

LOOK!

Bell Food Group Employee Magazine

02 2023



**On the trail
of pleasure**

BELL
FOOD
GROUP





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The washing machine instruction manual does not create memories

Dear Colleagues,

We have the best job in the world. It is a wonderful and rewarding task for a company to be able to bring joy to others. With our products, we accompany people through life. We start the day with them at breakfast, give them a little time out at lunch and end the evening together with a good dinner. Each of our products gives someone a moment of pleasure in one way or another. Our range is wide and varied enough to ensure that there is something for everyone. This puts us at the heart of things.

In this sense, good food is much more than mere nutrition. Good food generates emotions and creates memories. When I think of certain people, certain foods or dishes automatically come to mind that I associate with them. My father, for example, loved to put onions in salt and eat them, while my brother was a huge fan of «Gnagi». At our family celebrations, my mother's cakes were always the centre of attention. And I personally still make my chocolate cake exactly to my mother's recipe. I've now got the recipe down pat and have optimised it so that the cake is in the oven at 180 degrees in just twelve minutes, and ready to eat on the table 45 minutes later.

Good food generates emotions and creates memories.

And I am convinced that the cake still tastes the same today as it did when my mother baked it.

Good food connects families and people across generations. There aren't many other things that can do that. You don't pass on the washing machine's operat-

ing instructions to your children, but a tried-and-tested family recipe is passed on from grandfather to daughter and grandson. So good food creates an emotional connection to people through its ingredients, and this makes it an important element in memories, stories or even a central element of a community.

Eating something with pleasure can become the highlight of the day. But a steak that is tough, pasta that is too salty or a salad dressing that is inedible can ruin an evening. That is why we have to do our job well. It is our responsibility to produce good food.

We have taken this responsibility into account in our strategy: we want our products to be the best. We all, my dear colleagues, can play our part in achieving this goal by constantly examining ourselves and focusing our work on the enjoyment and quality of our products. We are happy when our consumers are happy. This makes us not only economically stable, but also proud of our work and our craft.

Lorenz Wyss
 Chairman of the Group Executive Board



Newsflash

NEWS FROM THE BELL FOOD GROUP



Hilcona Receives Packaging Price «WorldStar»

At the beginning of the year, Hilcona received the internationally renowned «WorldStar» award, which is also known as the «Oscar of Packaging», for its pasteurisation-compatible stand-up pouch. The Liechtenstein company developed this innovation together with Mondi's packaging experts for ready-to-eat products from Coop's own brand range. Made from mono-material, it is a sustainable alternative to multi-layer, non-recyclable packaging. • *mr*



Record figures at INTERNORGA 2023

There was a lot of interest in the Bell Food Group at this year's INTERNORGA in Hamburg, where it was represented by the Bresc, Hilcona, Hügli, The Green Mountain and Vogeley brands. Over 700 customer contacts during five days of the fair! • *sh*



Over 700 customer contacts during 5 days of the fair.



Gold Medal for Jambon Sec de Savoie

Bell France has been a regular winner of the «Concours Général Agricole» for many years. This year, the dry Savoy ham received the coveted gold medal. The jury of independent and honorary experts was particularly convinced by its delicate, savoury and fruity taste. The Agriculture Award medals are very well known in France and are considered an important selling point. • *mr*

TopX system reviews started

The next step on the way to the top

Following the introductory phase of TopX, the Bell Food Group is now moving on to the next stage. The first locations are undergoing the so-called system review. The implementation of the improvement process is scrutinised and further measures for the future are identified.

Two and a half years ago, the Bell Food Group embarked on a journey of continuous improvement with the introduction of TopX. A number of sites have now established the programme, and many have already received the first or second milestone.

Now TopX is entering the next phase. In the system reviews, the implementation of the improvement process is analysed and evaluated based on defined criteria.

«A system review is an important tool for assessing the performance of a production system,» explains Marc Spanuth, Top Excellence Coordinator at Bell Food Group. «It shows how mature the system already is. It also shows what needs to be done to improve it further.»

This review is due for all sites approximately one year after they achieve the second milestone. Hilcona in Schaan was the first. On 15 March 2023, the manufacturing company presented its improvements and successes to the internal auditor, TopX coordinator Marc Spanuth, and the external auditor of the service provider ROIEFESO, Marino Della Pietra.

The result: the factory passed the system review at a good level and received much recognition for the consistent implementation of the TopX programme as well as for the strong focus on measurable results.

The auditors particularly emphasised the structured implementation of the focus projects. Among the areas for improvement identified by the review was a more detailed recording of losses.

For Schaan, there was a lot of recognition for the TopX results so far.



In the meantime, other manufacturing plants in the group such as Radolfzell, Steinach and Feldhof have already taken this next important step on the TopX journey.

The process of the system review is the same for all locations. In preparation, the responsible persons first submit a self-assessment. On the day of the review, the site then presents its production system to the inspectors.

They assess the status based on overall categories such as «organisation and goals», «involvement and empowerment of the organisation» and «results and savings». Each category has several factors that are assessed with the help of a points system.

Concrete recommendations for action are then derived from the results of the analysis to further drive the improvement process. Further system reviews take place every two years.

«Overall, a system review helps to increase the efficiency and quality of a production system and prepare it for future challenges. This makes it an indispensable tool for us in remaining competitive,» says Marc Spanuth. «In addition, as part of this new phase of our improvement process, we want to create even more synergies between our production sites and promote the exchange of experience.» • mr

System reviews take place every two years.

Participation in the START Global Event in St. Gallen

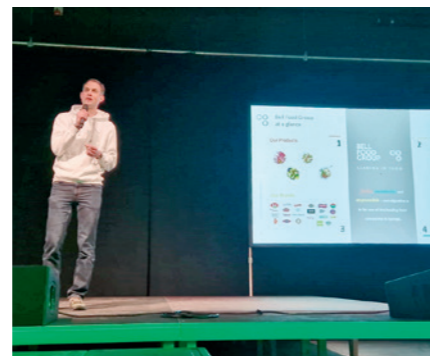
International talents full of energy

More than 6,000 participants, over 2,000 hot dogs served, around 1,000 booth visitors and 500 hackers – and the Bell Food Group right at the heart of it all. And with its own challenge in the hackathon, it even made it onto the main stage of this event at the University of St. Gallen.

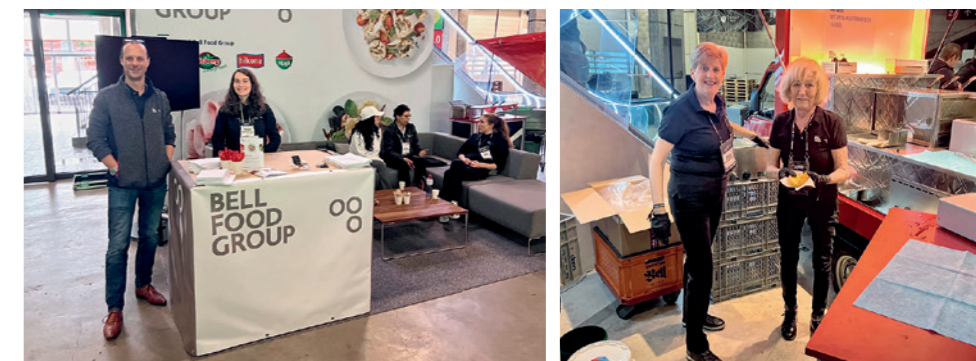
The winning team from Spain with Sven Friedli. After 36 hours of programming, they presented the best solution to the Bell Food Group challenge.



The Bell Food Group team on site (from the left): Sven Friedli, Maria Horvath, Markus Ettlin, Christine Kerwin, Anabelle Klusmann, Nora Hertzschuch and Clara Beltran



After 36 hours of work and programming, the hackers presented what they had developed.



Left: Harry Bechler and Christine Kerwin on the Bell Food Group stand. Above: Eliane Stocker and Monika Erbacher handed out over 2000 hot dogs.

To make the Bell Food Group and the food industry interesting for IT talents: that was the aim behind the participation in the START Global Event, which took place from 22 to 24 March in St. Gallen. START Global is a platform for promoting cooperation between business and technology. Behind it is a student association of the University of St. Gallen.

More than 6000 participants from all over the world gathered for three days on the exhibition site in St. Gallen. The Bell Food Group was on site with a stand with a bus and seating area, hot dog Piaggio, and ten people from HR, IT and Outlet. «It was relaxed, the young people were full of energy, open-minded and very nice to deal with», says Eliane Stocker from Bell Outlet in Basel summarised her impression of the event. Together, she and Monika Erbacher handed out more than 2000 hot dogs to the young students. «Thanks to the free hot dogs and our challenge, the Bell Food Group was well known by the end of the event», says Sven Friedli, CIO of the Bell Food Group.

As a sponsor, the Bell Food Group was allowed to offer a challenge for the hackathon, a competition for hackers and part of the event. The challenge was a task that the participating hackers had to solve or program in 36 hours. The Bell Food Group's challenge was to develop an app that shows employees their ecological footprint in a playful way while also helping them to record and improve it. Ten teams of four people accepted this challenge and then worked almost continuously on a solution. An impressed Sven Friedli recalls that, «One of the students on the winning team slept only for an hour and a half during this time». The result is something very special. The winners of the challenge made it into the top five of all hack challenges in the whole event. They

The Bell Food Group participants were all extremely enthusiastic.

were invited to present their solution on the main stage, and their prize was an invitation to Madrid for a week-end. «Since the four hackers – two female and two male students – live in Barcelona, we also offered them the opportunity to exchange their winnings for a trip to Basel», says Friedli. But they want to go to Madrid, and will also visit the Bell company in Fuensalida as part of their visit.

Participation in the START Global Event has given the Bell Food Group additional presence and visibility in the European higher education environment. The 20 posts on LinkedIn have also been viewed more than 30,000 times. The Bell Food Group participants were all extremely enthusiastic. «A lot of different professional fields, a lot of exchanges – it was very exciting and well worthwhile», says Christine Kerwin. And once again it became clear that the young talents are not entirely aware of the exciting challenges within the Bell Food Group and the food industry in general. By participating in such events, the Bell Food Group can gain recognition as an attractive employer in this target group. And with its Europe-wide company structure, it offers interesting professional opportunities to the international field of participants. The Bell Food Group has received the CVs of the more than 500 participants in the hackathon that can be used for open positions. Not only in IT, but also in all other departments. Some participants have already applied for an internship. What is certain is that the Bell Food Group will be back at START Global next year. • jk

Ancient history rewritten

A lot of smoke everywhere

Where there's smoke there's fire. The smoking process can be highly aromatic if you add a treat to this tried-and-tested duo. But in the beginning, smoking had a purely practical purpose.

Smoking is one of the oldest preservation methods.

The history of smoking, it is believed, began with a beautiful coincidence. Many thousands of years ago, when our Stone Age ancestors lived in caves, a fireplace provided a source of warmth. Smoke drifted through the simple dwelling, past the food stored hanging up to keep animals at bay. Eventually, people realised that the meat, fish, berries and nuts they hunted and gathered stayed edible for longer. The smoke from the wood fire had developed its antibacterial effect as it passed. It also discouraged insects from helping themselves to the supplies.

Along with drying and salting, smoking is one of the oldest methods of preserving food. The fact that smoking can influence the aromas of food, smoke as a kind of seasoning, on the other hand, is a rather more recent development.



Basic guide to smoking

Meat prepared like a pro

Basically, all types of meat and poultry are suitable for smoking. It is crucial to choose the right smoking method for the desired result. Reminder: with cold smoking the meat remains raw; with hot smoking, the meat is cooked at the same time. You can experiment with temperatures and times in the smoke to influence the result. Red meat, for example, is medium cooked for a long time at around 55 degrees Celsius. As is so often the case, trial and error is the order of the day: practice makes perfect.

The classic: Fish

Smoked salmon could probably be described as the classic for all lovers of the delicate smoky aroma. Whether cold or hot smoked, fillet, fish steak or whole fish: it is a good idea to salt the salmon before smoking. To do this, place it in a salt mixture enriched with spices and herbs in the refrigerator for a day. The salt causes the fish to lose liquid, and its flavour becomes more intense. When smoking, pay attention to the core temperature, depending on whether you want to serve it more on the raw side or cooked right through.

Vegetables with a difference

If you only think of animal products when you think of smoking, you are missing out on a lot. Potatoes, asparagus, aubergines or corn on the cob: vegetables should be cleaned and, if necessary, pre-cooked before they go into the smoker. As with meat and poultry, wood chips from fruit trees are suitable for smoking vegetables. Smoking is a pleasurable experience for the eye as well as the palate, because the smoke not only gives the food a special flavour, but also a beautiful colour. By the way, what works with vegetables can just as easily be done with fruit.

This is what cheese should «smell» like

Cheese is very easy to smoke, and therefore ideal for beginners. Cold or warm smoking is suitable, depending on the type of cheese. It is important to cut the cheese into smaller pieces before smoking so that the smoke can develop its flavour on all sides. When cold-smoking at around 20 degrees Celsius, the cheese can lie in the smoke for between eight and twenty hours. The longer it is smoked, the more intense the aroma. Soft cheese is excellent for hot smoking. It is ready for consumption after just over an hour in the smoke.

Tofu with a smoky zing

It's hard to imagine supermarket shelves without smoked tofu. Unlike natural tofu, it has a spicy flavour of its own thanks to the smoke bath. There's no particular secret to smoking natural tofu yourself. A smoking grill with a valve and temperature indicator is suitable for this purpose. A pan of water inside the grill keeps the temperature constantly low. The tofu, which has been marinated in advance and chilled in the refrigerator, is coated with oil and then cooked over glowing charcoal at a low heat to a maximum temperature of 120 degrees Celsius for about two hours.

Smoking without a smoker

Anyone who is deeply involved in smoking will sooner or later consider buying a smoker, the ideal grill for smoking and indirect grilling. But good results can be achieved in a simpler way and without professional equipment. A conventional gas or charcoal grill with moistened wood chips or sawdust can be used for smoking. It is important that the wooden chips do not catch fire. For use in the kitchen, there are small smokehouses that can be heated on a hotplate.

How many degrees should it be?

Smoking in the smoker, as it is widely used today, distinguishes between three methods. Cold-smoked foods can be stored for a particularly long time and appeal for their smoky, spicy flavour. They are usually smoked at temperatures of up to 25 degrees Celsius and can be kept for weeks or even months afterwards, unlike hot and warm smoked food. In hot smoking, the thermometer of the smoking chamber reads up to 50 degrees Celsius. In the process, food is not only smoked, but gently cooked at the same time. The warm smoke gives it a decidedly spicy note. If the temperature can be kept constant, the results

delight with a special tenderness. Hot smoking produces temperatures of between 90 and 130 degrees Celsius. A crispy crust and a delicious grilled aroma are the characteristics of this method.

A matter of taste

The method of smoking is not the only thing that affects the taste. The aroma is influenced in particular by the choice of spices, herbs and wood. There are no rigid guidelines for smoking, so it's an ideal field for experimenting and trying out new things. If you have only a little experience in smoking, it is best to follow the recom-

mendations of advanced smokers. For example, alder has a mild flavour, making it ideal for fish, while maple has a smokier flavour and is best used with poultry, vegetables and ham. Those who like a stronger flavour turn to the wood of the mesquite tree, which is at home in the arid regions of the Americas, Africa and Asia and gives lamb and beef in particular a unique, if not universally loved, flavour. If you like to experiment, try mixing different types of wood. Or add sprigs of rosemary or soaked cinnamon sticks to the smoked material. Flavoured smoke is also provided by special smoke spice blends that can be added to the smoking chips.

Caution with resin

Conifers are not suitable for smoking and are to be avoided. Resin-rich wood produces acrid smoke, which can sometimes be toxic. Beech wood is a particularly good choice for the smoker. Its mild, well-balanced aroma makes it perfect for long smoking sessions of between seven and eight hours. And the most important advice at the end: whether meat or fish, the flavours can only penetrate as long as the protein has not solidified from the heat. It is therefore best to start at a low temperature to allow the smoky flavour to develop. • ap

The Bell Food Group invites you to enjoyable premieres

Summerstars

Of course, the main roles on this year's culinary summer playbill are once again filled with award-winning barbecue specialities. But the supporting roles are also convincing with a lot of creativity and variety. So no one should be surprised if a crunchy vegetable or a fiery sauce becomes the star of the night. • *mr*



Bell Poland BBQ range without added nitrites

Bell Poland specifically avoided using nitrites as additives when developing the new BBQ range. The products contain an ingredient based on fruit and vegetable extracts, which contain many antioxidants. This means that customers in Poland can enjoy the new «Desperinos Grill», «Bratwurst» and «Silesian Sausage» products without any worries.



Bell Switzerland Variety for the barbecue

Whether you're a steak, sausage, poultry or seafood fan, Bell Switzerland has once again covered all the options with around 20 new products for the barbecue season. New additions to the range include «Chicken Bernerli» with Lucerne cheese wrapped in sausage meat and poultry bacon, and the «Swiss Craft Beer Schweinsbratwurst» with fruity Swiss Pale Ale. The «Butcher Steak», a trendy special cut from the pork shoulder, is another newcomer. And the «Pangasius skewer Kentucky» combines tender pangasius fillet cubes with bacon and a Kentucky marinade.

Bell Germany Beef for gourmets

Since March, Bell Germany has been bringing top-quality French beef to its service counters under the new «Le Bon Rouge» brand. The juicy cuts with their distinctive flavour and fine marbling come exclusively from cattle of the Limousin breed. The meat is labelled with the «Label Rouge» quality seal, which is very well known in France.



Sylvain & CO Summer oven vegetables

Since the end of April, Sylvain & CO has been bringing summer to your plate. The new summer mix of ready-roasted courgettes, peppers, red onions and cherry tomatoes makes sure of that. Simply bake in the wooden tray provided in the oven for 30 minutes, and you can mindfully enjoy the vegetables.



Hilcona Zero meat on the barbecue

«THE GREEN MOUNTAIN» ensures that even meat avoiders and reducers can enjoy BBQ time all round. The «Paprika Steak», «BBQ Skewers» and «Teriyaki Skewers» are three new plant-based options in the Coop shops for the summer season that will turn the grill into a vegan pleasure zone.



Eisberg Austria Full and happy with salad

Anyone who thinks salads are not the answer when you're hungry has yet to try Eisberg's new salad meals. The two versions «Ham Cheese Pops» and «Sweet Potato Rocket» combine crunchy greens with other filling ingredients such as egg, turkey ham and cheese balls or sweet potatoes, chickpeas and feta cubes.

Iceberg Switzerland Layered pleasure



Craving vegetables, but no time to cook? Then Eisberg has one or two great new solutions in its range with the layered vegetable cups. The «Farmer's Mix» with carrots, sugar snap pea pods and broccoli, and the «Mediterranean Mix» with chillies, courgettes, carrots, onions and parsley only need to be steamed briefly in the pan. There are also lots of other trendy new salad bowl creations such as the «Protein Source Bowl» with chickpeas and cottage cheese or the «Organic Green Bowl» with spinach, lentils and hummus.

Eisberg Austria Delicious poultry snacks

Eisberg Austria is using the synergies of the Bell Food Group and launching a new range of poultry snacks under the «hubers» brand in Austrian and international supermarkets. The frozen «Mini Chicken Burger Patties», «Mac'n'Cheese Balls», «Chicken Wings» and «Karaage» are produced at the company's innovative convenience site in Marchtrenk.



Hügli Quick specialities from Italy and Asia

Hügli has two new lines in its range for its retail customers' private label business: «Pasta, Basta!» and «Spirit of Asia». The ready meals in the practical stand-up pouch are ready in two to three minutes. Perfect when you're in a hurry.



Hügli Getting spicy

For all those who like it hot on the plate as well as on the grill, the new Hot Jalapeño Sauce from Stein's Best has been available since April. It owes its fruity, spicy flavour to the fine mix of tomatoes, chilli and jalapeño. Ideal, for example, for dipping, with grilled sausages or on a burger.



From the idea to the «aha» moment

On the trail of pleasure

There is one desire that drives the entire Bell Food Group: to give customers the maximum enjoyment. But what does it take to turn an idea into a product that excites everyone? In LOOK!, five people from different fields talk about their pleasure missions. • *mr*

Julian Hämmerle: The culinary idea generator

Every product development starts with the idea. Julian Hämmerle is someone who keeps his eyes and ears open for food trends. And he is also the person who tests things to see whether an idea can be put into practice. For this, the former Michelin-starred chef first heads for the kitchen.

«To begin with, we always create a sample. This means we cook the product in the classic way, just as we would in a restaurant, i.e. without industrial constraints», Julian Hämmerle reports.

Even at this early stage, enjoyment is a decisive criterion. What does the product taste like? What does it look like? What does it smell like? What is its texture like? All this is important for the evaluation from the very beginning.

Once Julian Hämmerle is satisfied with the sample, he presents it to an internal committee. They also taste it. If it also clears this hurdle, it is passed on to product development.

Now it's time to stay close to the sample. Ultimately, the finished product should taste as much like the one from chef's test kitchen as possible. That is why Julian Hämmerle closely accompanies the process and tastes the results again and again together with the other participants.

How often this is necessary varies from one item to the next. «There are relatively simple products that are already known and can there-

fore be developed quite quickly», he explains. «More difficult, for example, are the meat alternatives we create for THE GREEN MOUNTAIN. This is still a fairly new field, and we are constantly learning what works well – and tastes good.»

The approach is also somewhat different in the development of plant-based products. With them, Julian Hämmerle receives the raw product from the plant and then creates the seasoning for the desired substitute product in the kitchen. Then it's a matter of trial and error until everything is just right.

The culinary expert is also present at customer tastings of some of Hilcona's new products. «We often get a lot of approval, but there are also things that we think are great, but the customers don't», says Julian Hämmerle. «Not every idea is a hit.»

With its plant-based pepper medallions, THE GREEN MOUNTAIN recently even scored a bull's eye and received the «Best Vegan Meat» award from the animal rights organisation PETA Germany at this year's «PETA Vegan Food Award».

Profile

Julian Hämmerle has been Head of Cuisine at Hilcona since June 2022, and in this role supports product development in all culinary matters. A chef and pastry chef by training, he has 20 years' experience in the restaurant industry, including at a number of Michelin-starred restaurants.

How often a product is tasted until everything is just right varies.

Vreni Berger: The pleasure instructor

Even if a basic knowledge of sensory science is on the curriculum at vocational school, for Vreni Berger one thing is certain: enjoyment is best taught in the training of meat professionals in practice.

The Oensingen-based training manager explains: «The meat specialists also learn the basic methods for preparing different cuts of meat.» «For this reason, our apprentices have the opportunity to help the Oensingen kitchen team prepare the lunch menus during their

apprenticeships and to learn the different preparation methods. Then at lunch we can all taste and analyse the dishes together.»

The same applies when new products are developed for the own «Made by our apprentices»

range. «You can only learn how to make a marinade for a meat dish, for example, or which seasonings to use for a sausage if you do it yourself», says the meat expert.

There is usually no lack of new ideas among the trainees.

New developments often arise spontaneously. For example, if there is a surplus of a certain raw material in the company that is to be utilised in terms of good value creation. There is usually no shortage of ideas for what the trainees will want to do with it. Among other things, the international group can draw from a rich treasure trove of the world's most diverse cuisines.

«When the samples are ready, we stand together and try the results», says the training officer. «The product that tastes best to the majority wins and is added to our range.»

And it is not only the trainees and their instructors who are delighted with the new products that have been created in this way. «We are always pleased to receive positive feedback, for example from employees who have bought the products in our outlet», says Vreni Berger. Enjoyment is at its best when you can share it.

Profile

As the person responsible for training in food technology and meat, Vreni Berger has been training meat specialists at the Bell production facility in Oensingen since March 2022. Her specialities are delicatessen and refinement.

In conversation with ... Sheena Terrah Oriare



Sheena Terrah Oriare is a first-year apprentice meat specialist.

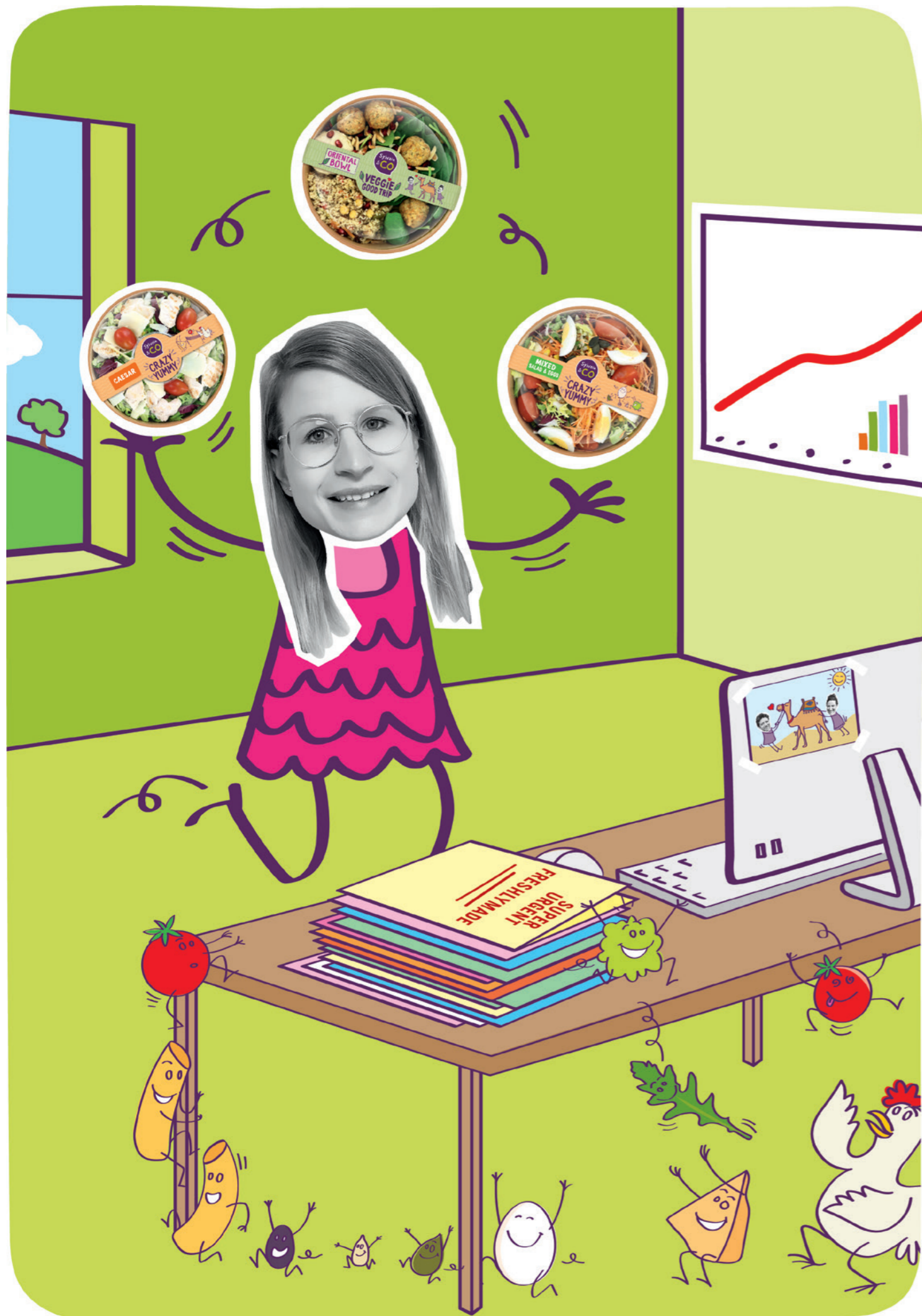
Is tasting the food you produce in your training important to you? Yes, especially with newly-created products. After all, we need to know, for example, whether we have added enough seasoning and salt, so ultimately what we are selling to our customers.

What do you particularly like about going into the test kitchen and cooking together?

We trainees are always excited to taste the end result and to find out, for example, what the same product tastes like if different seasonings are used. What I find unique about this is that everyone's opinion counts.

What role does enjoyment play for you personally? In my opinion, enjoyment is an important factor in life. In addition to work, we also need rest to avoid physical or physiological stress. This also includes being able to enjoy ourselves when we eat.





Cindy Zbinden: The in-scene setter

«Indulgence is our claim – a delicious product, recipes to suit your needs and meals to suit every appetite.» This is the promise on the homepage of Sylvain & CO. Or in short: «Treat yourself.» Cindy Zbinden is one of the people at the Swiss supplier of ultra-fresh products who convey this claim to enjoyment to the outside world.

«Indulgence is a key focus of our brand», reports the product manager. «This plays a crucial role both in our overall presence and in each stage of individual campaigns we develop, for example, for the launch of a new product line.»

The latest example of a pleasurable overall concept in which she was involved is the new «Fun & Fresh» line. It consists of four delicious salad bowls, each of which offers a complete balanced meal with its mix of fresh salad and vegetables, proteins as well as grains. The recipes have been developed with the aim of combining great tastes with pleasant textures.

«With this launch, we have set ourselves two main goals: to attract new customers and to increase the visibility of our brand, also called «Brand Awareness», explains Cindy Zbinden.

Setting these goals was also one of the first steps on the road to the market launch. The marketing expert's team also worked on de-

Profile

Cindy Zbinden joined Sylvain & CO in April 2022 as Senior Product Manager. One of her many tasks is to keep an eye on customer needs and market trends, which are then used as the basis for the innovation process.

fining target audiences, developing the campaign's message and design, and determining marketing activities. «After a long development process, I always find it so rewarding at the end when the physical product is in the shop», says Cindy Zbinden.

She has now recently received this reward for the «Fun & Fresh» line. Now the products and the campaign have to bring the message of enjoyment to the consumers. An important aspect here is the packaging design. To whet the appetite for the salads on the supermarket shelf, the bowls have been given a transparent lid. The band also features the company's typical illustrations. These are used in all the company's images.

As well as funny vegetable characters on the packaging, for example, the concept also involves each team member having their own «Avatar», consisting of a drawn body and a portrait photo for the head. «These illustrations have accompanied our brand since its launch in 2012 and are intended to convey our core value of «community»,» explains Cindy Zbinden. «They show that Sylvain & CO is a big family where collegiality and the desire to benefit the community are paramount.»

The illustrations have accompanied Sylvain & CO since its launch in 2012.

Jeroen de Zwart: The kitchen wizard

Often all Jeroen de Zwart has to do is open a can of garlic puree or tomato salsa to convince his audience of Bresc. «Nine out of ten then say, <Oh, that smells so good. I want that.>»

says the Culinary Advisor. His audience, that is Dutch chefs. This is a group of professionals that Jeroen de Zwart himself belonged to until a few years ago, so he is very familiar with their

requirements and way of thinking.

«As a chef, it is much easier for me to get into our customers' kitchens than, for example, someone from traditional sales», says Jeroen de Zwart. «I just stand next to them and talk to them while they work, or I put on my chef's jacket myself and we cook together.» At this relaxed level, the benefits of the Hügli subsidiary's marinades, dips, sauces, purees and herb mixes can be perfectly presented. And these advantages include not only the convenience aspect as an important selling point, but the excellent taste as well.

The Culinary Advisor individually adapts the products he introduces to the restaurant. To do this, he always takes a look at the menu first. If, for example, carpaccio with pesto or potato

wedges with aioli are on the list, he will bring out the Bresc versions of these dishes when he visits, as well as any new products he wants to present, thus creating regular «aha» moments.

Of course, Jeroen de Zwart can best convey what can be conjured up with the products when he is invited into the kitchen. For this, he draws on a treasure trove of more than 400 recipes.

«For example, I show the chefs that our glazes not only give hot foods a shiny finish, but can also be used cold as a dressing for a poke bowl», he reports. «Or I make a chocolate cake with the black garlic puree, one of my favourites, which can be used in savoury dishes as well as desserts.»

It is not uncommon for visitors to return to him after a while with their own creations, ensuring that the culinary expert's collection of recipes is constantly growing and that he will never run out of ideas for enjoyment.

The products he introduces are individually tailored to the restaurant.

Profile

Jeroen de Zwart has been convincing food service customers in his region of Bresc products as Culinary Advisor since 2019. Previously, the trained chef worked in numerous restaurants, including ten years at Efteling, the famous Dutch theme park.



Microsoft Teams and my Bell Food Group

This is how digital everyday life works

With the introduction of Microsoft Teams last October, the Bell Food Group took a first important step towards the Modern Workplace. Now the first divisions are also using the my Bell Food Group app – formerly known as Beekeeper. Staff members who have already become well acquainted with both tools report on their experiences. • *mr*

What Microsoft Teams users say



«Overall, in my department, sharing and collaborating on files has become much easier since the introduction of Teams, and day-to-day work has become more structured – although we are still working on integrating it more into our work structure and processes.



Finn Kröling, Deputy Head of HR Administrations, Project Manager HR at Bell Switzerland

The fact that many modules can be linked together, such as One-Note, Word, PowerPoint or pending items, is what I see as the biggest advantage. You can edit files, talk about them, make appointments, write instructions, share things and assign tasks all in the same tool. The resulting centralisation is already delivering value. It will also open up

many more opportunities for collaboration in the future. In my opinion, the use of teams is an improvement in both efficiency and transparency in co-operation. My personal favourite function is the generation of links. This allows you to assign permissions quickly and easi-

ly. You can keep files and folders in one place and still make them available at all times. The most common questions my colleagues asked me as a «Teams Champion» were about filing and structuring files and assigning document, channel and team permissions.

For many team members, the first few weeks have shown that the complex structure has meant a huge adjustment in their daily work. However, there are now many people who have recognised the potential for added value and who appreciate the functionalities. I think we still need to improve how the teams work together, which is a little different at the moment. For example, the intensity of use of chat, contribution and the pending function still varies widely between employees, which is why links to certain documents sometimes still have to be sent by e-mail. I hope this will become more standardised as implementation continues.»

«Teams make collaboration more transparent.»



Mathias Janicz, Operations Coordinator Bell Switzerland

«In the field I work in, Teams has fundamentally changed the way in which we communicate with each other. It's now much easier and faster – just like in a «Modern Workplace». This works extremely well in our communications team set up by TopX. We are all talking about the same thing, so we have an agenda. This makes communication more transparent. Of course, this is only true if you stick to the rules and use the tool in a way that is appropriate for the place where it is used. In addition, Teams can be linked perfectly to the very good meeting structure we already had in place. Not so long ago, for example, we used to take minutes on paper, but now we do everything online. So digitalisation in general and now the merging of the different tools into teams are very powerful tools in a traditional profession. Connectivity and easy access to data, whether at work or on my mobile phone, are other benefits for me. I also like the GIF function as a fun gadget.

«We did the transition gradually.»

I find the small, animated images very expressive and charming at the same time. We did the changeover in steps and, as far as possible, we did it together so that no-one feels isolated. So I haven't often been challenged as a 'Teams champion'. But one question was asked a lot in the beginning: 'Why are we even doing this with Teams?' Then I listed the advantages, which are very convincing. I would still like to see the ability to schedule activities so you can organise yourself better. Personally, I think the task planner is a bit weak as it stands. Overall, I see Teams as a great opportunity, especially for the production sites with their traditional trades. The tool also allows us to modernise them and move with the times.»



«I believe the big benefits of Teams are faster communication, better overview of tasks and projects, and stronger collaboration with other departments. There has been a noticeable increase in internal communication since the implementation, especially between departments, but also between locations. The Communities improve communication and information sharing, making it easier to keep up to date. The central document repository also makes work easier. I especially find the function «Live editing» very valuable.

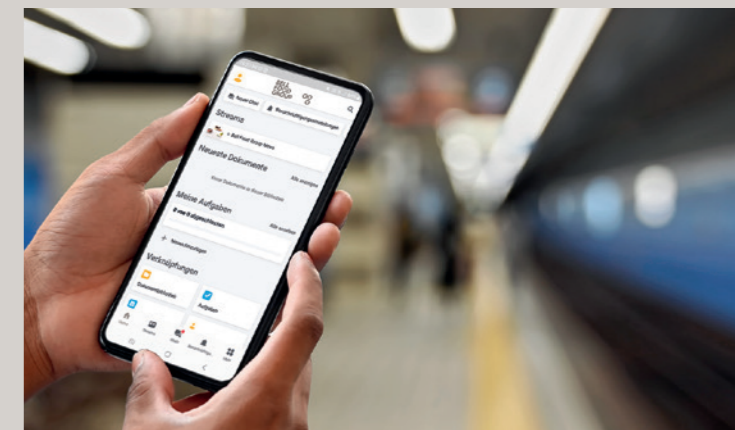
«My favourite feature is the Planner.»

This allows several colleagues to work on one document in parallel. This is a real step forward from the previous way of working, where emails with attachments were sent back and forth internally or shared via Bell SharePoint, where you first had to save the document locally, then upload it and check it in and out for editing. My favourite feature in Teams is the Planner, because it keeps track of all my tasks, whether they are small daily tasks or large, time-consuming projects. It is very clear and detailed and therefore, in my opinion, easy to use with the functions available. The overview and allocation of current tasks, topics and projects is particularly useful for us in the IT sector. In the future, I could imagine having one person or department responsible for each location who would oversee the teams there. To sum up, I would say that collaboration is improving because you can do a lot with this tool and it is replacing other, more cumbersome ways of working.»



Marcel Schlager, Deputy Head of IT and Business Application, Eisberg Austria

What users of the my Bell Food Group app say



«What's new for me about the my Bell Food Group app is that the international stream also gives me information about what's happening in other countries. I think it's nice because it reinforces the feeling of being connected to the whole Eisberg group. Otherwise, I mainly use the absence form. Chat, on the other hand, is less relevant to my work in the laboratory and quality management, as we mostly communicate in person or by email. I have tested, but not used in everyday life, the ability to translate information directly in the app. However, my hope is that staff will have a better understanding of my food safety information, for example, if they can read it in their own language. When the app was launched, there was some initial reluctance to download it. The most common argument was that there are already so many other ways to communicate, with email, phone, WhatsApp, teams and so on, and you don't want to add more lanes. But I quickly convinced my colleagues who were still hesitant of the benefits of the app. Now everyone in my team has installed it.»



Caroline Germeaux, Laboratory Manager, Eisberg Switzerland

«The app reinforces the sense of connection.»

«I use the direct interaction features such as chat the most in the my Bell Food Group app. As a logistics manager, this tool is very important to me because most of my staff do not have personal access to a PC, so until now I have only been able to communicate directly with them on a one-to-one basis. However, this was often very difficult because working hours are often up to twelve hours later than office hours. Now I can reach out to everyone via the my Bell Food Group app and send out important information, thank you notes and much more directly. I also use the information platforms regularly. Although I receive virtually all relevant messages by email, I often prefer to read them on my way to work, for example, rather than send them in the app. As many of our employees do not speak German very well, the translation function is also very valuable to me. This allows them to express themselves with confidence in their mother tongue and we can understand each other at the click of a mouse. All in all, I can say that it has become easier to reach all employees or groups of employees since the introduction of the app. We can easily create surveys or workflows, making it easier for the whole team. The app was very well received by most colleagues. Initially there was some reluctance, so we set up PC stations in two locations where they could log into the application. We now also send the drivers their driving orders via the my Bell Food Group app. To ensure that every employee has access to his or her schedule at all times, we are currently working on an interface with our workforce planning system.»

«The translation function is very valuable for me.»

«When working in shifts, the app is very useful.»



Daniel Erni, Head Logistics Eisberg Switzerland, Dällikon

«Thanks to the my Bell Food Group app, communication in my area has improved and become clearer, more reactive and more direct. In this way, the app helps us to share information more efficiently between managers and sometimes even between employees. Before that, we used to communicate by email – or by leaving sticky notes on each other's desks. With the app, this is now much easier and faster. This means that we are always up to date with any changes that are made at short notice. The app is also very useful for shift work. For example, the team on the late shift can pass on information about a machine breakdown to the team on the early shift at an early stage. And if someone is unable to come to work due to illness, the app's chat function ensures that the manager receives the information promptly and can look for the best solution to compensate for the absence as soon as he or she arrives at work. Aside from chat, I personally use the scheduler the most, as there can sometimes be last-minute changes, such as line staffing. About the news section of the app, I would say that the regular posts help us to keep up to date with the latest news. Because we always have our mobile phones with us, all the important information comes straight to us. This is why I often recommend it to colleagues who have not yet installed it. It's very useful in all sorts of situations, and I think it's a good idea to have it on your phone to get the information of the day, so you know about any changes.»



Catarina Raquel Pinto Ferreira, Team Leader Leadership, Hilcona

«The most important change brought about by the my Bell Food Group app is that we now have a single platform for the whole group, through which we can communicate within our team and through which our employer can also share information with us. I think this is very important, especially in our transport department, because almost everyone is out on their own at night and has little personal contact with the office or with me in «Technical Maintenance Transport». This means for our team, among other things, that since the introduction of the my Bell Food Group app, we have already avoided a lot of 'notes' and countless one-on-one chats. Group chats allow us to reach multiple riders in a group at the same time to provide relevant information or answer questions. This way, everyone always knows what is going on and is on the same level. I also find the news section very important because it gives me quick access to relevant, innovative and new information about what is happening in my company and the Group. This stops the rumour mill and everyone is well informed.»

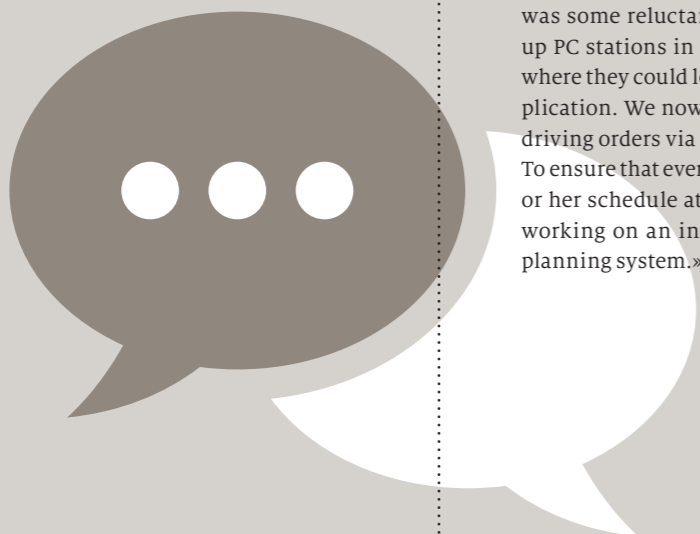
«Now everyone always knows what's going on.»

«The most important change brought about by the my Bell Food Group app is that we now have a single platform for the whole group, through which we can communicate within our team and through which our employer can also share information with us. I think this is very important, especially in our transport department, because almost everyone is out on their own at night and has little personal contact with the office or with me in «Technical Maintenance Transport». This means for our team, among other things, that since the introduction of the my Bell Food Group app, we have already avoided a lot of 'notes' and countless one-on-one chats. Group chats allow us to reach multiple riders in a group at the same time to provide relevant information or answer questions. This way, everyone always knows what is going on and is on the same level. I also find the news section very important because it gives me quick access to relevant, innovative and new information about what is happening in my company and the Group. This stops the rumour mill and everyone is well informed.»



Andreas Buchs, Group Manager Technical Maintenance Transport Eisberg

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Five practical tips for at home

Less food waste, more love for our neighbours

Now we're tackling food waste: this is a simple and inexpensive way to ensure that edible food does not end up in the rubbish bin at home, but is instead a nice surprise for your neighbours. • *ap*



1.

Shopping the right way –
with a list and a big heart

Sometimes it's love at second sight: show that sad-looking tomato on the shelf that you have a big heart. Put that slightly dented apple in your shopping basket, and take that wonky carrot home with you rather than walking on by. If consumed shortly after purchasing, these external blemishes will not be noticeable in terms of taste. If you make a list or take a photo of your fridge contents before you go shopping and satisfy your hunger with a little snack, it will be easier for you to keep track and only buy what you really need.

3.

Be creative:
treat yourself
to the leftovers

Yesterday's leftovers can be today's gala dinner. With a front-row seat in the fridge, you'll make sure your leftovers don't get forgotten. Be imaginative: still wondering what to do with those hard rolls left over from Sunday's brunch? You could cut them into cubes and make croutons with a little oil and garlic. Or you can mix the old bread cubes with your other leftovers from the fridge. Together with tomatoes, cucumbers, onions and seasonings, you can create a healthy and tasty bread salad.

2.

Store food like
an organised pro

Stock your fridge like you would at the supermarket: older foods at the front, recent purchases at the back. If you pay attention to the different cold zones in the refrigerator, you will get the most out of it. There is space at the top for food that has already been prepared; dairy products and eggs should be stored in the middle compartment; perishable foods such as fish and meat at the bottom, and salad, fruit and vegetables in the crisper. Don't just look at the best-before date, look closely at what you're buying. If it still looks and smells fresh, it is usually still edible. But watch out for the use-by date. This should be observed, as in this case the products are perishable.

4.

Treat your neighbours

Especially if you have guests or are cooking for a large group, you can easily find yourself getting slightly carried away and overestimating the quantities. After all, no one should go home hungry. Your guests might be happy to take a bite with them, but what do you think your neighbour would say if you showed up at her door with a nice leftover piece of cake? Just give it a try and create a delightful surprise with your greeting from the leftover kitchen.

In 2020, 70 kilograms
of edible food were
disposed of per capita.

What the Bell Food Group is doing to ensure that there are no food losses in the production process was the subject of our Look! issue 02/21. But the fight against food waste calls on consumers as well as producers. Figures show that in the EU area, more than half of the food waste generated annually comes from private households. In 2020, 70 kilograms of edible food per capita were thus disposed of. It doesn't have to be like this. With easy-to-implement measures, everyone in their own household can participate in reducing and avoiding food waste.

5.

Go a step further

You have your kitchen logistics under control and food waste doesn't stand a chance? All your relatives and neighbours are full, happy and stocked up on leftovers? Wonderful, then it's time to go a step further. You can support restaurants, bakeries and your local grocer in preventing food waste. Various apps like «Too Good To Go» or «Olio» show you where to pick up leftovers. You're not only helping the environment, you're also helping your wallet.

Service anniversaries and retirements from July to September 2023

«Back then we had no mobile phones or computers.»



Joaquín Maroco Barradas
45 Years of Service

Role: Sales representative

Department: Sales

Where: Bell Spain,
Casarrubios del Monte, Toledo

How did you come to apply for a position in your company 45 years ago? I come from the hamlet of Valencia de Alcántara in the province of Cáceres. I grew up on a farm. As there was very little work in my village at the time, my parents decided to move to Madrid. I started working there as a waiter, but only on Saturdays and Sundays. At that time I was only 15 years old, but I soon realised that the job wasn't really for me.

Then one Monday, I found out that a ham factory in Alcorcón was looking for workers. So I went there. There was an elderly gentleman at the entrance gate who asked me if I wanted to start that day. That was on 1 July 1976, although my affiliation with the company did not officially begin until 1 August 1978, because at that time 15-year-olds couldn't be insured in Spain. You could work if you had accident insurance, but by law and with social security it was not possible.

I started out in the curing area, and then I moved on to meat drying. Then, at 25, my buddy Antonio Jimenez and I started work in the department responsible for boning.

On occasion, I delivered products there with the van. Once I had my driving licence, I was also able to drive the Andalusia route, the Jaén-Granada-Málaga route.

What has changed the most in the last 45 years?

At that time, there were virtually no quality or hygiene regulations defining how Spanish ham could be produced. The hams were delivered fresh or frozen. Then they were salted by hand in stacks on the floor. That is to say, first came a layer of salt, then more ham, and so on and so on until you reached a height of one metre or a metre and a half.

The hams were washed on the floor and finally hung on ropes or placed on wooden racks in the drying rooms. The boning was done by hand, i.e. with a saw to cut out the whole leg with the ham. We used gouges and peeled the meat with a knife. So everything was done by hand.

Distribution in those years was organised in such a way that you went to the factory every day to drop off the orders you had brought in the day before. Or, as there were no mobile phones or computers at the time, you would find a telephone box to send orders to the factory.

What do you remember most about your career at the company?

One of the things that hit me particularly hard was the death of my first boss, Jesus Sánchez Fernandez. That was a hard blow, because in terms of work, the situation in Spain was very difficult at that time. He was succeeded by his son Luis Sánchez, on whom I would not have bet a euro, but who then went on to become a terrific manager and boss. He has proven himself to be extremely skilled in the ham business and for the company as a whole.

20 Years of Service

Zdeněk Zemina • 25 March, Hügli Food s.r.o., Zásmuky (Addendum)

Gabriella Horváth • 7 April, Eisberg Hungary, Gyál (Addendum)

Suleyman Karakus • 1 July, Bell Switzerland, Cheseaux

Werner Mittermaier • 1 July, Hügli Germany, Radolfzell

Etienne Schuch • 1 July, Bell Switzerland, Basel

Yannick Charretier • 7 July, Bell France, Saint-Symphorien-sur-Coise

Mpaka Kindoki Ernesto • 7 July, Bell Switzerland, Zell

Ibrahim Türkmen • 7 July, Bell Switzerland, Zell

Fabian Taferner • 14 July, Hubers Landhendli, Pfaffstätt

Yves Vogt • 21 July, Eisberg Switzerland, Dällikon, Logistics

Krzysztof Makowski • 24 July, Bell Poland, Niepołomice

Daniel Bernet • 28 July, Bell Switzerland, Zell

Nelli Materi • 28 July, HFC, Bad Wünnenberg

András Deli • 1 August, Iceberg Hungary, Gyál

Axel Schuppan • 1 August, Bell Switzerland, Basel

Michèle Stingelin • 1 August, Hilcona, Schaan

Jozef Taliga • 1 August, Hügli Food Slovakia, Trnava

Philippe Felblinger • 4 August, Bell Switzerland, Basel

Marino Santana • 4 August, Bell Spain, Azuaga

Janusz Waśniowski • 6 August, Bell Poland, Niepołomice

Mariusz Imiołek • 10 August, Bell Poland, Niepołomice

Radka Svobodová • 15 August, Hügli Food s.r.o., Zásmuky

Uwe Tonch • 18 August, Bell Switzerland, Basel

Paulina Kurek • 19 August, Bell Poland, Niepołomice

Dariusz Piotrowski • 31 August, Bell Poland, Niepołomice

Divna Djordjevic • 1 September, Sylvain & CO, Essert-sous-Champvent

Wolfgang Gerner • 1 September, Hubers Landhendli, Pfaffstätt

Tueanchai Herzog • 1 September, Eisberg Switzerland, Dällikon, Feldhof

Walter Höliner • 1 September, Hügli Germany, Radolfzell

Bernadett Pányi • 2 September, Eisberg Hungary, Gyál

Murat Muratovic • 3 September, Frisch Express, Pfaffstätt

Patrick Brendle • 15 September, Bell Switzerland, Basel

Harald Schneider • 15 September, Hubers Landhendli, Pfaffstätt

Nikolett Nagy • 17 September, Eisberg Hungary, Gyál

Birgit Fischer • 22 September, Inter-Planing, Langenhaslach

Zsolt Horváth • 22 September, Eisberg Hungary, Gyál

25 Years of Service

Monika Zeminová • 1 April, Hügli Food s.r.o., Zásmuky (Addendum)

Alexander Bothmer • 1 July, Hügli Germany, Radolfzell

Reiner Brodersen • 1 July, Hügli Germany, Radolfzell

Yannick Henaph • 1 July, Bell Switzerland, Basel

Uthayakumar Kanagasingam • 1 July, Bell Switzerland, Zell

Sarathadevi Jayarajan • 2 July, Bell Switzerland, Zell

Belinda Caser • 13 July, Hilcona, Schaan

Sasa Filipovic • 13 July, Bell Switzerland, Oensingen

Roman Konrad • 13 July, Hügli Switzerland, Steinach

Micha Roth • 13 July, Bell Switzerland, Basel

Michaela Wüthrich • 14 July, Bell Switzerland, Basel

Bernard Gillmann • 20 July, Bell Switzerland, Basel

Lud Marleku • 20 July, Bell Switzerland, Zell

Ana Sofia Duarte Mendes • 29 July, Hilcona, Schaan

Alexander Gugele • 1 August, Hilcona, Schaan

Christophe Wassermann • 3 August, Bell Switzerland, Basel

Sandra Böhm • 7 August, Bell Switzerland, Basel

Kerry Dipple • 10 August, Hügli UK, Redditch

Christian Foltz • 10 August, Bell Switzerland, Basel

Landrit Ibrahim • 31 August, Bell Switzerland, Oensingen

Anton Bichsel • 1 September, Bell Switzerland, Oensingen

Nicole Böger • 1 September, Hügli Germany, Radolfzell

Gerald Isopp • 1 September, Hilcona, Schaan

Frédéric Judas • 1 September, Bell Switzerland, Oensingen

Gilbert Keller • 1 September, Bell Switzerland, Basel

Daniel Lang • 1 September, Bell Switzerland, Basel

Sladana Pavlovic • 1 September, Bell Switzerland, Basel

Bozica Gavrilovic-Tadic • 21 September, Bell Switzerland, Oensingen

Eleonora Manova • 21 September, Eisberg Switzerland, Dällikon, Feldhof

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

30 Years of Service

Ute Csenki • 1 April, Eisberg Ungarn, Gyál (<i>Addendum</i>)
Alexander Walter • 1 June, Hügli Germany, Radolfzell (<i>Addendum</i>)
Martin Lujic • 1 July, Bell Switzerland, Zell
Marcel Jordi • 5 July, Bell Switzerland, Zell
Cornelia Winterle • 5 July, Hügli Germany, Radolfzell
Dominique Bornèque • 19 July, Bell Switzerland, Basel
Fabienne Donelli • 19 July, Bell Switzerland, Basel
Veronika Borowicz • 20 July, Hügli Germany, Radolfzell
Franca Masorgo-Pinnero • 27 July, Hügli Germany, Radolfzell
Wolfgang Mayrhofer • 1 August, Hügli Austria, Hard
Susanne Zimmermann • 3 August, Hügli Germany, Radolfzell
Gerhard Gann • 6 August, Frisch Express, Pfaffstätt
Christian Schädler • 1 September, Hügli Germany, Radolfzell
Volker Kerssenfischer • 2 September, Hügli Germany, Radolfzell

35 Years of Service

Jean-Yves Pavoux • 1 March, Bell France, Saint-Symphorien-sur-Coise (<i>Addendum</i>)
Karin Konold • 1 July, Inter-Planing, Langenhaslach
José-Manuel Seabra • 11 July, Bell Switzerland, Basel
Simone Hertrich • 12 July, Bell Switzerland, Basel
Dominique Firmin • 1 August, Bell Switzerland, Basel
Doris Ignaczak • 1 August, Bell Switzerland, Basel
Jean-Jacques Ott • 1 August, Hügli Switzerland, Steinach
Christian Peter • 8 August, Bell Switzerland, Basel
Thierry Viron • 8 August, Bell Switzerland, Basel
Margit Bortoli • 1 September, Hügli Germany, Radolfzell
Thomas Denne • 1 September, Bell Switzerland, Basel
Nathalie Gilletv • 1 September, Bell Switzerland, Basel
Genevieve Ott • 1 September, Bell Switzerland, Basel
Pierre-Alain Saugy • 1 September, Hilcona Gourmet, Orbe
Bernard Sester • 1 September, Bell Switzerland, Basel
Horst Schüler • 12 September, Hügli Germany, Radolfzell

45 Years of Service

Joaquín Marco Barradas • 1 August, Bell Spain, Casarrubios del Monte

Early Retirements

Brigitte Braun • 30 November, Bell Switzerland, Basel (<i>Addendum</i>)
Walter Boch • 31 March, Hilcona, Schaan (<i>Addendum</i>)
Marie Krejčová • 29 April, Hügli Food s.r.o., Zásmuky (<i>Addendum</i>)
Christine Descot • 30 April, Bell Switzerland, Basel (<i>Addendum</i>)
Jean-Jacques Berna • 31 May, Bell Switzerland, Basel (<i>Addendum</i>)
Eva Košťálková • 31 May, Hügli Food s.r.o., Zásmuky (<i>Addendum</i>)
Marcel Onorato • 31 May, Bell Switzerland, Basel (<i>Addendum</i>)
Antero Pedreira Rodrigues • 30 June, Bell Switzerland, Cheseaux (<i>Addendum</i>)
Othmar Zettel • 30 June, Bell Switzerland, Zell (<i>Addendum</i>)
Thomas Drissner • 31 July, Hilcona, Schaan
Carmen Ihrke-Gebhardt • 31 July, Bell Switzerland, Basel
Hanspeter Neyer • 31 July, Hilcona, Schaan
Jürgen Otteny • 31 July, Bell Switzerland, Basel
Slavica Cakic • 30 September, Hügli Switzerland, Steinach

Retirements

Gabriele Maier • 30 April, Hügli Germany, Radolfzell (<i>Addendum</i>)
Beat Bayer • 31 May, Hügli Switzerland, Steinach (<i>Addendum</i>)
Gizela Rekece • 31 May, Hügli Switzerland, Steinach (<i>Addendum</i>)
Franziska Salzlechner • 31 May, Hubers Landhendli, Pfaffstätt (<i>Addendum</i>)
Ovidiu Cercel • 30 June, Iceberg Romania, Pantelimon (<i>Addendum</i>)
Irmgard Bauer • 31 July, Inter-Planing, Langenhaslach
Cornelia Winterle • 31 July, Hügli Germany, Radolfzell
Walter Bieri • 31 August, Bell Switzerland, Oensingen
Erich Bieri • 30 September, Hilcona, Salez
Reiner Köttel • 30 September, Hügli Germany, Radolfzell
Norbert Lieblang • 30 September, Eisberg Switzerland, Dällikon, Feldhof
Michael Mayenknecht • 30 September, Hilcona, Schaan
Steffen Pusch • 30 September, Hügli Germany, Radolfzell

We bid farewell to

Maja Mühleis • 10 January, Iceberg Switzerland, Dällikon, Feldhof
Helena Veiga Gaspar • 4 February, Bell France, Aime
Yvonne Hirt • 12 March, Eisberg Switzerland, Dällikon Logistics

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

**Ask
us**

**Will the HR
Department help
me with my
further vocational
development?**



**The working world is changing,
and so are we.**

**Get answers to your
questions and others at:
bellfoodgroup.com/hr**

Members of Bell Food Group



Ask us is an HR Strategy 2026+ initiative

Leadership training on attendance and absence management

All just an act

Tinnitus, social withdrawal, mood or performance fluctuations: a new workshop for managers at Bell in Switzerland focuses on the early recognition of crisis characteristics and the conduct of absence and return to work interviews. They will be supported in this by a practical forum theatre with professional actors and actresses.



Health is important. This also applies at work, of course. When it comes to employee health, managers have an important responsibility. They are in a position to recognise typical signs of stress in employees at an early stage. But addressing them is not always easy. Bell in Switzerland, in cooperation with the health insurance company SWICA, is now offering the workshop «Training in Presence and Absence Management» to support managers in this task. «We aim to train managers to recognise crisis symptoms in employees at an early stage and to gain the confidence to conduct prevention, absence and return-to-work discussions,» explains Daniel Strub from the BGM working group.

Addressing these issues is not always easy.

The aim is to encourage early intervention, because the longer an absence, the greater the effort needed to ensure sustainable reintegration. Of course, the employees also play an important role. In the event of unfavourable

work situations, health restrictions or difficult personal situations, it is important that they contact their manager or Human Resources as early as possible. This way, they can receive support at an early stage. According to Daniel Strub, «The goal of occupational health management is to have healthy and satisfied employees».

The new four-hour workshop consists of two parts. The first, theoretical part deals with the early recognition of signs of stress, which can manifest themselves physically, psychologically, in social behaviour or at work. For example, tinnitus, pain, difficulty concentrating or not taking a holiday are some of the signs that can indicate stress. The workshop will also cover the central topics of data protection and documentation. Employee health information is considered particularly sensitive data that is protected from unauthorised processing.

The second, practical part consists of a forum theatre in which professional actors act

out scenes from prevention, absence and return talks. In this practical training, the focus is on leading conversations with employees. For example, asking open questions and queries is important, as is factual and fact-based argumentation and offering support. Communicating from the first-person perspective and dispensing with «barriers» such as a laptop or form also make it easier to conduct the conversation.

The workshop was held for the first time in 2019. The participants particularly appreciated the forum theatre, as the evaluation of the pilot showed. Nine out of ten recommended the introduction of the workshop, but this was delayed by the Covid pandemic. Now the workshop is being offered at all Bell locations in Switzerland. • jk



After each conversation, the participants discussed what could have been done better. For example, sitting on the table during a conversation was considered a no-go by the participants.



They could interrupt the actors with a loud «Stop!» and then sit down at the table themselves and try their own approach to the conversation.

What did you like best?



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