bun halves, then toast on the grill. Spread 2 tablespoons of hot sour cream over the bottom half of the bun and arrange, in turn, the patty, bacon-wrapped peach quarters, lettuce, tomatoes, and another 2 tablespoons of the hot sour cream on top. Place the other half of the bun on top, secure with a fondue fork and garnish with the grilled crevette.

### Ingredients for the hot sour cream

4 tbsp Hellmann's Mayonnaise  
8 tbsp crème fraîche  
Various herbs, finely chopped  
Garlic, finely chopped  
Ginger, finely chopped  
Lime juice and zest  
Chilli, finely chopped  
Salt and pepper

**Preparation:** Thoroughly combine all the ingredients in your preferred quantities.

### Ingredients for the giant crevette tartare with guacamole

1 fresh giant crevette  
Pineapple, cut into thin slices  
Avocado and tomato, finely chopped  
Olive oil  
Lime juice  
Chilli, finely chopped  
Ginger, finely chopped  
Sesame seeds, black  
Garlic  
Salt and pepper  
Coriander, finely chopped

**Preparation:** Grill the pineapple slices until they take on a pretty pattern. Combine the avocado and tomato with the olive oil, salt and pepper to make the guacamole. Finely chop the giant crevette and marinate in the remaining ingredients. Arrange the pineapple slices in the shape of a flower to serve, then follow with a tower of the guacamole (shaped in a mould) on the pineapple and the giant crevette tartare. Garnish with flowers and serve with the burger.



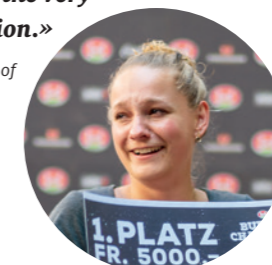
## Bell BURGER CHALLENGE 2021

A total of 40 burger grill chefs from 16 different cantons qualified for the final round of the Bell Burger Challenge 2021 at the Lokstadt hall «Rapide» in Winterthur. Previously, they had convinced both the expert jury with their submissions and diligently collected «Likes» from their fans or received a wildcard from partner radio stations. The day of the finale, 4 September, was once again a terrific spectacle with plenty of sizzling and stacking. Along with winner Iris Ambühl of Sigriswil, Marc Sarasin from Basel and Ronny Lietha from Chur took the second and third places respectively on the winner's podium.



**«Perhaps I won because I decided to use the products from the provided shopping cart to prepare a giant crevette tartare to go with the burger. I was the only person to think of this. Whatever the case, I am absolutely delighted to have won, especially in the light of the very strong competition.»**

*Iris Ambühl, winner of the Bell Burger Challenge 2021*



# Anniversaries

LOOK! congratulates employees celebrating anniversaries between September and November 2021.

## Bell Switzerland

### 20 Years of Service

**Samir Amity**, 1 September, Geiser, Schlieren  
**Joachim Grinan**, 1 September, Bell, Basel  
**Halil Kenan**, 1 September, Geiser, Schlieren  
**Mehmed Burzic**, 10 September, Geiser, Schlieren  
**Karine Provin**, 17 September, Bell, Basel  
**Koti Zola Samba**, 17 September, Bell, Basel  
**Paul Fuhrmann**, 1 October, Bell, Oensingen  
**Miroslav Fusuljevic**, 1 October, Bell, Basel  
**Michèle Gross**, 1 October, Bell, Basel  
**Christophe Klinzig**, 1 October, Bell, Basel  
**Harouna M'Baye**, 1 October, Bell, Basel  
**Christophe Meder**, 1 October, Bell, Basel  
**Catherine Muller**, 1 October, Bell, Basel  
**Maria Pereira Alves**, 1 October, Bell, Cheseaux  
**Mamadou Lamine Sane**, 1 October, Bell, Basel  
**Alain Schmitt**, 1 October, Bell, Basel  
**Jeyarasa Soosaimuthu**, 1 October, Geiser, Schlieren  
**Fisnik Sheholli**, 8 October, Bell, Oensingen  
**Jelena Filipovic-Simic**, 10 October, Bell, Oensingen  
**Jean-Pierre Bissel**, 15 October, Bell, Basel  
**Dominik Elsasser**, 15 October, Bell, Zell  
**Gregory Gaudry**, 15 October, Bell, Basel  
**Danielle Girny**, 15 October, Bell, Basel  
**Frédéric Klein**, 15 October, Bell, Basel  
**Bayram Dogu**, 22 October, Bell, Basel  
**Mus Gjidodaj**, 24 October, Bell, Zell  
**Peter Hess**, 29 October, Bell, Zell  
**Denis Jaworek**, 1 November, Bell, Basel  
**Philippe Roth**, 1 November, Bell, Basel  
**Prenk Rrasi**, 1 November, Geiser, Schlieren  
**Laurent Schott**, 1 November, Bell, Basel,  
**Frédéric Soder**, 1 November, Bell, Basel  
**Cédric Verpillot**, 1 November, Bell, Basel  
**Willy Patric Billaud**, 5 November, Bell, Basel  
**Sandrine Ott**, 12 November, Bell, Basel  
**File Kolaj**, 19 November, Bell, Zell

### 25 Years of Service

**Jacqueline Heimberg**, 1 September, Geiser, Schlieren  
**Ulrich Süss**, 1 September, Bell, Basel  
**Zoran Kostadinov**, 2 September, Bell, Cheseaux  
**Josef Dähler**, 16 September, Bell, Basel  
**Maria José Portela**, 17 September, Bell, Cheseaux  
**Alexandra Abt-Hugo**, 1 October, Bell, Basel  
**Stephan Wolf**, 1 October, Bell, Basel  
**Rene Kühni**, 14 October, Bell, Zell

### 30 Years of Service

**Vijayakumar Arumugam**, 1 September, Bell, Zell  
**Laurent Roth**, 1 September, Bell, Basel  
**Frederic Schalck**, 1 September, Bell, Basel  
**Rene Böhl**, 9 September, Bell, Basel  
**Ivo Martinovic**, 1 October, Bell, Basel  
**Michel Okkes Kilinc**, 3 October, Bell, Cheseaux  
**Katia Gebel**, 4 November, Bell, Basel  
**Thomas Hubacher**, 4 November, Geiser, Schlieren

### 35 Years of Service

**Bruno Richard**, 1 September, Bell, Basel  
**Véronique Rapp**, 15 September, Bell, Basel  
**Marie Berthe Hohler**, 13 October, Bell, Basel  
**Anita Lucagrossi**, 15 October, Bell, Basel  
**Hubert Goepfert**, 20 October, Bell, Basel

### 40 Years of Service

**Mario Laino**, 22 November, Bell, Basel

### 45 Years of Service

**Philippe Martin-Burdet**, 1 September, Bell, Cheseaux

### Retirements

**Vinka Gasic**, 31 May, Bell, Zell (*addendum*)  
**Werner Schnider**, 31 July, Bell, Zell (*addendum*)  
**Martine Bret**, 30 September, Bell, Basel  
**Bruno Ruckstuhl**, 30 September, Bell, Zell  
**Didier Reffet**, 31 October, Bell, Basel

### Early Retirements

**Maria Ferreira Rodrigues**, 30 September, Cher-Mignon, Chermignon  
**Peter Kaiser**, 30 September, Bell, Oensingen  
**Edith Ritter**, 31 October, Bell, Basel  
**Rolf Grogg**, 30 November, Bell, Oensingen  
**Alain Schaeffer**, 30 November, Bell, Basel

### Deceased

**Sheriff Bah**, 8 July, Bell, Zell

## Bell International

### 20 Years of Service

**Stephan Holst**, 1 September, Bell Germany, Seevetal  
**Madeleine Roger**, 3 September, Bell France, Teilhède  
**Erich Thomas**, 3 September, Bell France, Teilhède  
**Jerome Lanord**, 5 September, Bell France, Teilhède  
**Severine Rivoire**, 9 September, Bell France, Saint-Symphorien-sur-Coise  
**Régine Baton**, 10 September, Bell France, Saint-Symphorien-sur-Coise  
**Jorge Frazao**, 10 September, Bell France, Saint-Symphorien-sur-Coise  
**Myriam Mingorance**, 10 September, Bell France, Teilhède  
**Stefan Dziadoń**, 30 September, Bell Poland, Niepołomice  
**Raphael Auriac**, 1 October, Bell France, Teilhède  
**Izabela Zięba**, 4 November, Bell Poland, Niepołomice  
**Regina Frerichs**, 19 November, Bell Germany, Harkebrügge  
**Kornelia Marks**, 19 November, Bell Germany, Harkebrügge  
**Martin Hager**, 30 November, Frisch Express, Pfaffstätt  
**Rafał Szafraniec**, 30 November, Bell Poland, Niepołomice

### 25 Years of Service

**Daniela Vitzthum**, 13 July, Hubers Landhendl, Pfaffstätt (*addendum*)  
**Monika Seelhorst**, 2 September, Bell Germany, Harkebrügge  
**Patrice Bonnier**, 16 September, Bell France, Saint-Symphorien-sur-Coise  
**Krzysztof Więclaw**, 8 October, Bell Poland, Niepołomice  
**Roland Neeb**, 14 October, Bell Germany, Edewecht  
**Kristiane Lüken**, 14 November, Bell Germany, Harkebrügge

### 30 Years of Service

**Paulo Pires Amaro**, 1 September, Bell France, Parthède  
**Paul Eidenhammer**, 2 September, Hubers Landhendl, Pfaffstätt  
**Dagmar Groth**, 9 September, Bell Germany, Edewecht  
**Simona Greve**, 12 September, Bell Germany, Edewecht  
**Peter Schulz**, 1 November, Bell Germany, Seevetal  
**Sylvie Colliard Salah**, 18 November, Bell France, Aime

### 35 Years of Service

**Christoph Czombera**, 5 May, Bell Germany, Edewecht (*addendum*)

### Retirements

**Joel Avignone**, 30 June, Bell France, Virieu-le-Grand (*addendum*)

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

## Convenience

**20 Years of Service**

**Eduard Borgart**, 1 September, HFC, Bad Wünnenberg  
**Erika Lechmann**, 1 September, Hügli, Steinach  
**Vladimir Kaus**, 3 September, Inter-Planing, Langenhaslach  
**Gabriele Mayer**, 4 September, Hügli, Radolfzell  
**Sime Barjasic**, 10 September, Hügli, Radolfzell  
**Resmije Krasniqi**, 14 September, Eisberg Switzerland, Villigen  
**Herbert Haug**, 1 October, Hügli, Radolfzell  
**Andreas Kühnel**, 1 October, Hügli, Radolfzell  
**Anette Strässle**, 1 October, Hügli, Steinach  
**Wilhelm Bock**, 8 October, Hügli, Radolfzell  
**Jaromír Halasz**, 16 October, Hügli, Zásmuky  
**Aleš Havelka**, 16 October, Hügli, Zásmuky  
**Věra Krupičková**, 19 November, Hügli, Zásmuky

**25 Years of Service**

**Bernhard Zahn**, 1 September, Hügli, Radolfzell  
**Erich Raschke**, 2 September, Inter-Planing, Langenhaslach  
**Alic Sadeta**, 9 September, Hilcona Gourmet, Orbe  
**Adriano Antonio Santos Marques**, 30 September, Eisberg Switzerland, Dällikon  
**Thomas Sieren**, 1 October, HFC, Bad Wünnenberg  
**Engin Yildiz**, 8 October, Hilcona, Schaan  
**Paul Margadant**, 15 October, Hilcona, Schaan  
**Harald Nardin**, 1 November, Hilcona, Schaan  
**Gerald Peisl**, 1 November, Hilcona, Schaan  
**Maria Virginia Pinto Rebelo**, 4 November, Eisberg Switzerland, Dällikon  
**Veronika Block**, 10 September, Hügli, Radolfzell

**30 Years of Service**

**Patrizia Di Silvestre**, 1 September, Hilcona, Schaan  
**Jürgen Dreilich**, 2 September, Inter-Planing, Langenhaslach  
**Bernardino Barros Ferras**, 6 September, Sylvain & Co, Essert-sous-Champvent  
**Karin Berent**, 1 October, Hügli, Radolfzell  
**Daniel Lüthi**, 1 October, Hügli, Steinach  
**Bernadette Klammer**, 30 October, Hilcona, Schaan  
**Yvette Bignens**, 31 October, Hilcona Gourmet, Orbe

**35 Years of Service**

**Maria Alice Teixeira Pinto Ventura**, 2 September, Eisberg Switzerland, Dällikon  
**Maria Urban**, 10 September, Hügli, Radolfzell

**Retirements**

**Stanisław Jaszczyszyn**, 28 August, Eisberg Poland, Legnica (*addendum*)  
**Anja Stöckle**, 30 November, Hügli, Radolfzell  
**Kausaladevi Thirukeswaran**, 30 November, Eisberg Switzerland, Dällikon

**Early Retirements**

**Paul Margadant**, 31 October, Hilcona, Schaan  
**Günter Schett**, 31 October, Hilcona, Schaan

**Deceased**

**Heinz Daetwyler**, 8 August, Hilcona, Schaan  
**Michael Ogriseck**, 8 August, Hügli, Radolfzell

SEARCH IMAGE

# Win a gift basket from the Bell Food Group

Discover the unknown  
and get to know products that have  
only recently appeared on the market?  
No problem! You can with the  
Bell Food Group gift basket!  
A concentrated load of culinary  
delights from the whole  
group awaits you in the  
gift basket.

**Prizes**

1× gift basket with products  
from the entire Bell Food Group  
worth EUR 400

10× shopping voucher worth EUR 30  
for a local supermarket

**The closing date is 15 January 2022**

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

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

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



In conversation with Christoph Schatzmann and Marco Märsmann

# «Everyone should feel part of the sustainability team»

Sustainability is an integral part of the Bell Food Group's mission. In conversation with «LOOK!», Christoph Schatzmann, Project Manager at Bell Switzerland, and Marco Märsmann, Head of the Competence Center Quality Management & Sustainability of the Bell Food Group, look back and ahead. Their main goal: to anchor the topic of sustainability in everyone's mind. • *mr*

**Mr. Märsmann, the requirements for sustainable action for companies are increasing all the time. How is the Bell Food Group currently positioned in this area?** The topic has steadily gained in importance over the past few years, and the demands that we and others place on ourselves have become ever higher. Today we are already

well positioned in many areas, but developments will continue. It is therefore important that the topic is an integral part of our mission and is attached to the highest management level at Lorenz Wyss, who is helping to drive implementation. Sustainability is not for free. So it is also crucial that the resources are available for it. In a nutshell: we at the Bell Food Group deal with the topic every day, and we are ready to take the path towards more sustainability.

## Marco Märsmann

Marco Märsmann has been Head of Quality Management & Sustainability at Bell Switzerland and Head of the Quality Management & Sustainability Competence Center of the Bell Food Group since the beginning of the year. Before that, he worked in the Seafood division from 2005 to 2012 and from 2015 as Head of Quality Management at Bell Switzerland.

## Christoph Schatzmann

Christoph Schatzmann has worked at Bell in various functions for almost 35 years, and headed the Quality Management & Sustainability department from 2015 to 2020. At the beginning of the year he reduced his workload to 50 percent as part of a gradual retirement, but continues to work on various projects, mainly in the area of sustainability.



**Mr. Schatzmann, you have been responsible for sustainability in the Bell Food Group over the past few years. How have things developed during this time?** When I took over my position as Head of Quality Management & Sustainability six years ago, there was only a rudimentary sustainability strategy from 2013 that was never actually implemented. But now the subject should come to life. So one of my first tasks was to develop a new strategy. That coincided with an exciting time when the Bell Food Group was growing rapidly, and Hilcona and Hügli were also adding new business areas with different requirements. At the same time it was becoming increasingly clear

**«The claims for sustainability have become higher and higher.»**

that we really have to actively deal with this topic. Far greater importance was attached to the values and principles in the new sustainability strategy, which was adopted by the Board of Directors in 2017, and sustainability was given a more prominent place in our company.

**Mr. Märsmann, what points of contact did you have with the topic of sustainability before you took over your current position almost a year ago?** The first time I dealt intensively with the subject in a professional capacity was in 2007, as the person responsible for purchasing and selling seafood at Bell Switzerland. That was

when the WWF Seafood Group was founded, which is still committed to sourcing from sustainable sources in Switzerland today. Since Coop is one of the founding members, we were able to actively participate in the work of the group even before we officially joined in 2012. For example, we have motivated local fishermen in the Philippines to be certified according to the standards of the Marine Stewardship Council, MSC for short. During this time I learned a lot about what sustainability means. It was also exciting that, as Head of Quality Management at Bell Switzerland, I was able to get a taste of the development of the latest sustainability strategy from 2015. A good preparation for my task today.

**«We should draw even more attention to our commitment.»**

**Mr. Schatzmann, where do you see the greatest challenges for the Bell Food Group in terms of sustainability?** Today, business and end customers want to know what the companies they buy from are doing in terms of climate protection, animal welfare or waste prevention – in short, what

## Milestones in sustainability at the Bell Food Group



they are doing in the area of sustainability. So, in my opinion, we should draw even more attention to our commitment. In addition, we can only achieve our goals if enough human and financial resources are available. And the third important point: we have to keep our eyes open and be ready to respond to new developments in this dynamic process. Because technical development is advancing, there are more and more or stricter legal regulations, and customer requirements are changing.

**«The GRI standard ensures comparability and transparency.»**

**Mr Märsmann, the Bell Food Group published its second sustainability report in August. Who is it aimed at?** We publish the sustainability report for everyone who would like to know where the Bell Food Group currently stands. Incidentally, we do this in the knowledge that we are not yet perfectly positioned everywhere. It is much more important to us to show that we are on the right track and that we are taking responsibility. We have chosen the standard of the «Global Reporting Initiative», GRI for short. It ensures the greatest possible comparability and trans-

parency. In the coming year we will, for the first time, present the report independently of the annual press conference in order to draw even more attention to our commitment.

**Mr. Schatzmann, how important are the employees of the Bell Food Group for the implementation of sustainability issues?** Every employee should feel part of the sustainability team. Because everyone can be involved. Be it the dripping tap that we call a tradesman for or the better recycling of by-products - every contribution counts. We shall be running an e-learning course in order to create even more awareness. The course, which is mandatory for the entire workforce, will serve to sensitize and motivate employees. Another important measure to anchor the topic in our DNA.

**Mr Märsmann, you are currently working flat out on the new sustain-**

**ability strategy for the Bell Food Group, which is to be adopted in the coming year. What will be the most important improvements?** First of all, we took a new route to determine the main issues. While earlier strategies were developed from an internal perspective, this time we also included external stakeholders. This includes customers, investors and non-governmental organizations, among others. Internally, specialist groups with various employees from the divisions dealt with aspects such as greenhouse gases, animal welfare and waste, among others, in order to identify areas for action. In addition, we not only looked at our own actions, but at the entire value chain as well, including producers and suppliers. This new strategy underlines once again very clearly: we are not «followers». On the contrary, we are ambitious and want to take on a leadership role.

**«For sustainability I try to find solutions to dilemmas.»**

**Mr. Schatzmann, Mr. Märsmann, you are both experts in the field of sustainability. Does this also affect your personal way of life?** Christoph Schatzmann: Of course, I also address the top-

ic in my private life. For example, we use sensory testing of food to determine whether it is still edible even if it has passed the best-before date. But sometimes I also feel divided – and I'm sure everyone feels the same way at times. For example, when it comes to a plane trip that I would like to take. I then try to find a solution to the dilemma, in this case, for example, with a compensation payment.

Marco Märsmann: Of course, I also take the topic home with me. This includes things as simple as coffee grounds, which I use as fertilizer for our tomatoes. But compliance with sustainability standards was also a decisive criterion when we bought our new house.

Improving quality with TopX

# Returns reduced by more than half

*In the daily shop floor meetings in the Bell companies one particular topic is never forgotten: Quality. Because it is an important pillar of the TopX improvement process. The fresh meat team in Oensingen has also worked intensively on quality optimization, and has managed to reduce its return rate by more than half.*



Not so long ago, many packaged fresh meat pieces were arriving back at the manufacturing plant in Oensingen after being returned by customers. As part of the improvement process, the team around Fabienne Loosli and Michael Saner got to the bottom of the matter.

For this purpose, the Oensingers initially collected data on the reasons for the complaint. It soon became clear that one of the most common reasons for these returns was air in the vacuum pack. So they started the «Air» focus project.

«We looked at the relevant key figures on a weekly basis, and we were able to identify the main problems,» reports Michael Saner, Head of Process Engineering in Oensingen. «This included, among other things, improperly sealed films and sometimes too rough handling of the packaged product.»

In order to improve the process, the fresh meat experts adjusted the basic settings of the system, among other things, and made employees aware of how to handle the goods more carefully.

The result: Both the returns and the workload in the returns department were reduced by more than half. «That also had an impact on our customers' satisfaction, as sales told us,» says Fabienne Loosli, who is responsible for the project and normally works in quality man-

agement. «That of course motivates us to continue and reduce our complaint rate by a further five percent per year.»

But Oensingen is not the only place where TopX and quality management form a perfect synergy. Optimizing quality is also a constant companion at all other locations that have already started the improvement process.

«The topic of quality is prominently represented on the TopX board and is thus incorporated into the daily shop floor meetings,» explains Alexander Duss, head of the Top Excellence program at the Bell Food Group.

The brief departmental meetings serve to keep everyone on the same level of information and to initiate improvements. Everything necessary for this can be clearly displayed on the board.

In the quality column, for example, current lists of complaints are posted, or a «Q-Topic of the Month» is announced in which a solution to a specific problem is sought. And so, as part of TopX, in addition to occupational safety aspects or production key figures, the companies also deal with quality improvement on a daily basis. • *mr*

**TopX and quality management form a perfect synergy.**