

# LOOK!

Bell Food Group Employee Magazine

01 2023



*We close gaps*



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 Picture page 14: From left to right: Angela Knapp, Tobias Scheiwiller, Luca Graf, Julian Keller, Marc Greising, Sarah Akbarzada;  
 Picture page 18: From left to right: Julian Keller, Luca Graf, Tobias Scheiwiller; all work at Hügli in Steinach.

# The greatest company

Dear Colleagues,

Behind us lies another exceptional year that brought us many challenges. In the early days, we hoped that things would return to normal after the days of COVID-19. But then came the terrible war in Ukraine, and once again there was a massive event that affected our lives – and our business. Certain foods, such as cooking oil, were suddenly no longer available, or only at horrendous prices. And the costs for transporting goods, packaging materials and animal feed simply soared. We had never experienced a situation like this before, and it put a tremendous amount of pressure on the entire Bell Food Group.

But once again, we demonstrated just how resilient we are in a crisis. Our stable organisation, the way we all pull together and your tremendous commitment, my dear colleagues, again all paid off. As a group, we have always been able to deliver to our customers no matter which hurdles we have had to overcome. And that's something that makes me incredibly proud! It has been the most amazing achievement, and you have all played your part in it. I would like to thank you all most sincerely for that.

Together, we have managed to achieve a very pleasing overall result in these challenging times of supply bottlenecks and price increases. This is also evident in the reviews of the 2022 financial year by the division managers on pages 4 to 7. And we haven't only achieved good results economically. A survey has also confirmed that our customers are very pleased with us. Which makes me very happy.

«A pleasing result in challenging times.»

One major issue that we will be addressing throughout the Group, both now and in the future, is the labour shortage. You can read about some of the starting points in our search for new people for the Bell Food Group, and for retaining the ones already with us, in the cover story of this issue. One important aspect in that for me is developing the next generation – ideally by training more of them ourselves. We are already breaking new ground in this, for instance with our range of apprentices, by managing our own village butcher's shop as a training facility, and with talent management. We want to continue to increase our appeal as an employee. In the end, that is what makes all the difference.

Now a new year lies before us, and it will undoubtedly challenge us again in many areas, and we shall have to continue to grow together in order to exploit all our potential. As for me, I personally believe that we are already the greatest company of our size that there is.



Lorenz Wyss  
Chief Executive Officer of the Group

Review of the Year by the Heads of Division

# 1 year 5 statements



## Bell Switzerland

When we look at the 2022 financial year for Bell Switzerland, we must not forget the exceptional results from the pandemic-ridden previous year: retail rose sharply due to the lack of shopping tourism, while food service declined. But in 2022 we moved back to the pre-Corona pandemic base. Retail has returned to normal, and food service has actually increased disproportionately. A good result, and one we can be very pleased with.

Despite the challenges we faced, we once again demonstrated our strength as a group and our creativity. For example, due to a leak at our gas supplier, we temporarily had no nitrogen for burger production for one of our major customers. Fortunately, we were able to import the necessary products from Germany and Italy and ensure delivery to the customer. Another issue that challenged us was the overstocking

of pigs in Switzerland. As one of the initiators for solving the problem, we froze pork for sale in the summer and delivered pork to Bell Poland for the first time in the history of Bell Switzerland.

This enabled us to support Swiss agriculture as a reliable partner in reducing surpluses. Now the next big issues await us. This includes the investments under Opera. We know that it will be very demanding for everyone involved to run the daily business and at the same time organise the completion of the new buildings and the relocation. Here, we as leaders are also asked to listen carefully and always be there to solve any problems together. Because our strength is togetherness. This will also enable us to master the projects that await us this year.

**Lorenz Wyss, Head  
Bell Switzerland Division**

*«The next big issues already await us.»*



## Bell International

Last year, Bell International posted the best result in its entire history - all units clearly exceeded the budget. I would like to thank all our employees for this: you can be proud of yourselves! A clear focus on our strengths in the respective divisions, an expansion of customer relationships as well as export activities and prompt adjustments to market conditions were the basis for our success.

But business is not going to continue one-to-one like this in 2023. Why not? Higher costs from January are a fact, and due to the reluctance of our customers to buy we are losing sales volumes compared to 2022. In addition, our customers are now demanding lower retail prices to bring more customers back into the shops. Accordingly, we have to keep our costs under control and, like last year, react situationally and quickly to changes. People make the difference - and with this great Bell International team, we will also master these challenges. Many thanks again to all!

*«The best result in their history.»*

## Eisberg

The Eisberg Group has had an eventful year. High costs for energy and raw materials have had a negative impact on us. Climatic changes are increasingly influencing our business, so we have to find new ways. New cultivation areas and technologies are being evaluated in order to be able to obtain raw materials in the appropriate quality on a broader basis. The new Eisberg Austria operation suffered from a reluctance to buy on the part of customers, which meant that we were unable to fully achieve the high sales targets. Thanks to your commitment and the broad positioning across the various countries, we were also able to achieve successes and compensate for a number of negative effects. For example, despite the high inflation, we achieved budget targets in Hungary, Romania and Poland.

People make the difference - at Eisberg I had the opportunity to get to know many committed employees and I am looking forward to continuing our journey together in 2023. Thank you for your tremendous commitment!

**Marco Tschanz,  
Head of Business Units  
Bell International and Eisberg**

*«Budget targets achieved despite high inflation.»*

**BELL  
FOOD  
GROUP**



LEADING IN FOOD



LEADING IN FOOD



## Hilcona

With many innovations and even more freshness, we were also able to steer the Hilcona Group on course in 2022, although the year was initially marked by Corona, then by exploding raw material prices and then by sharply rising energy prices. This posed great challenges to our teams. We gave top priority to maintaining the availability of goods and, with a few exceptions, were able to ensure delivery readiness

thanks to the great commitment of our employees.

Fresh, healthy enjoyment for every day was also the motto last year. After the Corona pandemic subsided, To-go consumption continued

to rise and restaurant sales rapidly increased above pre-pandemic levels. Thanks also to the opening of our fresh produce factory in the Zurich region, we were able to further expand the share of daily fresh products. The plant in

«Hilcona is fit for the future, fit for 2023!»

Bad Wünnenberg was able to implement further efficiency projects. Our internal start-up The Green Mountain succeeded in entering the markets in Austria, France and Germany. In Switzerland, we became the leading supplier of plant-based products in the catering industry. Together we broke the 500 million barrier for the first time. Many thanks for the great commitment.

Our passion for good taste and healthy food is driving us again this year. Many projects are in the pipeline. Hilcona is fit for the future, fit for 2023!

Martin Henck, Head Hilcona business division



## Hügli

The Hügli Group generates almost half of its sales in the out-of-home catering market. During the two Corona years of 2020/2021, we and our catering clients lost more than 50 per cent of sales per month in some cases – depending on the degree of the various government restrictions. So the quickest possible recovery of the food service market was vital for the Hügli Group!

Who would have thought just under a year ago how fast and huge this recovery would be? The pent-up demand from the population after

the lifting of the Corona restrictions in February/March 2022 was simply overwhelming!

Because, unlike many of our competitors, we did not run down the numbers in our sales teams during the Corona years and we used the time to revise our brand concepts, we were able to hit the ground running on the very first day after opening – and our catering customers have thanked us with sales growth far above pre-Corona levels in the months from March to December. The quote «In every crisis there is also an opportunity» has proven true once again. Hügli emerged from the crisis as a winner and was able to massively expand its market shares.

«Hügli has come out of the crisis as a winner».

Thomas Bodenmann, Head Hügli business division

## Finances/Services



After two years of Corona, I had been expecting things to return to normal – and then came the Ukraine crisis. The consequences were and are enormous – also for the Bell Food Group. On the one hand, we had to ensure the availability of goods as well as mitigate price increases, and on the other hand, we had to pass on the increased costs. Suddenly inflation and interest rates manifested themselves. However, we were able to react well and quickly to the changes.

Considering the situation, the first half of the year went well for us economically. This was followed by several very difficult months with significant budget deviations. Towards the end of the year, however, we were able to turn the tide. We can be proud of the outcome, a very pleasing overall result for 2022.

The Finance/Services Division provided great and good support work in the past year. There was an increased need for analysis, ad hoc evaluations and simulations. We were able to intensify and deepen business

partnering with our internal customers. I would like to sincerely thank my staff for their commitment and the pleasing results.

2023 will be characterised by above-average volatility. It will take a little while for the supply chain to regain its composure. But an exciting year awaits us. I am confident that we will again find good solutions for the next challenges.

Xavier Buro, Head Finance/Services Division



Already more than 30 locations involved

# «TopX is a way of life»

Just over two years ago, the Bell Food Group embarked on its great TopX journey. Since then, more and more locations from all divisions have come on board. Others are preparing for it right now. For the first time, this also includes the areas of administration and IT.

Research into the brain has shown us that people like routines and often struggle with change. So it is no wonder that some stakeholders were initially sceptical about introducing TopX into their companies.

### Quick successes ensured tremendous approval of TopX.

But quick successes and profitable cross-group cooperation very quickly turned the initial concerns into tremendous approval.

There are now over 30 production companies on board across the

group. These include Sylvain & CO in Essert-sous-Champvent, Hügli in Redditch and Bell Poland in Niepołomice.

Furthermore, one of the first administrative areas, Bell Germany in Seevetal, is waiting in the wings. The Bell Food Group's IT department will also deal with TopX in a holistic manner. • *mr*

## Where: Huegli Redditch United Kingdom

 Kick-off: June 2021

«We have learned that TopX is actually a way of life and not just a series of improvement projects. In order to involve all employees in this process, we have to invest the time necessary. The quality of the result is much better, and permanently so, than if we simply prescribe solutions from the management. Several projects that have been implemented have already helped to drive cultural change in our group. One practical example is



Chris Hurt, Managing Director at Huegli UK

our canning line, where we have been able to reduce costs by around 2,000 euros per month as a result of improved weight control. This also shows the great savings potential that can be achieved. There is great collaboration within Bell Food Group on the programme, and it was brilliant to meet in person for the first time at the TopX Summit in October 2022.»

## Where: Bell Poland Niepołomice

 Kick-off: July 2021

«We were very sceptical before we started with TopX, especially because the external experts from ROI-EFESO, who were appointed for us, had no experience whatsoever of the meat industry. Today, however, we are feeling very much more positive. We have developed an understandable communication, which is confirmed by the results achieved. In the focus projects, we initially limited ourselves to looking



Eugeniusz Philip, Managing Director Bell Poland

at our slicing lines and identified very large potentials there. Among other things, we have been able to reduce losses on the cutting lines through exchanges with colleagues from France. We have also introduced a system that quickly picks up and eliminates errors by employees and improves communication between production and the technical department.»

## Where: Sylvain & CO Essert-sous-Champvent, Switzerland

 Kick-off: April 2022

«Before the launch of TopX, we felt we had a long unknown road ahead of us with new people and a new vocabulary. There was also concern about the administrative burden required to implement such an initiative. We have successfully completed the second milestone, and our perception of the programme has changed significantly. TopX has completely reinvigorated our lean dynamic and got everyone involved to support pro-



Boris Halna du Fretay, Head of Production & Infrastructure Eisberg/Sylvain & CO

gress. We have already achieved noticeable successes with the initial projects, such as increasing yields in salad cutting or reducing water consumption in production and cleaning. Exchanging experiences with colleagues from Eisberg and Hilcona is also valuable for us, and we now want to extend this to other group members as well.»



Members of the Institute of Technology Management presented Marc Spanuth and Alexander Duss (3rd and 4th from left) with the award.

Award-winning programme

## **TopX is now also an award-winner**

*For their successful improvement process, the Bell Food Group recently received the «Successful Practice Award» from the University of St. Gallen.*



***The institute analysed various aspects of the production systems.***

In its study «The Future of Production Systems», the Institute of Technology Management at the University of St. Gallen scrutinised 112 companies. As one of three participants, the Bell Food Group received the «Successful Practice» award for TopX. The automotive group BMW and the automation technology provider FESTO were the other recipients of the award.

As part of the benchmarking study, the Institute analysed various conceptual aspects of the introduction and implementation of production systems. On the one hand, the researchers were convinced by the Bell Food Group's navigator process, which involves developing concrete fields of action from the goals of the local managers and the

overarching goals of the programme. On the other, they also praised the concept of having TopX experts on site at each plant so that they are close to the daily operations.

TopX managers Alexander Duss and Marc Spanuth accepted the award at the closing conference in St. Gallen last December. They also had the opportunity to present the Bell Food Group programme to the participants in a keynote speech. • *mr*

# DO SOMETHING BEFORE SOMETHING HAPPENS

The Bell Food Group's whistleblowing reporting office is an important tool for uncovering grievances. However, the term «whistleblowing» still has negative connotations – and wrongly so. Michael Gloor, Head of Internal Audit and Compliance, clears up the prejudices and explains exactly how a report is handled. • *sh*

## This behaviour violates the regulations.

A few days ago, Corina M.\* noticed her line manager responding to an attempted bribe. Since then, she has been wondering what to do. She knows that this behaviour is a violation of the regulations and applicable law. But she also fears that her line manager would «get their own back» on her if she were to report the incident. After much deliberation, and despite her reservations, Corina finally turned to the compliance department. A classic example of whistleblowing.

## Take responsibility

«Whistleblowers are people who draw attention to grievances and misconduct in the company,» Michael Gloor explains. As Head of Internal Audit and Compliance, his responsibilities include ensuring that the members of the Bell Food Group comply with legal requirements, applicable regulations and internal

standards. Whistleblowing plays an important role here. «After all, as a company, we can only correct misconduct if whistleblowers recognize such behaviour and report unethical behaviour.» However, Michael Gloor thinks that the topic is wrongly tainted with negativity: «Extreme examples like Edward Snowden have taught us that whistleblowers supposedly live on dangerous ground. This is not the case at Bell Food Group. This is ensured by the Whistleblower Directive.»

## Effective whistleblower policy

The Whistleblower Policy regulates how violations and misconduct are reported and investigated. At the same time, it guarantees the greatest possible protection for all parties



## REPORTING AN INCIDENT

Michael Gloor explains exactly how a whistleblowing report works.



«No matter which channel is used to contact the Whistleblowing Reporting Office, **all reports are treated confidentially and** only as many people as are absolutely necessary will be involved in processing a report. In order to be able to process reports quickly, it is valuable for us to know the identity of the whistleblowers – for example, if we want to ask any questions.»

### A

#### HR Manager Senior Manager

- Personal, work-related complaints (e.g. about conflicts or disagreements with others)
- Conditions of employment (e.g. salary, working hours, social benefits, or disciplinary actions)

### B

#### Whistleblowing Reporting Office

- Fraud, theft, embezzlement
- Bribery/corruption
- Antitrust violations
- Violation of data protection or IT Security Guidelines
- Product safety violations/defects
- Violations of environmental protection laws or other environmental regulations
- Conflicts of interest
- Sexual harassment, discrimination, violations of personal integrity

### C

#### Available channels

- Online form:**  
[www.bellfoodgroup.com/whistle-blow](http://www.bellfoodgroup.com/whistle-blow)
- Email:**  
[info-compliance@bellfoodgroup.com](mailto:info-compliance@bellfoodgroup.com)
- Telephone:**  
 Head of Internal Audit and Compliance, current phone number see QR code:



involved – whistleblowers as well as the affected persons.

At the heart of the directive is the new whistleblowing reporting office. At [www.bellfoodgroup.com/whistle-blow](http://www.bellfoodgroup.com/whistle-blow), employees, business partners or even third parties can anonymously draw attention to grievances and misconduct. Especially if the whistleblowers do not want to approach their managers or the HR department because of bias. In the case of personal, work-related complaints, the managers or the HR department are still the first point of contact.

### The greatest possible protection for all parties involved.

whistle-blow, employees, business partners or even third parties can anonymously draw attention to grievances and misconduct. Especially if the whistleblowers do not want to approach their managers or the HR department because of bias. In the case of personal, work-related complaints, the managers or the HR department are still the first point of contact.

*\* The person and situation are fictitious.*



You will find further information in the Whistleblower Policy or on the site of the Reporting Office:



[www.bellfoodgroup.com/whistle-blow](http://www.bellfoodgroup.com/whistle-blow)



Fact check by Michael Gloor

## WHISTLEBLOWING MYTHS

### Whistleblowers damage the reputation of the company.

«This is only true if whistleblowers contact the public directly. However, this course of action would then be a sign that the organization offers no, or no safe ways of reporting such incidents. This is not the case at Bell Food Group.»

### Whistleblowers risk their jobs.

«Our policy guarantees the greatest possible protection for whistleblowers, the individuals in question and the people who are involved in the investigation. The Bell Food Group does not tolerate discrimination against whistleblowers as per the definition, and is committed to protecting people as much as possible.»

### Reporting offices are misused to blacken other people anonymously.

«The statistics show that around 3-10 percent of the incoming messages can be classified as abusive. Deliberate false accusations are an abuse of the reporting office. At Bell Food Group, we do not tolerate misuse of the reporting system.»

### Whistleblowing systems create a negative corporate culture.

«Quite the contrary. More trust is put in a company that actively encourages its employees to report concerns and supports them in doing so. As Bell Food Group, we send out a strong signal that we take ethical issues seriously and act against irregularities.»





How the Bell Food Group ensures it has enough staff

# WE CLOSE GAPS

A meat specialist retires, a financial accountant changes jobs, an IT trainee finishes their degree – when this happens, the Bell Food Group has to find internal or external replacements as quickly as possible. In time of labour shortages, the Group adapts its strategies for this to the current situation on the labour market.

Just a few years ago, companies received a flood of applications after a job advertisement. But times have changed. The long-dominant «employer market» is increasingly turning into an «employee market». This means that today employees choose the company just as much as the company decides who their future employees will be.

The reason for this are bottlenecks on the labour market. There is no longer just a lack of skilled workers. Staff shortages can affect a company on every level.

On the one hand, this is due to the fact that the baby boomers are now coming to retirement age. On the other hand, there are changes in employees' attitudes towards the job. A better work-life balance and more

## In conversation with Johannes Meister

**Mr. Meister, on 1 August Bell is taking over the Stübi butcher's shop in Matzendorf as a training company. How did this idea come about?** We have been working together with the Stübi butcher's shop for several years in apprentice training, because as a fresh meat business we cannot offer all the work required for training at the Oensingen site. With this cooperation, we created the requirement at that time to be able to train meat specialists in Oensingen. Now that the previous owners are retiring, we have seized the opportunity to take over the butchery from 1 August 2023 as a training company.

**What do you expect from this project?** The idea behind it is to show young people on site what great products meat specialists can make. But the students should also be able to see their products being bought in the shop and the joy they bring the customers. We are also planning various activities such as taster days for the students of the nearby district school. We hope that this will help us to inspire urgently needed young talent. We also offer apprentices the opportunity to get to know the work in a village butcher's shop and in a large company. This reduces inhibitions about continuing the profession after training.

**Will the takeover enable you to offer additional apprenticeships in Oensingen?** We currently employ eight meat specialist apprentices in Oensingen. Thanks to the takeover, we will be offering a few additional places from August 2023. The plan is that two apprentices will always alternate in Matzendorf and apprentices from Oensingen will go there regularly, for example once a week, for sausage-making.

**Will there also be similar training models at other locations?** If this pilot project is successful, we can imagine expanding it to other locations. There are also plans to use the operation as a training facility for budding professionals and master craftsmen from Basel, for example.

«We want to continue the Stübi butchery as a training company.»



Johannes Meister, Head of HR Bell Switzerland, supervises the project «Takeover of the Stübi butcher's shop».

BELL  
FOOD  
GROUP



Ask  
us

# What is the HR Strategy 2026+ and why do we need it?



The working world is changing, and so are we.

Get answers to your questions and others at: [bellfoodgroup.com/hr](https://bellfoodgroup.com/hr)

Members of Bell Food Group



Ask us is an HR Strategy 2026+ initiative

## A better work-life balance and more flexible working models.

flexible working models are becoming increasingly important for many.

The pandemic also acted as a booster here: the restrictions have shown numerous people that they can also manage with less money. The consequences: They retire earlier, reduce their weekly working hours or only work one part-time job instead of two.

Even though the Bell Food Group, as a large international company, enjoys an excellent reputation as an

employer, it is also feeling the pinch. «We are still able to fill our vacancies», reports Endrik Dallmann, Head of HR at Bell Food Group, «it often takes longer than it used to, and the effort is much greater.»

The team has to bear additional burdens due to this higher effort. To remedy this, the Bell Food Group is launching numerous activities for both recruitment and retention.

The cornerstones for this are laid down in the new HR strategy 2026+, which sets out the goal of making Bell Food Group the most attractive

«More women should take on management roles.»

## Forging new ideas in the management workshop

The management workshop is on the Bell Food Group's talent management team. It currently numbers nine members team, and has been meeting regularly since May last year to exchange ideas on cross-divisional and cross-group issues. The members also attend further training courses together and receive what are known as the Insights, where managers of the Bell Food Group share their everyday lives with them.

An individual development plan is also part of the programme for all members. The management workshop has the additional task of developing a strategy within the framework of the «Diversity Project» on how the Bell Food Group can increase its share of women in management positions. This is a measure from the HR Strategy 2026+ to make the Bell Food Group the most attractive employer in the industry.

### Three questions for ... Anabelle Klusmann

**Ms Klusmann, what do you want to achieve with the strategy for more women in leadership, and what is the status?** We want to ensure that existing young talents are promoted in the best possible way in order to retain them in the long term. If we want to use the full potential of our diversity, regardless of location, field of activity, gender and origin, we need to create appropriate framework conditions. In the analysis «Proportion of women in leadership positions», the existing potential is clearly recognisable. The proportion is 28 percent in middle management and 13 percent in senior management. The latter is to increase to 20 percent by 2026. The strategy is on the home straight and will be presented to the Group Executive Board over the next few months. Once adopted, concrete measures are to be derived on the basis of this strategy.



Anabelle Klusmann is Head of ALM in the IT division of the Bell Food Group and one of the members of the Management Workshop.

**Which could they be?** We have identified three main fields of action: work-life balance, leadership culture and talent management. In some areas we are well

positioned, for example in the area of further training opportunities. In others, we still see a need for development.

Specifically, flexibility in time and space at work is an important aspect of making management roles attractive to women. But that applies to both sexes! By allowing men to work more flexibly, we help families to share tasks equally.

**What do you think needs to happen to push the issue forward?** In the short term, we are in the process of planning an event for women to ensure high visibility. In the long term, we need to become more attractive as an employer so that we can promote existing talent and attract new talent. We also need strong leaders to lead by example and drive the issue forward.

employer in the industry in the various regions. HR will support this goal by aligning its processes even more closely to the current situation on the labour market.

**The most attractive employer in the industry.**

For recruiting, this means being more individually attuned to candidates and meeting them at eye level. The recruiter must explain the benefits of the Bell Food Group well to the prospect, just as the candidate must present their benefits. The distribution of tasks in the team can also be adjusted when

**Accompanying x changes in the best possible way**

A team may be deployed across groups, a department reorganised, or a division move to a different building – as in every company, changes are always on the agenda at the Bell Food Group. But not everyone is entirely relaxed about these processes. Recently, managers at some locations have been able to call in so-called change agents in these situations.

«We change agents know what to do when it comes to change.»

These are business partners from various HR departments who have dealt intensively with subject of change processes on a training course last year. «We developed the programme for this together with experienced trainers from the Coop training centre in Muttens, so that it is precisely geared to the needs of our group,» Nicole Böger, Change Agent and HR Coordinator at Hügli explains. «Even after the training important building blocks are our collegial case discussions, and they enable us to support each other in finding the best solution whenever there is any doubt.» The change agents know what to do when changes are imminent and help to ensure that employees feel that their questions and possible fears are taken seriously. When and how they are used always depends on the individual situation. But for now, it is important to publicise this new offer with appropriate information material in the group.

From left to right: Ingrid Arroy, Jürg Stucki, Theresa Seel, Julia Peyer, Lydia Hense, Samuel Koch and Nicole Böger



necessary, for instance if someone with an interesting but not completely suitable profile applies. Or the competence gaps can be closed quickly through further training.

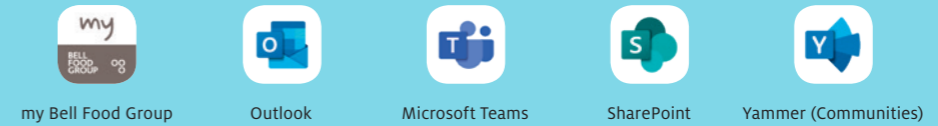
Existing employees should also be accompanied and supported in the best possible way throughout their careers. Be it through further training, internal transfer opportunities, reduction of working hours or other offers that fit the employee's current situation.

Training is also an important topic, because the apprentices of

today are the skilled workers of tomorrow. The Bell Food Group already offers all its graduates a job, so about three quarters of them stay with the company every year. In order to further increase this number, preparations are already underway to expand the job profiles and to increase the total number of apprenticeships. • *mr*

**Today's learners are the professionals of tomorrow.**

## Tool landscape in the Bell Food Group: Digital communication and collaboration



This overview refers exclusively to digital communication and collaboration. Phone calls, personal conversations on site, meetings on site and personal exchange in general remain central components of the Bell Food Group's culture. Business-relevant applications such as SAP or myHR are also not affected.

New tools for communication and collaboration

# Digital booster

Getting fit for the future: With the Microsoft Teams collaboration platform and the employee app *my Bell Food Group*, the Bell Food Group is establishing new tools to make communication and collaboration more efficient across the entire group of companies. *-sh*

Digitalisation is permanently changing the economy, society and our lifestyles - and thus has a very concrete influence on how we work today and will work in the future. The way we work has also changed in the Bell Food Group in recent years, and will continue to do so in the future. Digitalisation is here to stay.

### «Let's simplify teamwork with Microsoft Teams»

In October 2022, the Bell Food Group gave the group-wide cooperation a digital booster. The introduction of Microsoft Teams was a first successful step towards the Modern Workplace. The aim is to provide all employees with computer workstations with a mobile, integrated and secure digital workplace in the Microsoft 365 world. Always under the motto «Let's simplify teamwork». In the meantime, Microsoft Teams has been rolled out at almost all Bell Food Group locations.

### Communicate digitally with my Bell Food Group

In 2023, group-wide communication will also receive a digital boost. With the introduction of the employee app *my Bell Food Group* (formerly *Beekeeper*), all our staff will be gathered on a common digital communication plat-

form, whether they have a computer workstation or not. Regardless of location, work area, company affiliation or language. This is a major step forward for the vast majority of Bell Food Group employees, and means that in future all our employees will have the same opportunities to access company information, share knowledge and take advantage of digital communication.

### Many tools, (too) many possibilities?

The use of new tools brings with it new opportunities and possibilities. However, these changes also mean that it's possible to lose track of things at first. You have to adapt your own way of working and at the same time learn to deal with the new tools – while also doing your usual work. Sometimes it's not entirely clear which tool has which purpose. And sometimes, during a certain phase, two tools are used for the same purpose. These phases are quite normal during a change process.

The following pages provide an overview of the tool landscape as well as more detailed information on the introduction of Microsoft Teams and the employee app *my Bell Food Group*.



**Non-Desk Worker**  
Employees without personal computer access



**Desk worker**  
Employees with personal computer access

**Non-desk workers** access the Bell Food Group world via .

### Central access

**Desk workers** access their Modern Workplace via .

**Non-Desk Workers** use to access news and important information from their location, their division or business unit or the Bell Food Group.

### Digital access to corporate information

News messages from are published on an information platform\* based on and are published via to the **desk workers** via Teams. **Desk workers** can also directly access .

**Non-desk workers** use , to chat and access documents.

### Digital collaboration in the team

**Desk workers** use for team collaboration (chat, audio/video call, screen sharing, working together in documents). You can use to chat with **non-desk workers**. For exchanges of a binding and booking-relevant nature, use .

**Non-desk workers** can find the right person via the company-related people search of to find the right contact person.

### Networking with other staff

**Desk workers** can use the company-related people search in and to find the right contact person.

**Non-desk workers** can use the to create group chats and exchange ideas with like-minded people.

### Exchanging digital knowledge with other employees

**Desk workers** can use to create knowledge-based communities and exchange ideas with like-minded people.

### Digital collaboration with external parties

**Desk workers** use for contact with external people or for contact with selected external people who are also on Microsoft Teams.

\* The information platform is intended to replace existing intranets in the Bell Food Group and provide an intranet for companies that did not have one before. A pilot platform is currently being developed for Bell Switzerland and Hilcona. More information on this project will be provided at a later date.

## my Bell Food Group Anyone can post

In *my Bell Food Group*, the Bell Food Group has the first employee app that can be accessed by all employees of the Group - regardless of whether they have a computer workstation or not. On the one hand, this facilitates direct and timely communication to all employees. At the same time, it also supports networking among each other.

Last year, initial experience was gathered as part of a pilot project,

and framework conditions for the use of the app were developed on this basis. Now the roll-out across the entire Bell Food Group is on the agenda.

The roll-out is organised centrally at the level of the business units and divisions by teams set up for this purpose. Local teams will then implement the roll-out at the sites. The roll-outs in the business units and divisions will start in the course of 2023.

### The advantages of *my Bell Food Group* at a glance:

- Employees can access information that is relevant to them: from the Bell Food Group, from the business unit or division and from their own location.
- All employees will be able to post and contribute to the content on the platform.
- Thanks to an integrated translation function, all texts in the app can be translated into your own language – and you can also enter contributions in your own language.
- A chat function facilitates digital exchanges with each other, with individuals or in group chats.
- The app is based on the Beekeeper application and is visually reminiscent of well-known social media platforms. This makes it easy and intuitive to use.



Lorenz Wyss,  
Chief Executive Officer

### Shaping the future with modern tools

«Our aim is to become one of the best food companies in Europe with pleasure, competence and responsibility. That is why we continue to challenge and commit ourselves to becoming a better company every day.

It is vital that we collaborate and communicate efficiently and effectively – across the Bell Food Group.

Modern platforms and applications such as Microsoft 365 and *my Bell Food Group* help us to do things better and to find solutions to both familiar and new challenges, so that we can shape our future with energy.

Let's take advantage of these opportunities and look forward to the new possibilities.»



## Microsoft 365 Let's simplify teamwork



The introduction of Microsoft 365 is changing the way work is done on the computer at the Bell Food Group. The platform makes new forms of collaboration and communication possible and provides access to new tools and functions. Collaboration in particular is gaining in importance.

In particular, the Microsoft Teams platform, which will be introduced in October 2022, offers many advantages for desk workers:

- Modern and integrated working environment
- Faster and easier communication
- Real-time collaboration and joint editing of documents
- Faster and easier retrieval of relevant information
- Centrally shared knowledge that is available to all
- Location-independent accessibility

To help desk workers familiarise themselves with the new platform, there are some support services. Employees who already have access to Microsoft Teams can access the various pages via the QR codes.



### Getting started with the Modern Workplace (work tool)

You will find tips and tricks to help you get started in the Modern Workplace here.



### Modern Workplace Community

This community regularly provides news on the Modern Workplace, information on important dates that are coming up and the «Tip of the Week» with practical tips on working in the Modern Workplace that you can implement yourself immediately.



### Modern Workplace Portal

All the information on the Modern Workplace is summarised here. There are explanations or FAQs for the individual applications, for example Communities or Planner. Or it explains how individual jobs are done in the Microsoft 365 world, such as managing tasks or communication and meetings.



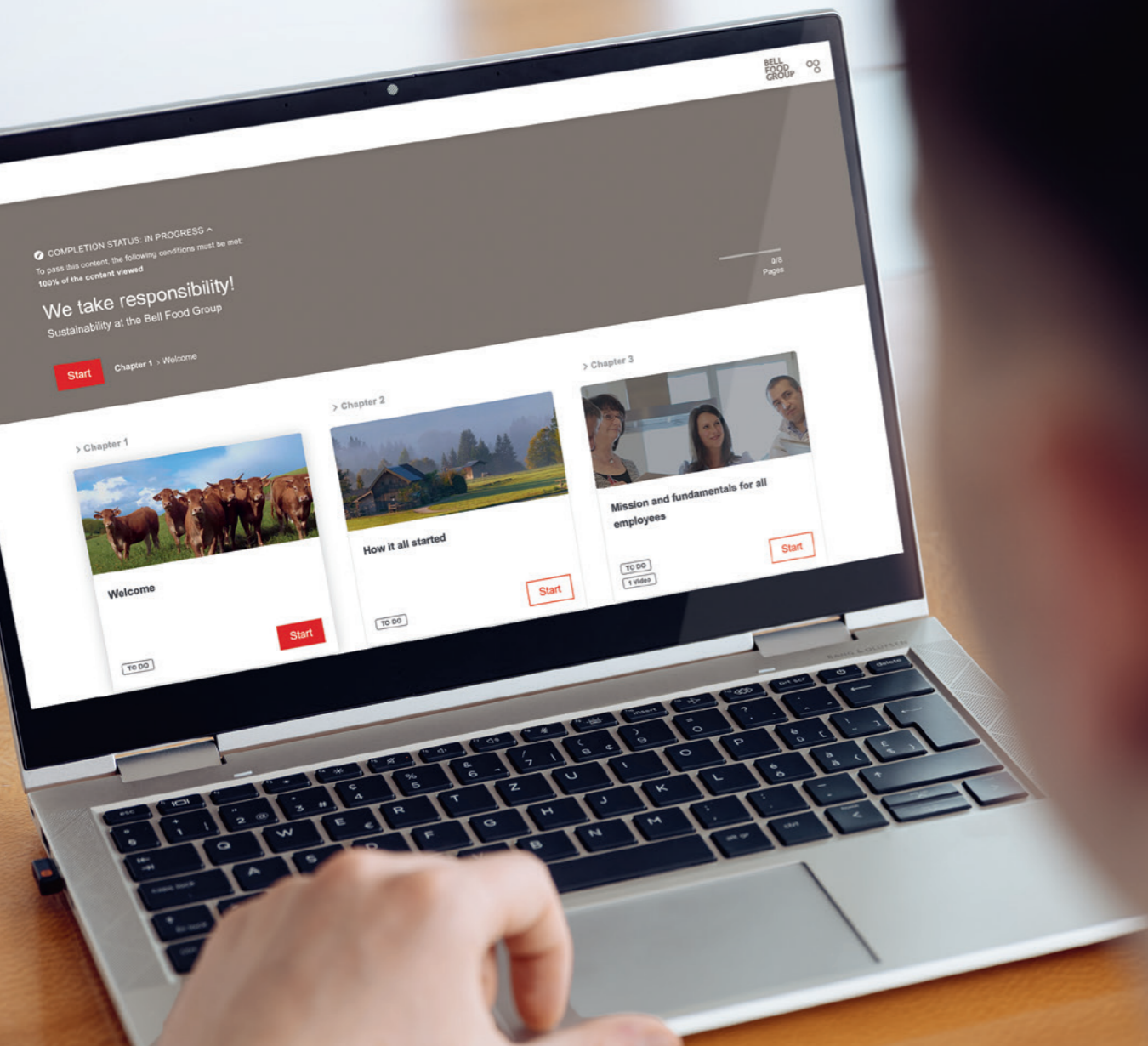
### FAQ Community

Questions that cannot be answered on the Modern Workplace Portal can be asked here.



### Champions

If anyone needs concrete support, the champions are happy to help! They will answer any questions, whether on how to use the new tools, how to organise yourself with the new applications or how to design a specific use case with the new tools.



Bell Food Group rolls out e-learning course on the basics of sustainability

# Well versed in sustainability

*Over the next few days, many members of staff at the Bell Food Group will be asked to complete the new e-learning training course on sustainability. The course, which has been gradually rolled out since the middle of February 2023, is intended to provide at least half the workforce with a basic knowledge of the subject by 2026.*

## **Sustainable action is an important part of the corporate philosophy.**

Saving water and energy; following animal welfare criteria, reducing waste or promoting fair treatment of people inside and outside the company – the Bell Food Group assumes responsibility for people, animals and the environment throughout the Group. Because thinking and acting sustainably is an integral part of its corporate philosophy.

But what does «sustainability» actually mean; how can it be increased in a major group of companies, and what goals has the Bell Food Group set itself for achieving it? All these and many other questions are answered in the new e-learning training session, which has been developed for the workforce by the Sustainability Competence Centre.

Many members of staff are currently being asked to complete this three-stage training session via the Litmos training platform.

In the first part, «What is sustainability?», they learn what the term encompasses and a number of exciting facts about the topic. The second module, «We live responsibility» – which is also the company's sustainability mission – focuses on the Bell Food Group's commitment and goals.

The United Nations' «Sustainable Development Goals» play an important part here. The course provides information on the 17 goals defined by the supranational association for global sustainable development and on the 13 goals to which the Bell Food Group can contribute with its actions.

The third part is the final test, which gives the participants the chance to test their newly acquired knowledge. The whole session, which is offered in every language spoken at the Bell Food Group, takes about an hour. If you have received an email inviting you to take part, please do so within 30 days.

For technical reasons, the roll-out will be carried out in steps for all members of staff who have a PC or laptop at their disposal.

The course started in February with all Bell Food Group locations in Switzerland. Other locations will now follow successively. The aim is for at least 50 percent of the entire workforce to have completed the course by 2026.

For this purpose, a concept is being prepared that will enable staff without access to a PC – for instance in production – to be provided with the knowledge given on this training course. Further training modules on other important sustainability topics and subject-specific topics are also being planned for the future. • *mr*

**The course takes about an hour.**

For current job offers,  
please visit  
[bellfoodgroup.com/careers](https://bellfoodgroup.com/careers)

## Congratulations and farewells

Anniversaries and retirements from April to June 2023

Bell Switzerland

### 20 Years of Service

**Yajun Guggenbuehler-Li**, 7 April, Bell Switzerland, Basel

**Mohamad Al Khaled**, 28 April, Bell Switzerland, Zell

**Jeyakumar Chandrasekaram**, 1 May, Bell Switzerland, Zell

**Madalena Da Costa Meirim Fernandes**, 1 May,

Bell Switzerland, Cheseaux

**Nathalie Durand**, 1 May, Bell Switzerland, Basel

**Sadbere Jashari**, 1 May, Bell Switzerland, Cheseaux

**Bete Nrecaj**, 5 May, Bell Switzerland, Zell

**Satgunasingam Sasikaran**, 15 May, Bell Switzerland, Zell

**Ana Maria Freitas de Sousa**, 19 May,

Bell Switzerland, Cheseaux

**Savas Demirtas**, 16 June, Bell Switzerland, Basel

### 25 Years of Service

**Guy-Guy Matandi Matuta**, 1 April, Bell Switzerland, Basel

**Lubangi Honoré**, Mulemba, 1 April, Bell Switzerland, Basel

**Selvakumar Selvaratnam**, 1 April, Bell Switzerland, Basel

**Frederic Rannou**, 20 April, Bell Switzerland, Cheseaux

**Gnaneswaran Selliah**, 20 April, Bell Switzerland, Zell

**Maria Antonia Mancuso**, 18 May, Bell Switzerland, Cheseaux

**Philippe Heyer**, 25 May, Bell Switzerland, Oensingen

**Andre Anker**, 1 June, Bell Switzerland, Oensingen

**Saban Kerimi**, 1 June, Bell Switzerland, Basel

**Lingathas Thangavelayutham**, 2 June, Bell Switzerland, Zell

**Maria Fernandes**, 15 June, Bell Switzerland, Zell

**Frédéric Karth**, 29 June, Bell Switzerland, Cheseaux

### 30 Years of Service

**Hanspeter Schöpfer**, 1 April, Bell Switzerland, Oensingen

**Veysel Cicek**, 1 June, Bell Switzerland, Basel

**Isabel Sofia Azevedo Saraiva Da Silva**, 14 June,

Bell Switzerland, Zell

**Denise Bieli**, 16 June, Bell Switzerland, Oensingen

### 35 Years of Service

**Josef Stadelmann**, 1 April, Bell Switzerland, Zell

**Daniel Mecker**, 18 May, Bell Switzerland, Basel

**Lulzim Shabiji**, 6 June, Bell Switzerland, Basel

### 40 Years of Service

**Heinz Flückiger**, 18 April, Bell Switzerland, Oensingen

**Daniel Leutwyler**, 1 May, Bell Switzerland, Oensingen

**Marco Zierler**, 1 May, Bell Switzerland, Gossau

### Early Retirements

**Sriranjan Kandiah**, 30 April, Bell Switzerland, Zell

**Ransi Mark**, 31 May, Bell Switzerland, Zell

**Erwin Schwegler**, 31 May, Bell Switzerland, Zell

**Rolf Anti**, 30 June, Bell Switzerland, Basel

**Hanspeter Gutenberger**, 30 June, Bell Switzerland, Basel

**Martine Torres-Gabriel**, 30 June, Bell Switzerland, Basel

### We bid farewell to

**Dragan Simic**, 25 December, Bell Switzerland, Basel

**Philippe Hegy**, 18 January, Bell Switzerland, Basel

Our deepest condolences to the families

and friends of the deceased.

Bell International

### 20 Years of Service

**Jörg Schulz**, 7 April, Bell Germany, Seevetal

**Dagmar Wallborn**, 9 April, Bell Germany, Harkebrügge

**Sylvie Martin**, 22 April, Bell France, Saint-Symphorien

**Dieter Bockhorn**, 1 May, Hubers Landhendl, Pfaffstätt

**Elisabeth Jansen**, 2 May, Bell Germany, Harkebrügge

**Martina Wedermann**, 2 May, Bell Germany, Harkebrügge

**Maria Heller**, 5 May, Hubers Landhendl, Pfaffstätt

**Alexander Matveev**, 7 May, Bell Germany, Schiltach

**Eva-Maria Elsen**, 15 May, Bell Germany, Harkebrügge

**Oleg Fedotov**, 16 May, Bell Germany, Harkebrügge

**Emma Schlippert**, 16 May, Bell Germany, Harkebrügge

**Sigrid Trotzko**, 23 June, Bell Germany, Harkebrügge

### 25 Years of Service

**Tanja Heselmeyer**, 23 March, Bell Germany,

Harkebrügge (*addendum*)

**Andy Heselmeyer**, 1 April, Bell Germany, Harkebrügge

**Torsten Kühlers**, 1 April, Bell Germany, Harkebrügge

**Thomas Wernke**, 1 April, Bell Germany, Harkebrügge

**Holger Materne**, 11 May, Bell Germany, Harkebrügge

**Alexander Steinhauer**, 18 May, Bell Germany, Edeweicht

**Mayk Nitze**, 27 May, Bell Germany, Harkebrügge

**Jérôme Boucharin**, 2 June, Bell France, Teilhède

**Jürgen Strasser**, 15 June, Frisch Express, Pfaffstätt

**Paula Winkler**, 15 June, Hubers Landhendl, Pfaffstätt

**Teresa Kabat**, 24 June, Bell Poland, Niepołomice

### 30 Years of Service

**Andrea Brandl**, 3 May, Hubers Landhendl, Pfaffstätt

**Viktor Remche**, 5 May, Bell Germany, Harkebrügge

**Ferzan Agirman**, 10 May, Bell Germany, Harkebrügge

### 35 Years of Service

**Helmut Eden**, 5 April, Bell Germany, Edeweicht

**Gerhard Köller**, 8 April, Bell Germany, Harkebrügge

**Sonja Tiedeken**, 7 June, Bell Germany, Harkebrügge

**Mathias Marks**, 22 June, Bell Germany, Harkebrügge

### 40 Years of Service

**Ewald Brinkmann**, 5 April, Bell Germany, Edeweicht

**Alfred Czombera**, 6 June, Bell Germany, Edeweicht

### Retirements

**Bożena Charnicka**, 22 December, Bell Poland, Niepołomice (*addendum*)

**Jarosław Foltyn**, 23 December, Bell Poland, Kostrzyn (*addendum*)

**Józef Kapała**, 23 January, Bell Poland, Niepołomice (*addendum*)

**Serge Clapot**, 31 January, Bell France, Virieu-le-Grand (*addendum*)

**Thierry Booter**, 31 March, Bell France, Teilhède (*addendum*)

**Nicolas Wolff**, 28 April, Bell France, Aime

### We bid farewell to

**Piotr Kmiecik**, 14 October, Bell Poland, Kostrzyn

Our deepest condolences to the families

and friends of the deceased.

Eisberg

### 20 Years of Service

**Sandra Pajaropo**, Frei-Sarayno, 1 April, Eisberg Switzerland, Feldhof

**Mariana Georgiana Mayer**, 1 April, Eisberg Romania, Pantelimon

**Sandra de Jesus Pereira Goncalves**, 1 April, Eisberg Switzerland, Feldhof

**Vladimir Trac**, 1 April, Eisberg Switzerland, Feldhof

**Christoph Andreas Bähler**, 14 April, Eisberg Switzerland, Feldhof

**Diana Patricia Da Silva Martinelli**, 1 May, Eisberg Switzerland, Feldhof

**Kupendrarasa Ratnam**, 1 June, Eisberg Switzerland, Feldhof

**Olivier Guinchard**, 30 June, Sylvain & CO, Essert-sous-Champvent

### 25 Years of Service

**Norbert Aquilini**, 1 May, Eisberg Switzerland, Logistics

**Sureshkumar Sivalingam**, 25 May, Eisberg Switzerland, Logistics

**Marek Bagiński**, 1 June, Eisberg Poland, Legnica

**Mirivete Miftaraj-Sopi**, 17 June, Eisberg Switzerland, Dänikon

### 30 Years of Service

**Silvana Vella-Tufo**, 17 June, Eisberg Switzerland, Feldhof

### 45 Years of Service

**Alberto Joaquim Guerreiro**, 1 June, Eisberg Switzerland, Logistics

## Hilcona

### 20 Years of Service

**Luis Filipe Parente de Oliveira**, 1 April, Hilcona, Schaan  
**Manuel Polanco**, 10 June, Hilcona Taste Factory, Landquart

### 25 Years of Service

**Antonio Caamano Caamano**, 12 April, Hilcona, Schaan  
**Anton Krasniqi**, 1 June, Hilcona, Schaan

### 30 Years of Service

**Francisco Fernandez Paris**, 1 April, Hilcona, Schaan  
**Sophie Gaechter**, 1 May, Hilcona, Schaan  
**Manuel Fernandez Pereira**, 1 June, Hilcona, Schaan

### 35 Years of Service

**Peter Toedtli**, 26 April, Hilcona, Schaan  
**Bruno Bickel**, 16 May, Hilcona, Schaan

### Early Retirements

**Kurt Gschliesser**, 28 February, Hilcona, Schaan (*addendum*)  
**Harald Rieffel**, 28 February, Hilcona, Schaan (*addendum*)  
**Christa Ender**, 30 April, Hilcona, Schaan  
**Orosia Lema Trigo**, 30 April, Hilcona, Schaan  
**Armin Reich**, 30 April, Hilcona, Salez  
**Johann Vogt**, 30 April, Hilcona, Schaan  
**Susanna Albini**, 31 May, Hilcona, Schaan  
**Norbert Lipp**, 31 May, Hilcona, Schaan  
**Arnold Wirrer**, 31 May, Hilcona, Schaan

## Hügli

### 20 Years of Service

**Petr Žoha**, 1 April, Hügli Czech Republic, Zásmuky  
**Dagmar Behr**, 1 May, Hügli Germany, Radolfzell  
**David Šmejkal**, 7 May, Hügli Czech Republic, Zásmuky  
**Pavel Pávek**, 12 May, Hügli Czech Republic, Zásmuky  
**Elke Schwed**, 19 May, Hügli Germany, Radolfzell

### 25 Years of Service

**Jacqueline Kern**, 1 March, Hügli Switzerland, Steinach (*addendum*)  
**Slavica Cakic**, 2 March, Hügli Switzerland, Steinach (*addendum*)  
**Jaromír Češpiva**, 1 April, Hügli Czech Republic, Zásmuky  
**Annarita Perdicchia**, 6 April, Hügli Italy, Brivio  
**Cinzia Adami**, 4 May, Hügli Switzerland, Steinach

### 30 Years of Service

**Andre Steinmann**, 28 April, Hügli Switzerland, Steinach

### 35 Years of Service

**Josef Müller**, 24 February, Hügli Switzerland, Steinach (*addendum*)

### Retirements

**Josef Müller**, 30 April, Hügli Switzerland, Steinach  
**Beat Bayer**, 31 May, Hügli Switzerland, Steinach  
**Andreas Kühnel**, 31 May, Hügli Germany, Radolfzell  
**Gizela Rekece**, 31 May, Hügli Switzerland, Steinach

### We bid farewell to

**Gabriela Gerhardt**, 18 December, Hügli Germany, Radolfzell

Our deepest condolences to the families  
 and friends of the deceased.



New items to fall in love with

# Something old, something new and something green

*Whether classics that never go out of fashion or unusual creations that surprise the palate – the new items from the Bell Food Group are guaranteed to give you butterflies in your tummy again this spring. • mr*



## Bell Switzerland **Italian ham delight**

With its delicate hint of sweetness and tender texture, Parma ham is very popular far beyond the borders of Italy. A good reason for Bell to now also offer this speciality to Swiss customers. This spring, it will be available in the retail trade in a practical folding pack. Aged for at least 16 months and produced according to traditional specifications, the air-dried Italian original bears the seal of the «protected designation of origin», which guarantees that it is made from meat from local pigs according to a set procedure.

**Parma ham in the practical folding pack.**

## Bell Germany **Organic Serrano ham**

From May onward, Bell Germany's Abraham range will also include Reserva grade Serrano ham with the organic seal. The Spanish classic is air-dried from the best ingredients under the special climatic conditions of the Iberian Sierra and matures for at least twelve months. The meat comes from selected Spanish organic suppliers and is processed at the production plant in Fuensalida, which is also certified organic. In addition, the new Serrano ham has been awarded the EU seal «Traditional Speciality Guaranteed», which stands for a product made according to a traditional recipe.





Iceberg Hungary  
**Delicious for you and me**

**Your salad and my salad in single portions.**

Packaging that is also suitable for small households is becoming increasingly popular in Hungary. A good reason for Eisberg to introduce two delicious blends in single portions of 80 grams. While «My salad» features romaine, endive, carrots, iceberg, frisée, lollo rosso and baby spinach, «Your salad» consists of iceberg, frisée, lollo rosso and radicchio. Needless to say, the new salads are not only for singles. The duo, which arrived in supermarkets in time for Valentine's Day, is also great for a salad for two.



Eisberg Austria  
**Vegan salad trio**

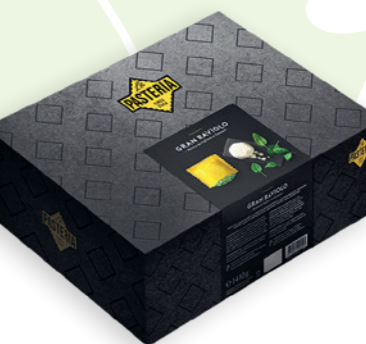
Three new crunchy varieties from Eisberg Austria have been available from a major retailer in the country since the end of last year. Vogerlsalat with radish sprouts and chard in a mixed bag brings a slightly spicy note to the domestic salad bowl. For lunch breaks, there is now also the «Enjoy Buddha Bowl» with turmeric tofu and the «Enjoy Beetroot Tabouleh Bowl» with deep-fried chickpea balls. The perfect vitamin kick for the start of spring.



Hilcona  
**Good news from the pasta shelf**

**Originals for vegan pasta enjoyment.**

Pasta fans who want to eat less meat or omit it altogether, can look forward to a delicious new addition to the Pasta-Originale range by Hilcona. The variety «Vegan Mozzarella Alternative & Pomodoro» convinces – as the name already suggests – with a creamy filling made from a vegan mozzarella alternative and aromatic tomatoes. The lightly floured thin dough of the fresh pasta is based on pea and wheat proteins. Together with the extra creamy filling, it makes for a soul food delight that is just «like handmade».



Hilcona Foodservice  
**Premium pasta for the French market**

The exclusive pasta line «La Pasteria» from Hilcona Foodservice promises a taste experience at an extremely high level. The pastry shell of durum wheat semolina and fresh free-range egg conceals unusual fillings such as morels and mascarpone or prawns and espelette pepper. Initially available exclusively in France, the new range offers chefs relief without compromising on quality, appearance and sustainability. At the same time, the filled creations leave them plenty of room for their own recipe ideas.

Hügli  
**The cold sauce classic from Switzerland**

The Hügli brand Stein's Best has a particularly aromatic variant in its range with its new ketchup, which has been produced at its factory in St. Gallen, Switzerland, since the end of last year. It owes its fruity taste to the high proportion of ripe tomatoes of over 65 percent. For easy dispensing on a food truck or directly at the table, new Stein's Best Ketchup is available in a handy squeeze bottle, in a bag-in-box for dispensers and in a practical bucket with pump. The range will soon be complemented by the practical stick-pack single portions.





Garlic that ferments for eight weeks becomes black, soft and sticky and no longer tastes spicy but umami.

Garlic

## A (PUNGENT) HINT OF SUPERFOOD

It has the power to delight and to repel – commoners and royals alike. Some appreciate its intense flavour, others turn tail and run at the very first hint of it. Queen Elizabeth II banned garlic from the royal household all her life.

**Around 1500 tonnes of garlic are processed at Bresc per year.**

Along with a handful of garlic cloves, all the keen amateur grower needs to embark on a career as a garlic grower is a spade, some fertiliser and a small pot. After all, the little plants are known to be extremely easy to care for. Provided there is plenty of sunshine and sufficient water, the garlic can be harvested six to ten months after potting. As well as the cloves that flourish in the ground, the flowers are also

edible and taste delicious freshly picked in omelettes, salads and soups.

For the spice and seasoning experts at Bresc in Werkendam, the Netherlands, garlic is one of the important ingredients in their products. The company processes around 1500 tonnes of the tasty tubers every year. Whether chopped, sliced or puréed, fermented into black garlic, roasted or smoked, the wide range of different garlic products makes for intense taste experiences and divided opinions.

Bresc sources its garlic from various growing regions in the Netherlands, Italy, Spain and China. The latter is considered the largest gar-

lic producer in the world and is responsible for more than half of the world's garlic production. But the share of Asian tubers is to be gradually reduced at Bresc over the next few years and cultivation in Europe expanded, as Aart de Geus, Head of Sales & Marketing at Bresc, says. «In order to achieve the best possible taste experience, we want to have our raw ingredients produced as close to us as possible.»

Cool and fresh, warm and spicy – that's Bresc

The small company, which started in 1991 with the breeding of snails, has developed into a specialist for garlic and herb products. And although the snails are now history, the love for the authentic taste experience has remained. Today, more than 80 permanent employees work for the company in Werkendam, about 30 kilometres from Rotterdam. The product range is aimed at the European gastronomy market. The suppliers of the raw materials play just as important a role as the restaurant guests on whose plates the herbs ultimately end up.



**Bresc wants to include even more European garlic in its products in future.**

The member of the allium family originally comes from Central Asia, where it was cultivated more than 5,000 years ago and has since been used as a remedy and spice. We have the Romans to thank for bringing it to Europe. It is said to have many positive health benefits. Garlic is believed to benefit the blood circulation because the healthy ingredients allicin and ajoene have a mild blood-thinning and blood pressure-lowering effect. The allicin also attacks viruses, bacteria and fungi. That is why garlic is also considered a natural antibiotic.

No all garlic tastes the same. There are about 300 different varieties in the world. The soil and climatic conditions in which the tubers grow are noticeable in the taste. Garlic from the Netherlands has a relatively high water content and tastes rather oniony and mild, while its Spanish counterpart is drier and has a strong, pungent flavour. «It makes a big difference whether the plants grow big in the highly saline soil in the Netherlands or in the dry, iron-rich reddish soil of Andalusia», Aart de Geus explains.

Garlic is almost as easy to grow as it is to cook with. So it is found in every cuisine around the globe. You can't go far wrong with the preparation. There is only one thing to bear in mind: don't let it burn. Because if the garlic gets too hot during frying and turns black, it can become unpleasantly bitter and send even the most hardened garlic lovers running. • ap



Beemster garlic grows in clay soil and is harvested north of Amsterdam at the end of June.

**Nice to know**

**Goodbye, garlic breath**

Researchers in the USA have found that chewing raw apple and raw lettuce reduces garlic breath by 50 per cent. It is best to run cold water over the hands and rub them against a stainless steel object to get rid of the smell.



**Not just one, but two special days a year**

April 19 is official Garlic Day. The perfect time to delight the family with spaghetti aglio e olio or tzatziki. If you miss it, you'll have another chance on October 6. Then it's Garlic Lovers Day.

**Alliumphobia**

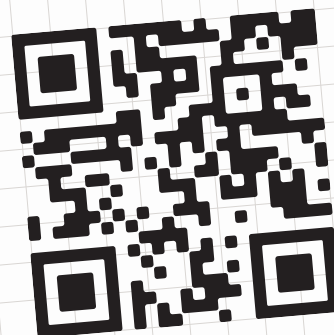
Anyone who is horrified at the mere sight of a garlic bulb probably suffers from an allium phobia. This is the name given to the pathological fear of garlic and other bulbous plants.



Coarsely chopped garlic from fresh garlic bulbs goes well with Gruyère, roast beef and butternut squash, among other foods.



# What did you like best?



## **Win a prize with your feedback!**

LOOK! should be a pleasure for you to read! That is why we depend on your feedback. This way we can continuously improve LOOK! and make sure that you enjoy every issue anew. That is why we are interested in: What did you like best about this issue of LOOK – was it perhaps a particular article? Or was there a photo that really caught your eye? Perhaps there was a quote that stuck in your mind?

**Let us know and fill out the form behind the QR code.**

**As a thank you for your feedback, we will raffle 10 shopping vouchers worth EUR 70 each among all feedback.**

**Send us your feedback (QR code) by 24 June 2023 to take part in the draw.**

The lucky winners will be notified directly. No correspondence will be entered into regarding the draw, nor will any information be provided by telephone. Multiple entries will not be considered.