

LOOK!

Bell Food Group Employee Magazine

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Cover: Manuel Meier (CSB Junior Consultant), Christine Kerwin (Head of Application Management) and Daniel Post (Junior Application Manager) all work at the IT Bell Food Group in Basel.

A wonderful success story

Dear Colleagues,

We carry over 25 different brands in the Bell Food Group. Did you know that? From aperitifs to starters, main courses and desserts, we have a wide variety of products in our range. I promise you'll discover brands you never knew existed when you browse the pages of our cover story. Or ones that you were familiar with, but didn't know were produced in our group.

You will also be surprised at the variety of needs we cover. We cater for both inexperienced occasional cooks and seasoned professional chefs. We cater for fans of plant-based cuisine as well as meat aficionados and fish lovers. When it comes to high-quality food, we make no exception. This is in addition to the many private label brands for which we manufacture products on behalf of our retail and foodservice customers. We can be proud of the wealth of taste and quality that we bring together in the Bell Food Group.

We have grown and developed steadily.

The fact that we are now one of the leading meat and convenience processors in Europe is the result of our strategy in recent years. I have been able to watch us grow and develop into the Bell Food Group ever since I joined the former Bell Group. Our sales have grown from CHF 2.5 billion to CHF 4.3 billion, and our workforce has more than doubled. Our business model has proven itself. In short: The Bell Food Group is a marvellous success story.

However, my personal time at the Bell Food Group will come to an end in June 2024. After 13 years as CEO, I am delighted to be able to take on new challenges

outside the Coop Group and hand over the management of the company to Marco Tschanz. The Board of Directors has made an excellent choice in Marco. Marco has proven over the last few years that he has what it takes to lead the Bell Food Group into the next phase. His ability to see the big picture and recognise the levers for further development will take our company forward. Thanks to his experience in various positions, as CFO and head of several business divisions, he knows our business in all its variety like no other. As a member of the management team, he has been instrumental in the development of the company's strategic direction in recent years. He will continue the success story of the Bell Food Group. I wish him all the best and every success.

But I won't be saying goodbye to you just yet, my dear colleagues. For now, let's look forward to the upcoming festive season. I wish you and your loved ones a peaceful holiday season and much joy, health and success in the New Year.



Lorenz Wyss
Chairman of the Group Management

TopX network meets for the second time

Getting better and better together

Last year it was said «Continuation guaranteed», and so the TopX managers came together for the second time in October in Basel for the big networking event. Once again, the event was characterised by exchanges and shared learning.



About 40 TopX experts from all over Europe and other stakeholders met at the Coop conference centre in Muttenz at the beginning of October for an update on the group-wide improvement process.

Right at the beginning there was reason to smile. All the actors had previously been asked to introduce themselves in short videos. The compilation of these clips provided a relaxed start to the meeting.

There was an introductory video for a relaxed start.

The highlights of the first day also included interactive workshops in three groups, for which the participants had registered in advance. Under the leadership of two moderators from the TopX team, the groups dedicated themselves to the respective topic. And it was so practice-oriented that all the participants were able to take away something for their everyday work.

The «Change and Leadership» workshop was about successfully planning and implementing a change towards a culture of continuous improvement in the company. This also includes strengthening personal competences with the appropriate tools so as to be prepared for the challenges of change.

The workshop «Knowledge Management» addressed how knowledge can best be disseminated to the wider workforce. This should enable participants to efficiently spread existing TopX knowledge.

Those who opted for the «Sustainability» workshop learned how the topic can be effectively integrated into TopX. After an introductory presentation by Fabian Biedermann on the implementation of the Bell Food Group's sustainability strategy at Hilcona, the TopX experts in this group worked out implementation options for their own sites.

On the second day, Lorenz Wyss and Philipp Allemann attended the network meeting to hear about the results of the first day and the highlight projects for 2023. As in the previous year, the TopX experts had already prepared posters for the presentation of their examples, which summarised the most important points.

«All employees were very proud of the results and presented them with joy and passion. This also excited Lorenz and Philipp,» reports Marc Spanuth, former Top Excellence Coordinator Bell Food Group. «The speech that followed was again very motivating for everyone. It highlighted the far-reaching impact we are having with our TopX programme. Of course, we want to live up to that responsibility in the future, and that's why I'm happy to

leave the programme in good hands so that we can deliver again at the next Summit.»

For Marc Spanuth, this marked the end of his time as TopX programme manager. At the TopX Summit, he officially passed the baton to Michael Baumann, who will lead the improvement process in the future.

«It is with great pleasure that I take over responsibility for the TopX programme and see myself and my new colleagues in the programme's core team as part of a circle of great people with a great enthusiasm for continuous improvement,» says Michael Baumann.

On the second day, Lorenz Wyss and Philipp Allemann joined them.

«At the Summit, all the participants already started to network better and strengthen cooperation. That's what this year's meeting was all about. We will take this momentum with us to help and learn from each other through close cooperation. This allows us to take advantage of the immense synergy in the Bell Food Group.»

One thing was certain again at the end of the two intensive days of exchange and networking: «To be continued.» The new edition of the TopX Summit is also already planned for 2024. • mr

For a good *Food Safety Culture*

We're playing it safe

Providing safe food is one of the central goals of the Bell Food Group. This requires a living *Food Safety Culture*. Eisberg is currently using great examples to show how attention to food safety can be raised. And what about your knowledge? Find out with our hidden object picture on the next pages.



On 7 June 2023, everything at Eisberg in Switzerland revolved around food safety. To mark the occasion of the fifth worldwide *Food Safety Day*, the company launched its own events on the topic at all its locations. All Eisberg and Sylvain & CO employees were called upon to participate and to test and expand their knowledge. The TopX Pillar members from Quality and Process Control organised the day with much joy and creativity. They had timed the event so that all

teams could participate from the early morning shift to the night shift.

The majority of Eisberg's Swiss employees from production and administration completed the stations, which involved, for example, feeling foreign objects in a closed box or identifying allergens. There was also plenty of room for exchanges among the participants. Because when it comes to food safety, all the involved parties can learn from each other.

«This was the first time in Eisberg's history that we had held such an event during ongoing operations», says André Julmi, Head of Quality Management and a member of Eisberg's Executive Board. «In the process, contacts developed within the staff that would otherwise not have occurred in this way in everyday life or on training courses. The consistently positive feedback afterwards was the best confirmation for us that the action day was a complete success.»

But it was not only at this selective event that Eisberg focused more on food safety. In a pilot project, the business unit is also currently testing how the topic can be integrated into the TopX programme. For this purpose, the Quality and Process Control pillar on the Shop Floor

From the early shift to the night shift, all the teams were there.

The new logo *Food Safety Culture* also attracts more attention visually when handling food.



Boards has been expanded to include points from the area of *food safety*. This means the issue is always present at the regular meetings in production, which further raises awareness.

«In principle, of course, we are constantly concerned throughout the Group with the safe manufacture of our products», says Marco Märsmann, Head of Sustainability/Quality Management at Bell Switzerland and Head of the Quality Management Competence Centre. «However, in order to delve even deeper and more systematically into the topic of *food safety*, we want to use the tools from the TopX programme. We are currently testing how this can be implemented in the everyday work at Eisberg.»

In addition, a policy defining how the Bell Food Group defines and promotes its food safety culture has been developed by the Quality Management team. This makes it very clear that people are the most important factors in this area. Because everyone who handles food also contributes to ensuring its safety.

People are the most important factors when it comes to food safety.

«Ten years ago, our understanding of food safety was quite different», says Marco Märsmann. «Since then, analytical methods have become more precise, the legislation has changed, and we have also evolved. We want to meet all the demands that are placed on us from outside or by ourselves. It is therefore important that we all contribute

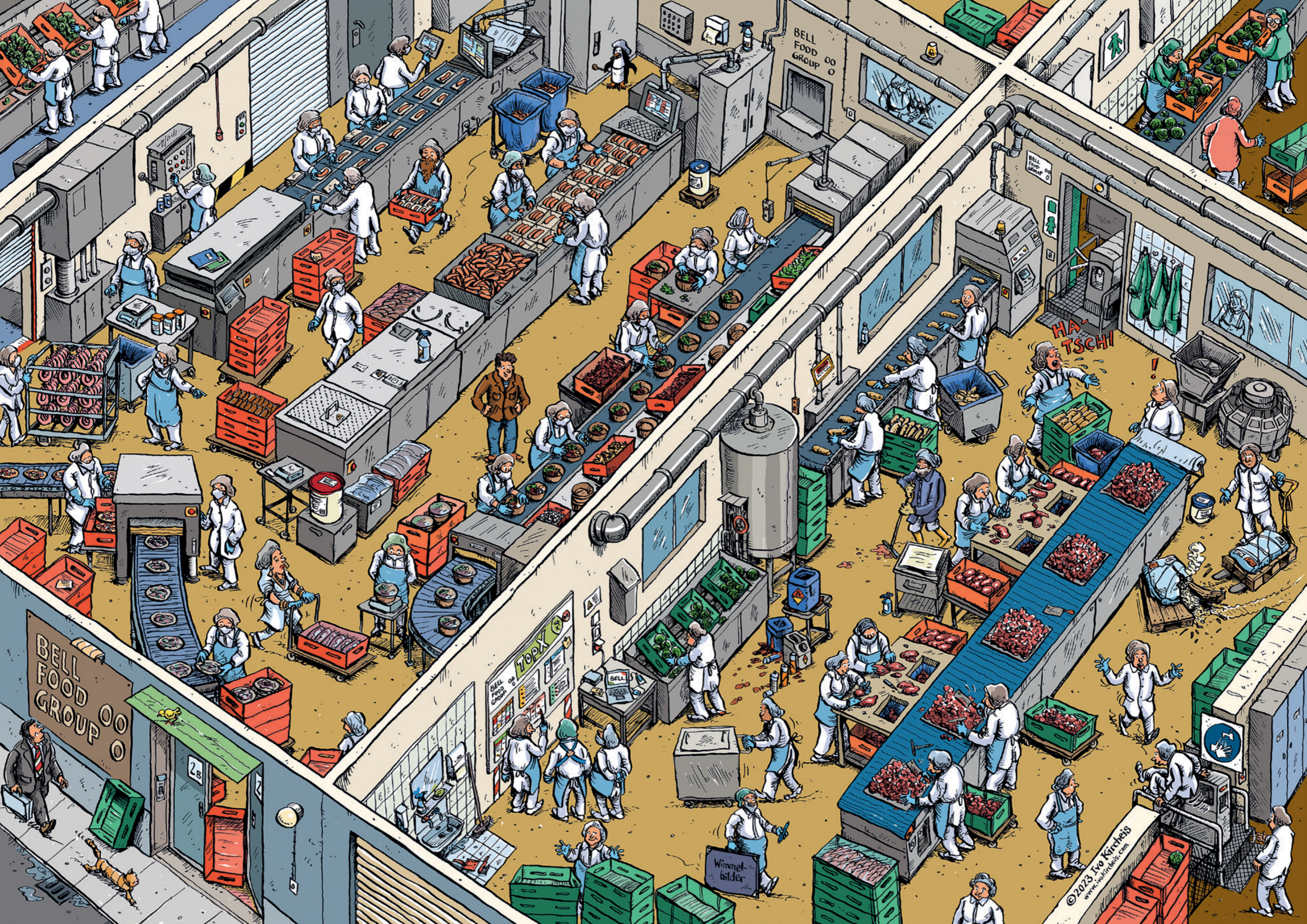
together and critically examine our actions and deeds in the context of food safety.»

Since it is impossible to create enough awareness for this, Bell in Switzerland is also planning events next year for the worldwide *Food Safety Day*. If it were up to Marco Märsmann, this day would also be proclaimed throughout the group: «The example of Eisberg shows very well how such a day of action can raise awareness among everyone, promote interaction and also be a lot of fun. Therefore, I would like to see a group-wide *Food Safety Day* one day.»

In line with this wish, 19 September 2023 already saw the next *Food Safety Day* with the Eisberg colleagues in Austria. At three stations, the quality management team informed the approximately 500 employees about food safety in an entertaining way. As a thank-you, participants were treated to a lunch from the food truck that had been prepared by the management – and an extra 15 minutes for the occasion so that everyone could really enjoy their burgers! • mr



What about your knowledge of food safety? Test it with our hidden object picture on page 8, and find all 9 situations where someone is not following food safety guidelines. Have fun on your search!



BELL
FOOD
GROUP

BELL
FOOD
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TopX

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1

Foreign bodies
Foreign bodies such as metal, wood, glass, hard plastic, hair or broken nails must never come into contact with the products. Staff must therefore observe the rules and regulations with regard to items that are prohibited in the production area.

Hygiene clothing
Anyone who works with food has to make sure they do so in a hygienic environment. Wearing clean work or hygiene clothing is therefore of the utmost importance as soon as anyone enters the production area. Within the Bell Food Group, not all the locations have the same rules, and local regulations must be observed.

Tidy workplace
A safe working environment is key in protecting the health of the staff and the quality of the products. It is therefore important to ensure that the production facilities are kept clean and tidy. Trip hazards must be removed, the risk of injury reduced, and dirt and contamination cleaned up. If work utensils are kept in their proper places, they will always be easy to find.

Hygiene clothing
This person is wearing the wrong hygiene clothing. The colour of the overall is not the same as that indicated on the sign. The rules regarding hygiene clothing may differ within the production facilities. Anyone moving into a different hygiene area must wear the appropriate clothing.

Personal and production hygiene
Anyone who works with food has to make sure they do so in a hygienic environment. The personal hygiene of the staff and the hygiene in production are key factors.

Hygiene clothing
This person has not covered their beard. The length of beard that has to be covered and the departments where a beard cover must be worn may differ within the locations.

Unauthorised access
This person does not have visitor ID and has entered the premises without an accompanying person. The person must be addressed and taken to the porter or reception. The line manager must be informed of the incident. Nor is the person wearing hygiene clothing.

Personal and production hygiene
This person is sneezing without considering their environment. Anyone who has to sneeze must turn away and sneeze into their elbow. Anyone who sneezes into their hygiene mask or beard cover must immediately change it and wash their hands.

Unauthorised access
Food Defence is the protection that is given to a company's products to prevent intentional malicious damage. To prevent this kind of sabotage, it is essential to ensure that no unauthorised persons are able to gain access to the production facilities.

Foreign bodies
This person is wearing jewellery. The wearing of jewellery such as necklaces, rings, earring or visible piercings is generally forbidden in the production facilities. There are some local exceptions, such as wedding rings.

Foreign bodies
Containers of chemicals (e.g. cleaning products) must be stored correctly. It is essential that they do not come into contact with the products. Containers must always be correctly labelled and tidied.

Foreign bodies
This accident must be reported and cleaned up. The splinters left by the damaged pallet could enter the products.

Unauthorised access
This door must be closed and must not be held, kept or propped open.

Personal and production hygiene
This person is trying to climb over the hygiene lock without cleansing their hands. Hands must always be thoroughly washed and disinfected before entering the production area.

The illustration on pages 8 and 9 is a hidden objects picture. It is a humorous image of reality. It is therefore possible that the situations shown in the image do not correspond absolutely to the reality in the locations.

First women's network event organised by the Bell Food Group

Inspiring, encouraging and bringing people together

At Bell Food Group's first women's networking event in early October, around 100 participants enjoyed an afternoon full of positive energy. The event focused on the Group's goal of increasing the number of women in management positions. More activities will follow.

«It was inspiring and encouraging». «The event laid an important foundation for us women». «I was impressed by the variety of topics». «I'm already looking forward to the next event». This was only some of the feedback received after the Bell Food Group's first women's networking event.

The event was the prelude to many other measures.

The event was the prelude to many other measures planned for the coming years. In line with Coop, the Bell Food Group has set itself the goal of increasing the proportion of women in management levels 0 to 3, i.e. in the Group's top management of around 200 people, to 20 percent by 2026. To this end, a «Diversity & Inclusion» concept was launched in 2022 with the focus on promoting women in management positions, which is now being successively implemented.

«With this first event, we not only made the issues of Diversity & Inclusion (D&I) and women in business an up-close and emotion-

al experience, but we also laid the foundation for future meetings, networks and change processes», says Rokšana Cegla, who was part of the eight-person team that organised the event. The participants included around 100 German-speaking female employees from all business areas, the majority of whom are already in management positions.

From the very first keynote speech by CEO Lorenz Wyss, it became clear how important the issue of promoting women is for the Bell Food Group. Doris Leuthard, current Vice President of the Board of Directors of the Bell Food Group and former Swiss Federal Councillor, then gave a charismatic presentation on what it takes to achieve this. Among other things, she emphasised that one of the challenges for women continues to be reconciling work and private life.

One of the highlights of the event was the exciting panel discussion in which five women from different areas of the Bell Food Group and Coop discussed how they manage the balancing act between career and family in practice and what experiences they have had with discrimination against women in their working lives to date.

The lively finale was the so-called «status experiment», which was led by two members of the Konstanz impro theatre. To do this, two volunteers from the audience slipped into an everyday situation. They were given

Broad communication should anchor the topic in people's minds.

the task of adopting a predetermined status in the discussion about a child coming home late. The actors and the audience were thus able to experience live what effect a specific behaviour has on the conversation situation.

The project team deliberately planned longer breaks between the individual programme items to allow the women to exchange ideas. The event thus initiated the creation of a Group-wide women's network across business areas and locations.

«I was thrilled to see how dynamic the event was and how actively and with how much interest the participants got involved and networked», Birgit Schmidinger, D&I Manager at the Bell Food Group said. «This has laid the foundation for all the activities we will undertake to

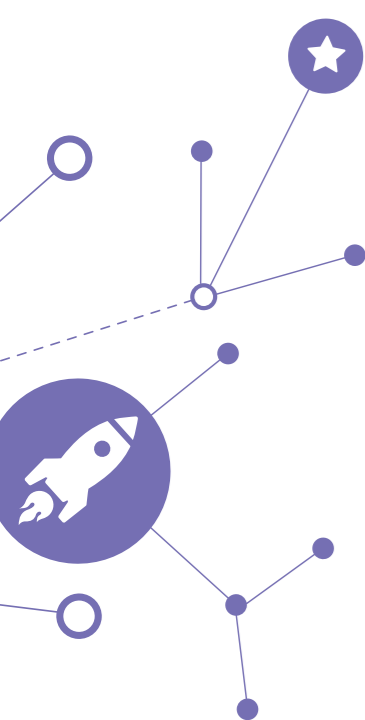
advance women in the coming years through our D&I programme».

The next steps have already been defined. The first step is to anchor the topic in people's minds through broad communication. For example, it was on the agenda at the Management Summit at the end of November.

In addition, an advisory board and a work group with responsible persons are currently being formed to ensure that the planned measures are implemented. And the next women's network event is already planned for the year to come. • *mr*



Video of the women's network event





Butchery: Boning

A REAL BONE JOB

During the deboning process, the bones are removed from cuts such as the shoulder of beef or the pork rump. Only then can the meat be processed further. This work requires not only sharp knives and nimble fingers, but above all a great deal of expertise.

Hard work goes on in the cutting plant at Bell in Oensingen: Seven butchers are busy deboning on the hindquarter line. What starts out as a 68-kilogram piece of beef with hoof and kidney is cut into its individual parts, piece by piece. Bones are released, muscles separated, tendons and connective tissue removed. While one worker roughly cuts up the hindquarters, two colleagues remove the kidneys and four cut up the legs – an average of 85 pieces per hour.

At the next station – the forequarter line – twelve workers remove the front part of the carcass and cut the shoulder, rump, neck and loin.

No tenderloin without boning

Deboning is a key step in meat processing. It follows the rough cutting of the carcass, in which the cow or pig is cut into two or four large pieces. These then end up on the cutting belt. Only after deboning can the fillet be dressed or the loin processed into steaks and roasts.

Boning takes place at various locations in the Bell Food Group: at Bell (CH) as well as at Hubers Landhendl (AT) and Süddeutsche Truthahn AG (DE). Cattle, pigs and poultry are deboned, with many steps in the poultry cutting process being automated and mechanised at the Bell site in Zell.

Head and body

Despite the aids available to employees on the cutting line today, deboning is still done almost exclusively by hand. A real back-breaking job.

Daniel Plüss also confirms this. As head of the fresh meat division at the Bell site in Oensingen, he is only rarely involved in deboning himself, but he emphasises this: «Those who debone the meat do hard physical labour. After a shift on the cutting line, you really deserve to finish work and head for home.»

Deboning is not just a matter of physical strength and nimble cutting. Expertise is crucial, especially knowledge of the animal's anatomy.

Nature has no standard

Deboning produces clean pieces of muscle that should come out without unsightly cuts in the meat. What sounds simple in theory has a catch: «There is no standard in nature», explains Daniel Plüss, «This means that no two pieces of meat are the same. Our employees have to take this into account when deboning.»

That's why only professionals are allowed to work on the cutting line. In specialised meat training, you learn how the hip joint lies between the meat parts. Or which natural suture can be utilised to separate two pieces of muscle more easily.

«If you want to debone, you also need a sharp knife», adds Daniel Plüss with a grin at the end, «you really can't get very far with a blunt blade». • sh

Specialised knowledge of the animal's anatomy is crucial.



Daniel Plüss
Head of Fresh Meat
Division, Bell Switzerland
in Oensingen

Zdenek Kubicek has been working as a butcher in the butchery at Bell in Oensingen (CH) since 2019.



Did you know? There is a deboning championship in Switzerland

Every year, meat specialists from all over Switzerland compete at the Swiss Boning Championships to be recognised as the best in their field. On the day of the competition, participants in different categories (apprentices, butchers, pieceworkers, office butchers and senior citizens) compete in deboning pork shoulders. Errors in cleanliness and cuts in the meat are penalised with penalty seconds.

In 2023, the championship was held in Weinfeld, Switzerland. Eight apprentices and 27 other Bell employees took part. Their skills were rewarded with a silver medal in the «Apprentices» category (Valerio Capizzi, photo) and three bronze medals in the categories «Office Butcher» (Michael Lohner), «Seniors» (Urs Lohner) and «Company Assessment» (Daniel Plüss, Stefan Seiler, Daniel Toxler and Aron Debesay).

For an ever smaller CO₂ footprint

On the road to climate neutrality

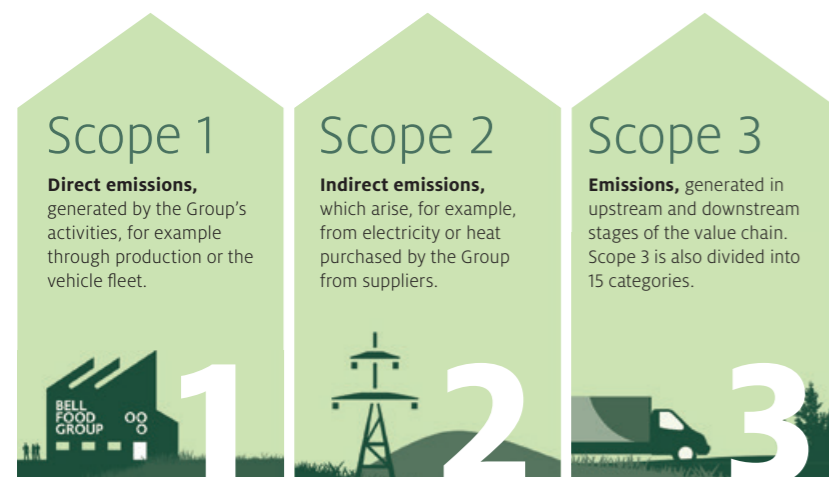
«We embrace responsibility» is one of the three missions of the Bell Food Group. The aim behind this is to constantly improve in terms of sustainability. One important aspect here is the reduction of CO₂ emissions to the point of climate neutrality. This challenge can only be mastered together with partners from the industry. • *mr*

A CO₂ volume of 5.7 million tonnes was calculated for 2021.

With its climate strategy, the Bell Food Group is pursuing a holistic approach to reducing its greenhouse gas emissions. The Group aims to achieve climate neutrality by 2050.

The first step on this path is to analyse the CO₂ volume along the entire value chain, i.e. in all three scopes (see chart).

The emission categories



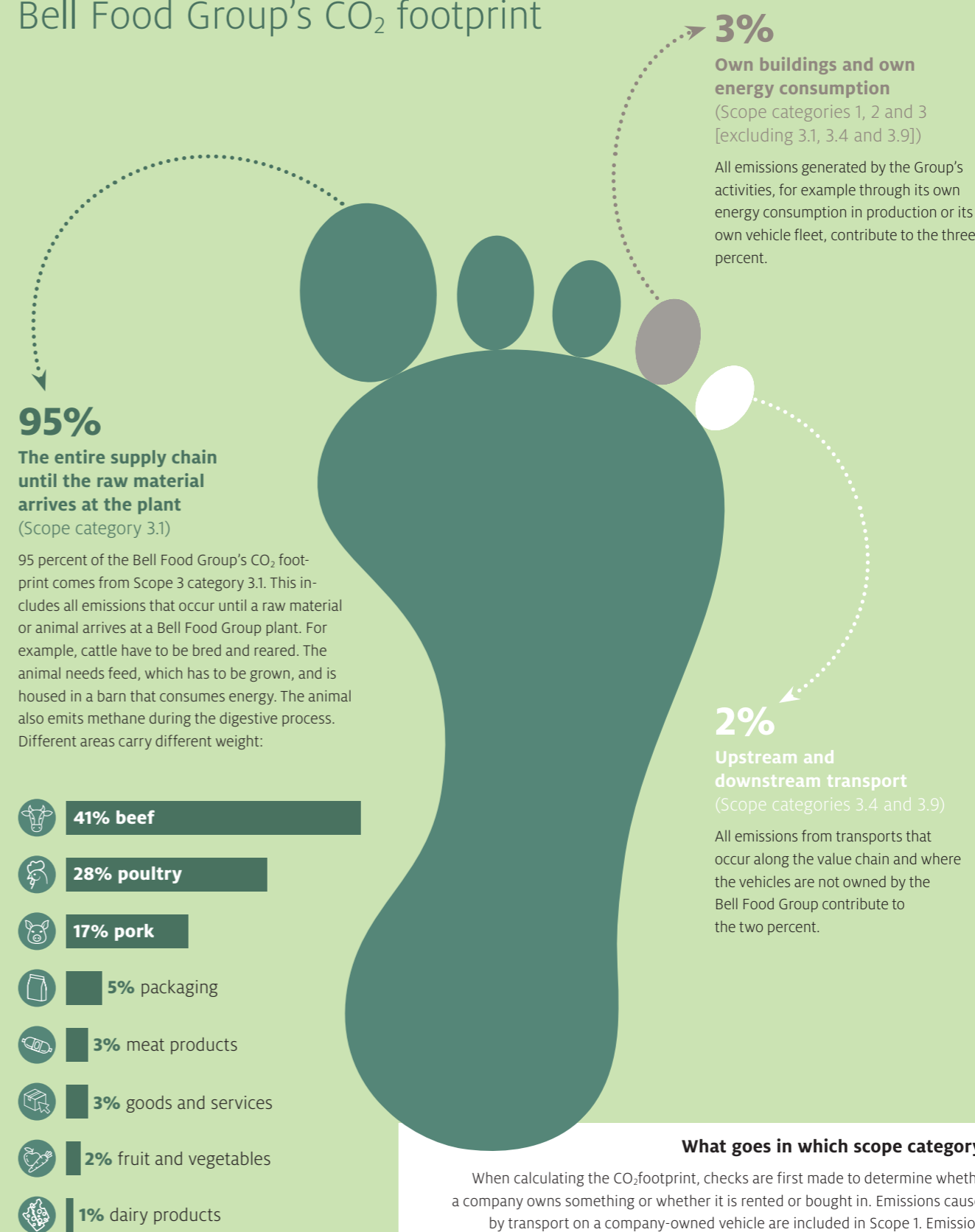
For 2021, a quantity of 5.7 million tonnes of CO₂e is calculated. The «e» stands for equivalents, because as well as carbon dioxide, other greenhouse gases are produced that are also included in the calculation with their respective climate impact.

If we look at the individual segments in which greenhouse gases are produced, the analysis shows that 95 percent of the Bell Food Group's emissions are caused by bought-in goods and services. In other words, in areas over which the Group itself has little direct influence. For example, it cannot determine whether a supplier obtains its energy from solar power or whether it heats its business in a climate-friendly way.

A large proportion of the «outsourced» emissions are also generated by animal products, which are essential for the business activities in many areas of the Bell Food Group. But here, too, it has only limited influence, as it buys beef on the free market, for example.

Continued on page 18

This contributes to the Bell Food Group's CO₂ footprint



What goes in which scope category?

When calculating the CO₂ footprint, checks are first made to determine whether a company owns something or whether it is rented or bought in. Emissions caused by transport on a company-owned vehicle are included in Scope 1. Emissions from transport by a service provider, however, are counted as Scope 3. The decisive factor is therefore not the type of issue, but where in the value chain it arises and whether something is owned by the company.

How the Bell Food Group is reducing its CO₂ footprint

The sun as a source of energy

Scope 2

Photovoltaic systems are also an important contribution to the Bell Food Group's switch to green energy. At present, almost 30 solar power plants have either already been realised or are in the pipeline. This means that 45 percent of locations are already benefiting from solar power.

One of the more recent examples is the new plant at the Bell site in Niépołomice, Poland, which was built on an unused field next to the plant. Once fully completed, it will supply around 2000 megawatt hours of electricity per year.



Feed additive for more climate-friendly cattle farming

Scope 3

In the search for a way to reduce methane emissions from cattle, the Bell Food Group is supporting a joint project in which feed additives are being tested. According to current findings, experts assume that such additives can significantly reduce methane emissions.

The current project is now focusing on testing the effectiveness and feasibility of supplementary feeding in grazing livestock farming. This is in line with the Bell Food Group's objective of reducing greenhouse gas emissions not only internally, but also along the entire value chain.



Animal feed from deforestation-free sources

Scope 3

Forests store CO₂, but their destruction releases this CO₂ again. This increases the greenhouse effect and global warming. Protecting forests and curbing deforestation is therefore crucial for reducing CO₂ emissions. With the measures under «Zero-deforestation feed for cattle, pigs and chickens», the Bell Food Group is driving forward the long-term goal of promoting animal feed from deforestation-free sources.

As a member of the «Donau Soja» association and «Soy Network Switzerland», Bell Switzerland is actively committed to promoting the responsible cultivation of soya for animal feed in the countries of origin. At the same time, Hubers/Sütäg is consistently committed to switching to responsibly produced feed soya of European origin.

Even more sustainable poultry houses

Scope 3

The particularly animal-friendly housing system, known as BTS for short, now has the added bonus of sustainability. The new BTSplus housing system no longer uses fossil fuels. This also results in lower CO₂ emissions.

The farm's own photovoltaic system at the first pilot barn in Zell, Switzerland, supplies more than twice as much energy as is needed each year. The surplus is used for other businesses or fed into the public grid.



A heat pump for Zell

Scope 1 + 2

In 2021, the Bell Switzerland site in Zell, which specialises in poultry, was equipped with a high-pressure heat pump. It replaces the previous oil heating system used to generate hot water for various production processes and is one of many examples of energy efficiency measures within the Bell Food Group.

This has already saved 150,000 litres of heating oil and 400 tonnes of greenhouse gases. Which in turn has already reduced CO₂ emissions at the Zell site by around 20 percent.

Continued from page 16

«Our entire industry is facing the major challenge of developing suitable climate protection measures, especially for Scope 3», explains Marco Märsmann, Head of Sustainability/Quality Management at Bell Switzerland and Head of the Sustainability Competence Centre. «This requires innovative ideas, and we need to work closely with suppliers, other business partners and the scientific community.»

This means that the Bell Food Group cannot take the path to climate neutrality by 2050 in all three scopes alone. But it is highly motivated to develop new ideas and work out measures together with other players in the industry. A few examples already show this.

The Bell Food Group cannot go down the path to climate neutrality by itself.

Hilcona supports food service customers with the CO₂ score

This summer, Hilcona became the first food producer to show the CO₂ score of its dishes in the public food service database with well over 600 recipes. Kitchen professionals can see at a glance how sustainable the dishes they want to prepare are.

Catering establishments that mainly serve dishes with a three-star climate

score can save more than half of the CO₂ from food production. In this way, Hilcona supports the food service industry in reducing its greenhouse gas emissions and helps downstream companies along the supply chain to better analyse their ecological footprint.

This measure has no direct impact on the Bell Food Group's CO₂ footprint, but helps to reduce global CO₂ emissions. However, the Bell Food Group's climate strategy does not include shifting its product range – for example, specifically replacing meat products with meat alternatives.



The brands of the Bell Food Group

Symbols of quality and enjoyment

It is often brands that help to make a purchase decision. This applies equally to trainers, sausages, salad or pasta. There are almost 30 brands in the Bell Food Group. With their different brand promises, they epitomise the great diversity of the Group. What they all have in common: they all stand for enjoyment and quality. • mr



ABRAHAM
DER SCHINKENSPEZIALIST

The **Abraham** brand specialises in the production of traditional cured ham from Europe's ham-producing regions. It is the market leader in its segment in Germany.

Since when: 1971
Where: Germany
Organisation: Bell Germany
Target group: Retail
Assortment: Raw ham



Bell

The traditional brand **Bell** is now the number one in the Swiss meat industry with a wide range of meat, poultry, charcuterie and seafood. It has an awareness level of over 90 per cent in Switzerland.

Since when: 1869
Where: Switzerland, Germany, France, Poland
Target group: Retail, Food Service
Assortment: Meat, charcuterie, seafood



Brands make people think

By definition, a trademark is a name or a sign – or a combination of the two – that a company uses to distinguish its products or services from those of others. The value of such a brand depends on how well known it is, how well it differentiates itself from the competition and how much trust its target audience has in it.

Positioning is crucial for this. It charges the brand with specific content. In the case of a new brand, this image must first be created; in the case of established brands, it is a question of its maintenance and constant adaptation to the spirit of the times.

We have all experienced how just seeing part of a logo or the typical colour scheme not only tells us what brand it is, but also conjures up images of its products or the attitude to life it conveys.

Picture page 20:
Marco Kiefer (Employee Purchasing IT), Baris Bayram (ICT Architect) and Thomas Tieftrunk (CSB Consultant) all work at the IT Bell Food Group in Basel.

Decision made easy

Today, there is a huge variety of brands and everyone is confronted with countless brands every day. The food sector is one of the most competitive markets.

In this «jungle», brands and the image they convey offer consumers guidance and help them to make decisions. It is often about conveying a certain attitude to life, rather than just offering a good product.

Ideally, customers buy a brand's products again and again. This creates long-term brand loyalty.

BRESC

Bresc offers inspiration for European gastronomy with its chilled garlic and herb products. The brand stands for innovative mise-en-place products with a freshly harvested flavour.

Since when: 1991

Where: Netherlands, Belgium, Germany, Switzerland, Austria, France, Sweden, Italy, Greece, Hungary, Poland, Czech Republic

Organisation: Hügli

Target group: Food Service, Food Industry

Assortment: Garlic and herb products, marinades, glazes, aioli, pestos, dips and more



Ernteseegen stands for naturalness and high quality and, with its many years of experience and tradition, fulfils the demand for responsible food that tastes good.

Since when: for over 40 years

Where: Germany

Organisation: Hügli

Target group: Retail

Assortment: Stocks, original salt, soups, sauces, liquid seasoning



Eden brings the goodness of nature into modern everyday life. The brand focuses on organic convenience with 100 per cent natural and trusted ingredients. The recipes are created together with professional chefs.

Since when: 1893

Where: Germany, possibly soon DACH region

Organisation: Hügli

Target group: Retail

Assortment: Organic convenience food, stews, tomato sauces



The brand name **Gourmet naturel** offers high-quality fresh beef. The young bull meat comes exclusively from farming producer groups and farms in France.

Since when: 1989

Where: Germany

Organisation: Bell Germany

Target group: Retail, Food Service

Assortment: Fresh meat



The assortment of the **Maison de Savoie** range includes high-quality dried sausage and ham specialities as well as the regional speciality «Diots» – all produced to typical recipes from the Savoy region.

Since when: 1934

Where: France, Overseas Departments, Canada

Organisation: Bell France

Target group: Retail

Assortment: Dried sausages, ham, «Diots» from the Savoy region



Cher-Mignon stands for traditional Valais dried meat specialities based on recipes that have been handed down over several generations.

Since when: 1910

Where: Switzerland

Organisation: Bell

Target group: Retail

Assortment: Dried meat from the Valais



Iceberg offers fresh, ready-prepared salad, vegetable and fruit products for the retail, food industry and food service segment. The brand is one of the market leaders in Europe and number one in Switzerland and Eastern Europe.

Since when: 1972

Where: Switzerland, Germany, Austria, Liechtenstein, Hungary, Bulgaria, Poland, Czech Republic, Romania, Slovakia, Croatia, Republic of Moldova

Organisation: Eisberg

Target group: Retail, Food Service, food industry

Assortment: Ultra-fresh convenience



Hubers is one of the most popular poultry meat brands in Austria with a wide range of products, from fresh meat to sausages.

Since when: 1973

Where: Austria, Germany

Target group: Retail, Food Service

Assortment: Poultry





Geiser is one of the leading suppliers of meat and meat products for the catering market in German-speaking Switzerland, particularly in the Zurich area.

Since when: 1947
Where: Switzerland, Zurich area
Organisation: Bell
Target group: Retail, Food Service
Assortment: Meat, charcuterie, traiteur goods, fish



The promise of enjoyment and quality

Due to the strong growth of the Bell Food Group, the Group's brand portfolio has also become ever larger in recent years. Today, around 30 brands are united in the group.

Together they support the Bell Food Group's guiding principle of «Leading in Food». To achieve this leading position in the European food sector, the Group's brands focus on enjoyment, quality, innovation and responsibility as the unifying elements.



Natuco is the contemporary answer to fast cooking. The brand stands for «genuinely organic», the best taste from honest ingredients and 100 per cent climate neutrality by offsetting unavoidable CO₂ emissions.

Since when: 2022
Where: Germany
Organisation: Hügli
Target group: Retail
Assortment: Soups, sauces, stocks, seasoning mixes



The **Monsieur Polette** brand is particularly well known in the French overseas departments for regional ham and dry sausage specialities from the Auvergne, Savoy and Lyon regions.

Since when: 1925
Where: France, Overseas Departments
Organisation: Bell France
Target group: Retail
Assortment: French charcuterie specialities



Hügli is one of the largest B2B suppliers of long-life convenience products in Europe. With its high culinary standards, the brand is right at the heart of its catering customers' everyday lives.

Since when: 1935

Where: Germany, Switzerland, Austria, Italy, Greece, Hungary, Poland, Czech Republic, Slovakia, United Kingdom

Target group: Food Service, Food Industry

Assortment: Stocks, spices, spice mixes, soups, sauces, stocks and more



It's Vegic is a Hilcona Food Service brand that offers innovative meat-free solutions for professional kitchens and stands for varied veggie pleasures that are produced in no time at all.

Since when: 2015

Where: Germany, Austria, Switzerland, France

Organisation: Hilcona

Target group: Food Service

Assortment: Vegetarian meat alternatives and meals



Hilcona offers its retail and food service customers a wide range of fresh products. The focus is on pasta, meals, vegetarian and ultra-fresh products.

Since when: 1935

Where: Switzerland, Germany, Austria, France, Italy, Great Britain

Target group: Retail, Food Service

Assortment: Convenience



The exclusive pasta line **La Pasteria** is the food service brand for high-quality pasta that promises culinary delights.

Since when: 2004

Where: France

Organisation: Hilcona

Target group: Food Service

Assortment: Pasta



Under the brand name **Le Buron des Puys** Bell France sells a small range of dried sausages from the Auvergne.

Since when: 2020

Where: France

Organisation: Bell France

Target group: Retail

Assortment: Dried sausage from the Auvergne



The great variety

Each individual brand of the Bell Food Group has its own image. Some have been growing for over 100 years, others are just being built up. In order to bring structure to this diversity, those responsible have divided it into strategic brands and speciality brands. The former are the four umbrella brands Bell, Eisberg, Hilcona and Hügli.

«They are of fundamental importance to our group and drive sales, and therefore form the basis of our fundamental strategic orientation», explains Sarah Sutter, Head of Brand Management at Bell Food Group. «The speciality brands, on the other hand, focus more on individual aspects. This could be, for example, offering products from a region or for a specific market niche».

The Bell Food Group's brand strategy sets the basic direction for the positioning of the brands. The marketing managers in the respective divisions are responsible for managing the individual brands.



Vogeley

Vogeley brings the sweet variety to the dessert menu of the catering trade and supports food service customers in the production of the finest dessert creations.

Since when: 1892

Where: Germany, Switzerland, Austria, Italy, Hungary, Poland, Czech Republic, Slovakia

Organisation: Hügli

Target group: Food Service

Assortment: Crème patissière, panna cotta, mousses, puddings and more



Service Gastronomie Molard Genève offers catering customers in the Geneva region a tailor-made meat service.

Since when: 1921

Where: Switzerland, Geneva area

Organisation: Bell

Target group: Food Service

Assortment: Fresh meat, charcuterie, traiteur products



Thanks to the stocks, sauces and dressings from **Tellofix** the desired flavour is not a question of time-consuming and elaborate seasoning with lots of ingredients, but is achieved quickly and easily.

Since when: 1968

Where: Germany

Organisation: Hügli

Target group: Retail

Assortment: Soups, sauces, stocks



Tutto Gusto offers authentic food for Italian cuisine. B2B customers will find the best ingredients for a wide range of applications, from sugo to pasta.

Since when: 1983

Where: Italy, Switzerland, Germany, Austria, Italy, Hungary, Poland, Czech Republic, Slovakia

Organisation: Hügli

Target group: Food Service

Assortment: Antipasti, creams, tomato products, pasta, tuna and more



The **The Green Mountain** brand is one of the pioneers in the production of high-quality plant-based meat alternatives. Burgers, steaks and co. are very close to their role models in terms of appearance, flavour and texture.

Since when: 2019

Where: Switzerland, Germany, Austria

Organisation: Hilcona

Target group: Retail, Food Service

Assortment: Plant-based meat alternatives



Sylvain & CO is a regional Swiss brand for ultra-fresh convenience products centred around salad and fruit. One of the flagship products in the range is the Grand Mère salad dressing line.

Since when: 1950

Where: Switzerland

Organisation: Eisberg

Target group: Retail

Assortment: Mixed and bagged salads, fruit, dressings



The brand **Sánchez Alcaraz** stands for traditional Spanish ham and charcuterie specialities. The focus is on high-quality Iberico and Serrano ham products.

Since when: 1985

Where: Spain, Portugal, Switzerland, Poland, France, Benelux, Cuba

Organisation: Bell International

Target group: Retail, Food Service

Assortment: Spanish ham and charcuterie products



Stein's BEST

The brand name **Stein's Best** stands for cold sauces, dressings, rubs and marinades that caterers can use to spice up their BBQ range, among other things.

Since when: 2016

Where: Switzerland, soon to be rolled out in Germany and other European countries

Organisation: Hügli

Target group: Food Service

Assortment: Mayonnaise, ketchup, mustard, salad dressings, cold sauces and more



Innovations from the Bell Food Group for cool days

MAKE WINTER YOUR FAVOURITE

When it comes to the race for which is the most popular season, winter has a hard time. Yet it has so much going for it. Not least the fact that it's so nice to enjoy things in the cooler months. With the Bell Food Group's new products, winter can now collect a few extra bonus points and improve its ranking – at least until the birds resume their singing in spring again. •mr



Eden: Inspiration for the tomato sauce shelf

With its VeCotta sauce, Hügli's Eden brand launched the first vegan ricotta and tomato sauce in late summer. The creamy, spicy recipe is the result of the interplay between ground cashew nuts, fine yeast flakes and Italian tomatoes. Everything in the best organic quality – the goodness of nature in every jar. There is no easier way to enjoy delicious, high-quality food.



Eisberg Austria: The mixture makes the difference

Customers at a large retailer in Germany and Austria can look forward to a new salad bowl from Eisberg. The Asian-style salad was introduced in October. It's a ready-to-eat variation with Chinese cabbage, romaine lettuce, carrots, radicchio and mung bean sprouts. In addition, our Austrian colleagues prove with their new wave-cut carrot fries for a large fast food chain that fast food can also provide vitamins.



Abraham: Inspired by the American BBQ

Two strongly spiced ham products are the stars of the season at Abraham. The American-style BBQ ham gets its special flavour from being smoked over hickory wood smoke, while the ready-to-serve American-style BBQ ham cubes bring a special touch to the plate with their unique sparerib flavour. With these two new products for the self-service shelf, the Bell Germany brand is supporting sales during promotional weeks on the theme of the USA, such as those that take place every year around the Super Bowl in February.



Hügli: As if freshly prepared

Once again, the culinary specialists at Hügli have been looking for solutions to make life easier in the kitchen. The result is a new line of premium sauces with five authentic varieties: Glace de Viande, Demi Glace, Brasato all Barbera d'Asti, Onion Sauce and Sauce Échalote. All produced as if for gastronomy: made from the best ingredients, to traditional recipes and with plenty of time – as if freshly prepared.



Sylvain & CO: Salad and vegetables for the winter season

Sylvain & CO is supporting two brands from the Coop family with vitamin-rich novelties. For the Betty Bossy line, the company developed «Twister», a bagged salad with baby spinach leaves, carrots and beetroot, as well as a new bowl of oven-roasted vegetables. This ready-to-cook autumn mix contains Brussels sprouts, pumpkin, red cabbage and mushrooms as well as a herb butter rosette. In addition, the Eisberg Group producer increased Coop's Naturaplan range in mid-September with the organic bouquet Winter. The seasonal pouch salad contains batavia, baby spinach, winter endive and cicorino rosso.

CLASSIC IN A NEW LOOK

The popular Quick products from Bell Switzerland are attracting even more attention with a new packaging design.



The Quick family has recently acquired a fresh, modern look. The classic, which has been a firm fixture on the menus of many Swiss gourmets since 1971, has thus once again been given a new, contemporary design.

Despite the reduced design, the most important details about Schinkli, Schüfeli and Züngli are still immediately visible. As with many other Bell products, a matt black background ensures an attractive product presentation.

Overall, the design has been further developed so that customers can quickly find their favourite product in the new look.



www.bell.ch/de/themenwelten/quick/



Culinary festive customs from the Bell Food Group

This is how we celebrate

Family, friends and good food – in the run-up to the festive season, a lot of time is spent in the kitchen, digging out traditional recipes and preparing special treats that don't make it onto the table during the rest of the year. Employees have told us what they serve on special occasions.

Eid – the festival of breaking the fast

Eid is considered the most important holiday in Islam before the Feast of Sacrifice. It follows Ramadan, which takes place in one of the four seasons depending on the lunar calendar. For 30 days, those who practise the month of fasting eat and drink only before sunrise and after sunset.

Jashar Berisha, head of logistics at Hügli in Steinach, makes sure that he starts his working days during this time with a protein-rich morning meal that includes eggs and cheese. «Dates are also popular because they contain a lot of energy and fibre.» After all, the reserves have to last the whole day. «After work, I lie

«The time spent doing without food increases the value of eating together enormously.»

down for a while to recharge my batteries.» Afterwards, there is dinner, often with guests such as other family members, friends or neighbours who you invite to join you for dinner.

Everything is served that is also on the table outside of Lent. «For example, we have soup, meat and something sweet for dessert».

For Yasemin Göksu, Tinik Zeliha and Özlem Zengin, production staff at Ultra Frische Convenience at Hilcona, Turkish dishes such as lentil soup, sarma or börek are on the menu. More important than the question of what ends up on the plate is the noticeable change in perception. «The time spent doing without food increases the value of eating together enormously», says Jashar Berisha.

During Ramadan, he picks up the Koran every day and reads one of the 30 chapters of the work consisting of 114 suras. He finishes his reading exactly at the end of Ramadan. Each day's end also includes the Tarawih prayer, which follows the night prayer.

The first day after Ramadan is the hour of the Sugar Festival. The breaking of the fast has its own prayer, which the men pray together in the mosque. Afterwards, they return to their families, where they are rewarded for their efforts and sacrifices of the past month with a sumptuous lunch. The whole family gathers at the dining table, grandparents, aunts, brothers, everyone is welcome.

Yasemin Göksu, Tinik Zeliha and Özlem Zengin serve Turkish-style potato salad, sarma, kurabiye (different kinds of biscuits) and su böreki, a pastry dish that is cooked in water and baked with eggs. Jashar Berisha tells us: «In our family we prepare pide, a flatbread made of yeast dough, and fill it with potatoes, cheese or leeks».

The main course is often followed by a walk outside and a visit to relatives or friends. «Then we have coffee with every variety of baklava». The puff pastry is filled with walnuts, almonds or pistachios, depending on the family recipe. It is preserved in honey or sugar syrup, and it may be claimed that it does Eid credit in terms of its sweetness.



Jashar Berisha
Head of Logistics at Hügli in Steinach



Yasemin Göksu



Tinik Zeliha



Özlem Zengin
Employees Production Ultra Fresh Convenience at Hilcona

Thanksgiving in the tri-border area – good friends get a bird

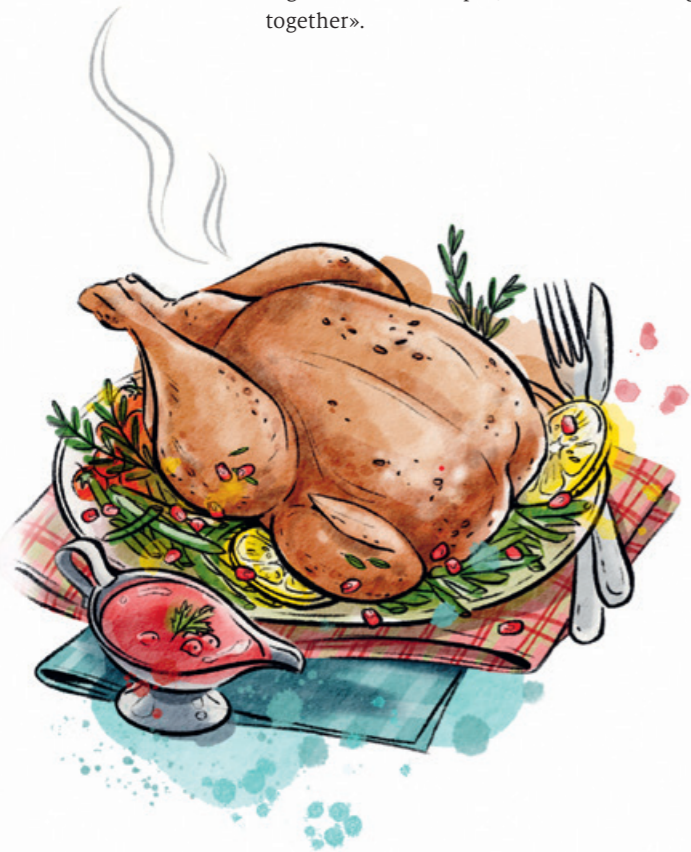


Maryline Kastler
Assistant Head of Logistics and internal language coach at Bell in Basel

Towards the end of the year, as the days start to get shorter and the nights longer, Maryline Kastler gets together with friends and neighbours for Thanksgiving dinner. «We started this tradition a few years ago when close friends who had previously lived in the USA came back to the border triangle of Germany, France and Switzerland», says Maryline Kastler, who works as assistant head of logistics and internal language coach at Bell in Basel. «Most of the guests are former expats, joined by other friends and neighbours who

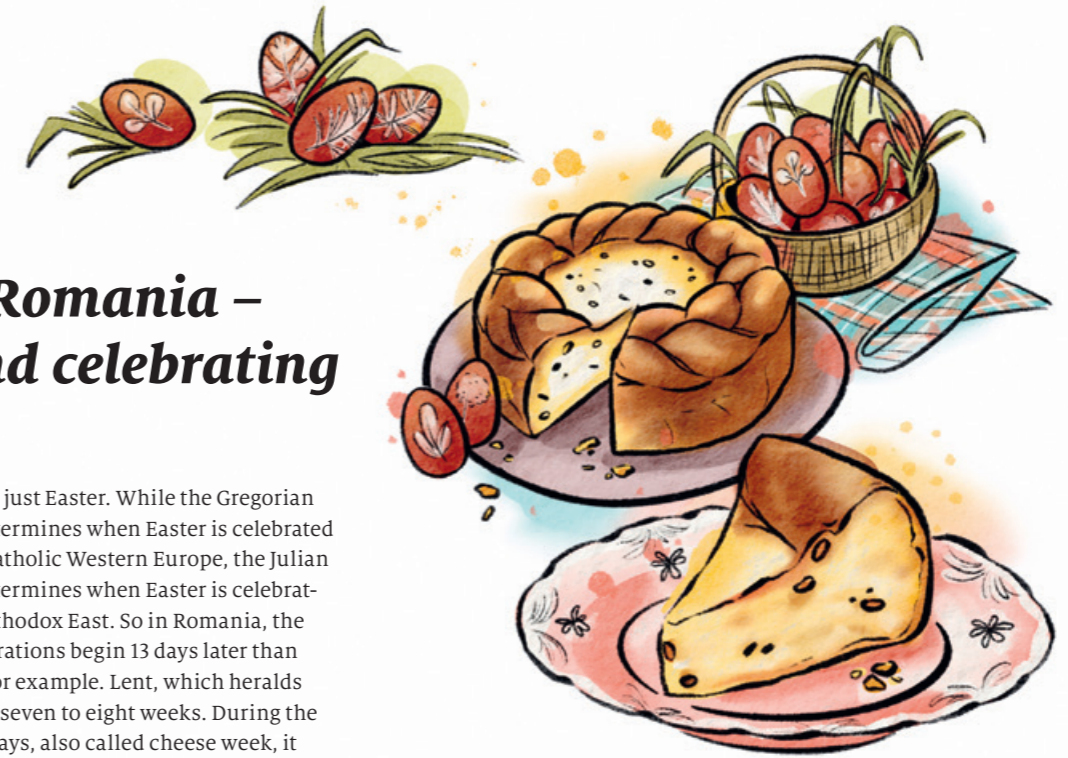
Expressing gratitude for life.

come to celebrate with us». The feast begins long before guests are called to the table, namely during the preparation of the festive menu. «As we finish the dishes in the kitchen in a cosy atmosphere, discuss the fine ingredients and recipes, and celebrate being together».



American Thanksgiving is celebrated every year on Thanksgiving Day, the last Thursday in November, and is one of the most important celebrations of the year in the US. Getting together with family and enjoying a fabulous meal is a way of expressing gratitude for life. It is also part of the tradition that the incumbent US president receives a turkey as a gift. He usually spares the bird, so it does not end up on the plate as a festive roast.

Of course, the traditional Thanksgiving meal focuses on a turkey that was not lucky enough to receive the government's mercy. The menu is rich and varied, and the preparation takes some time. «Since there are a lot of us and everyone does their bit, we make very good progress and are soon able to move from the kitchen to the dining table». In recent years, an American tradition has taken root in the heart of Europe, where around 20 friends get together for a cosy evening and a celebration of life. The stuffed turkey is served with gravy and cranberry sauce and accompanied by green beans with sautéed onions, sweet potato gratin with marshmallows and potato gratin. «No one leaves the table hungry; it is a feast of abundance and joy that fills our hearts as well as our stomachs», Maryline Kastler enthuses. This should be the case at the very latest when the classic pecan and pumpkin pies are served for dessert.



Easter in Romania – fasting and celebrating

Easter is not just Easter. While the Gregorian calendar determines when Easter is celebrated in Roman Catholic Western Europe, the Julian calendar determines when Easter is celebrated in the Orthodox East. So in Romania, the Easter celebrations begin 13 days later than in Poland, for example. Lent, which heralds Easter, lasts seven to eight weeks. During the first seven days, also called cheese week, it is customary to eat dairy products. «There is a custom where you visit your godfather and bake him a cheesecake», says Nicoleta Scarlat, sales manager at Eisberg in Romania. In the following weeks, no animal foods may be

There are various customs surrounding the egg.

eaten, i.e. no cheese or milk, but also no meat or fish. «There is an exception for fish on occasional days. Oil and vinegar are also not allowed during this period.» Flower Sunday is celebrated on the last weekend before Easter proper, and so are people who have a flower in their name such as Florentina, Lăcrămioara or Narcisa.

As Easter approaches, many families start dyeing eggs. Red as a symbol for the blood shed by Jesus plays an important role in dyeing and painting. «You also use other colours, and beautiful ornaments are created», Nicoleta Scarlat tells us. In Bukovina, Romania, north-east of the Carpathians, there is even an egg museum with more than 11,000 eggs from all over the world on display, in addition to the region's traditional Easter eggs decorated with

ornaments. There are various customs surrounding the egg. You push them against each other or put them in the water to wash your face with the water afterwards. This is said to bring health and beauty. It is also customary to distribute eggs and cakes to the poor on the street.

«No matter how high their income, Romanians invest a lot of time in cleaning at Easter», says Nicoleta Scarlat. Every house should be clean, freshly painted and tidy. As the kitchen is quiet again on Good Friday and people fast, the celebrants place all the more importance on the preparation of the Easter menu. Lamb is the main dish. This is also the case with Scarlat's mother's recipe, some of which is revealed here. «The heart, kidneys, liver and other organs of two lambs are cooked and then cut into small pieces. Together with 60 eggs and about three kilograms of spring onions, fresh garlic and parsley, the whole thing goes into the oven for an hour». For dessert we have the Romanian Easter cake Pasca. A kind of cheesecake with sultanas and refined with rum. «The most important thing about Easter is spending time with family». This unites all the regions in Romania.



Nicoleta Scarlat
Sales Manager at Eisberg in Romania

A sweet start to the Sri Lankan New Year



Lankananda Perera
Business Development
Manager at Hügli

«In general, people in Sri Lanka tend to celebrate often and with pleasure», says Lankananda Perera with a wry grin on his lips, not least when he recalls the vivid memories of his childhood. There are two names for the Sri Lankan New Year. The Sinhala Buddhists call it Aluth Avurudu, while for the Tamil Hindus it is Puthandu – also known as Sinhala and Tamil New Year. The lunar calendar shows when the celebrations will take place. This is every year between the 12th and 15th of April. It is one of the most important festivals of the year, and preparations for it begin weeks before the actual celebration. «When there is a sweet smell in the air on the streets of the villages, you know it won't be long», says Lankananda Perera, who is Business Development Manager at Hügli. All kinds of sweet dishes are prepared in the country's kitchens in the weeks before the celebrations. Made mainly from rice flour, sometimes wheat flour, and coconut flower syrup, they are deep-fried for the festive table, and sometimes coated in grated coconut. Before the festive party digs into the sweets, a traditional

«In general, people in Sri Lanka tend to celebrate often and with pleasure».

rice cake is served. Kiribath is like a firm rice pudding, and consists of rice, coconut milk and salt. «The rice cake is considered a good luck charm». It is eaten with chutney, a spicy sauce made from chillies and onions. «Tradition also includes letting the milk used for the rice cake overflow in the pot while cooking. The overflow of milk symbolises prosperity».



When the family gathers for the holiday meal and celebrates togetherness, it is customary for all family members to put on something new as a symbol of purity. Everyone wears new trousers, a new shirt or a new dress. «For many people who work in the capital, New Year's week is the only week of the year when they get time off». It's unusual to work at this particular time of year. People then return to their families in the rural areas and everyone celebrates the New Year together, which also symbolises the end of the harvest season. «Among other things, this includes giving each other gifts, parents and children in particular. But it's far less crazy than I know Christmas to be». People spend the following days visiting relatives and friends. Always with lots of tasteful gifts in their luggage. Sweets in many shapes and colours that not only taste delicious but also provide enough energy for the big celebrations.

Easter in Poland – a celebration of the family

In Poland, where the Roman Catholic faith plays an important role, the celebrations begin a week before Easter proper. «One week before Easter we visit the church with a coloured palm branch. During mass, the priest blesses these branches», explains Magda Kamińska, trade and marketing specialist at Bell Poland. The colourful branch will later decorate the festive table. On the day before the Easter breakfast, which is one of the highlights of the four-day celebrations, the faithful visit the church for a second time. This time with a basket bulging with dyed eggs, sausages, bread, salt and cakes. The priest blesses each basket so that the contents can be shared with the family at Easter breakfast the following day. «It is also a tradition that we paint and decorate the eggs together with the whole family». The egg as a symbol of the resurrection of Jesus Christ also stands for fertility and new life in many other cultures. It is used in many dishes in Polish Easter cele-

brations. Whether stuffed, in a salad or made into mayonnaise. The traditional soup Żurek is also served with eggs, accompanied by veal sausages. «While the egg is the king of the Polish dinner table these days, the queen is the vegetarian salad», explains Magda Kamińska. This can come in many forms, but is always prepared with mayonnaise. Ingredients can be: diced potatoes, carrots, celery, gherkins, peas, corn, onions, apples, leeks. People also like to serve cold cuts and pasta.

For dessert, mazurka is high on the list. This is a flat cake that is topped with various ingredients such as almond paste, canned or dried fruit and nuts. In addition, people like to prepare a sweet yeast cake at Easter: the Babka. The Polish word «baba» and its diminutive form «babka» mean either «grandmother» or «old woman», sometimes just «woman». The cake is the shape of a cylinder with a hole in the middle. Sometimes the sides are ribbed, reminiscent of the pleats of a skirt. The chocolate bunny, which has become an integral part of Easter celebrations – not only for children – especially in the German-speaking countries of Europe, is far less common in Poland. Not surprising, really, when you think of all the sugary temptations like babka and mazurka. • sh

«The whole family paints and decorates eggs».



Magda Kamińska
Trade and Marketing
Specialist at Bell Poland

Service anniversaries and retirements from January to March 2024

«I started with pen and paper – today I work on a computer.»



Max von Euw 40 Years of Service

Position: Temporary help animal production (retired)

Division: Bell Switzerland

Where: Bell Switzerland, Zell

How did you come to apply to Bell 40 years ago?

I had been in Saudi Arabia for four years before that. The head of this project was Mr Stauffer (President of SEG Basel), and he arranged my first job with what was then SEG AG (now Bell Switzerland Poultry in Zell). There I worked as a consultant for poultry producers in central Switzerland.

What has changed the most in the 40 years since you joined Bell? A strong change can be seen from cooperative thinking at the beginning to profit-oriented thinking when Bell took over. With the takeover, the cooperation with the producers also changed. The takeover also had its positive aspects: integrated production was closed, and production security was strengthened for the producers.

The takeover by Bell also changed my field of activity. From then on, the company focused only on meat production, and egg production became Ei AG.

The production capacity was also expanded enormously. It has now more than doubled since then, and so has consumption. In addition, almost no cut-up chicken was sold. Another big change is,

of course, digitalisation. I started with paper and pencil; when I stopped working I was using a computer. At first I had a hard time with this change.

Is there anything in your daily working life that has not changed at all in all these years? During my activities in the advisory service, the producers were very interested in production. They valued poultry production as an important branch of the business unit.

What experience from your career with the company will always remain in your memory? What I will never forget is when I had to lay off ten producers because their stable size no longer fit the concept.

What do you enjoy most about your job today? My activities were always very interesting and I was able to communicate with people in every aspect of my working life. I was also very lucky to be part of a good team.

Since my retirement, I have been very happy to help out in animal production and thus keep in touch with the employees and producers.

20 Years of Service

Marc-André Bähler • 1 January, Bell Switzerland, Cheseaux

Fabien Brand • 1 January, Bell Switzerland, Basel

Curt Francis • 1 January, Bell Switzerland, Zell

Sandra Kutter • 1 January, Hügli, Radolfzell

Helene Muralt • 1 January, Hügli, Switzerland

Andreas Oblak • 1 January, Hilcona, Schaan

Ramazan Sarac • 1 January, Hilcona, Schaan

Gabriela Schönholzer • 1 January, Hügli, Switzerland

Nikolle Selmanaj • 1 January, Bell Switzerland, Zell

Gerhard Meixner • 2 January, Frisch Express, Pfaffstätt

Ina Taute • 2 January, Bell Germany, Harkebrügge

Jérôme Lallemand • 12 January, Bell Switzerland, Basel

Sven Block • 18 January, Hügli, Radolfzell

Thomas Malek • 19 January, Hügli, Radolfzell

Mire Tomaj • 26 January, Bell Switzerland, Zell

Simon Rothen • 1 February, Bell Switzerland, Cheseaux

Zelidar Tutic • 1 February, Hilcona, Schaan

Michael von Gunten • 1 February, Bell Switzerland, Cheseaux

Jean-Luc Damien Cipriano • 16 February, Bell Switzerland, Cheseaux

Bernd Neeb-Willms • 16 February, Bell Germany, Harkebrügge

Julien Touze • 16 February, Bell France, Parthède

Nezir Bllaca • 24 February, Eisberg Switzerland, Dällikon

William Armisse • 1 March, Bell Switzerland, Basel

Oktay Can • 1 March, Bell Switzerland, Basel

Koutoua Dadié • 1 Bell Switzerland, Cheseaux

Violeta Djokic • 1 March, Hilcona, Schaan

Bilal Klosi • 1 March, Bell Switzerland, Zell

Qani Krasniqi • 1 March, Hilcona, Schaan

Jürgen Machoritsch • 1 March, Hilcona, Schaan

Leonora Shala • 1 March, Bell Switzerland, Zell

Monika Sommer • 1 March, Bell Switzerland, Oensingen

Pamela Stählin • 1 March, Bell Switzerland, Oensingen

Régis Thiebault • 1 March, Bell Switzerland, Basel

Alain Montani • 8 March, Bell Switzerland, Basel

Palmira Da Silva Santos • 15 March, Bell Switzerland, Cheseaux

Nezha Khoulafane • 15 March, Bell Switzerland, Basel

Natalia Bomatgireev • 16 March, Süddeutsche Truthahn AG, Ampfing

Toni Schöpfer • 16 March, Bell Switzerland, Zell

Georg Kirchmaier • 1 April, Süddeutsche Truthahn AG, Ampfing

25 Years of Service

Philipp Allemann • 1 January, Bell Switzerland, Basel

Catherine Baumann • 1 January, Bell Switzerland, Basel

Manuel Carapinha Gomes • 1 January, Hilcona, Schaan

Kornel Eggenschwiler • 1 January, Iceberg Switzerland, Dällikon

Jean-Marc Keller • 1 January, Bell Switzerland, Basel

Marc Levrat • 4 January, Bell Switzerland, Cheseaux

Nurten Selmani • 4 January, Bell Switzerland, Zell

Helena Haziraj-Gerein • 5 January, Hügli, Radolfzell

Hannes Sieberer • 11 January, Hügli AT, Hard

Claudio Ravasi • 25 January, Huegli Ali-Big, Brivio

Matthias Aldenhoff • 1 February, Hügli, Radolfzell

Ueli Giger • 1 February, Hilcona, Schaan

Werner Ott • 1 February, Hilcona, Schaan

Andreja Unger • 1 February, Hügli, Radolfzell

Hartwig Egli • 8 February, Hügli, Switzerland

Diogjen Krasniqi • 8 February, Bell Switzerland, Zell

Mark Williams • 8 February, Bell Switzerland, Cheseaux

Jasmin Iriskic • 15 February, Hügli, Radolfzell

Matthias Badura • 1 March, Bell Germany, Edeweck

Michael Breitenberger • 1 March, Hilcona, Schaan

Paulo Bunga • 1 March, Bell Switzerland, Basel

Alexander Juneck • 1 March, Hilcona, Schaan

Christoph Walter • 1 March, Bell Switzerland, Oensingen

Alain Froehlicher • 15 March, Bell Switzerland, Basel

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please visit
bellfoodgroup.com/careers

30 Years of Service

- Andreas Bühler** • 1 January, Bell Switzerland, Zell
- Manuel Francisco Calvo Lago** • 1 January, Hilcona, Schaan
- Othmar Dubach** • 1 January, Bell Switzerland, Zell
- Sandra Fischer** • 1 January, Hügli, Radolfzell
- Heinrich Niederklopper** • 1 January, Bell Switzerland, Churwalden
- Roman Müller** • 3 January, Iceberg Switzerland, Dällikon
- Jaroslav Čuchal** • 1 February, Hügli Food s.r.o., Zásmuky
- Hans Peter Seal** • 1 February, Hügli, Radolfzell
- Vincent Hauger** • 1 March, Bell Switzerland, Basel
- Sophy Raquidel** • 2 March, Bell France, Virieu-le-Grand
- Jorge Francisco Da Silva Monteiro** • 14 March, Sylvain & CO, Essert-sous-Champvent

35 Years of Service

- Konrad Stöckle** • 2 January, Hügli, Radolfzell
- Miguel Angel Martin-Maestro Ilesia** • 9 January, Bell Spain, Fuensalida
- Gerhard Mally** • 10 January, Hilcona, Schaan
- Georg Stöckle** • 31 January, Hügli, Radolfzell
- Didier Antonio** • 1 February, Bell France, Parthède
- Kadriye Keskin** • 1 February, Hügli, Radolfzell
- Samuel Schär** • 1 February, Hügli, Switzerland
- Inge Dahl** • 1 March, HFC, Bad Wünnenberg
- Herve Haas** • 1 March, Bell Switzerland, Basel
- Vera Zeller-Irskic** • 6 March, Hügli, Radolfzell
- Michel Daniel Gross** • 18 March, Bell Switzerland, Basel
- Thomas Heer** • 20 March, Hügli, Radolfzell

40 Years of Service

- Max von Euw** • 1 January, Bell Switzerland, Zell
- Beatrix Imer** • 1 February, Bell Switzerland, Zell

Early Retirements

- Mato Brnjic** • 31 August, Bell Switzerland, Oensingen *(Addendum)*
- Gerald Kueny** • 30 September, Bell Switzerland, Basel *(Addendum)*
- Antonio De Brito Alves** • 31 October, Hilcona, Schaan *(Addendum)*
- Julio Lopez Santamaria** • 31 October, Hilcona, Schaan *(Addendum)*
- Joel Berne** • 31 December, Bell France, Saint-Symphorien-sur-Coise *(Addendum)*
- Patrick Essertel** • 31 December, Bell France, Virieu-le-Grand *(Addendum)*
- Siegfried Lötscher** • 31 December, Bell Switzerland, Cheseaux *(Addendum)*
- William Maache** • 31 December, Bell Switzerland, Basel *(Addendum)*
- Maria Carolina Moreira Ferreira** • 31 December, Bell Switzerland, Cheseaux *(Addendum)*
- Ilyas Oezcan** • 31 December, Bell Switzerland, Basel *(Addendum)*
- Engjell Balaj** • 31 January, Bell Switzerland, Zell
- Jose Martins da Costa** • 31 January, Hilcona, Schaan
- Brahim Ouhemou** • 31 January, Bell Switzerland, Basel
- Mario Kuschny** • 31 March, Hilcona, Schaan
- Thomas Türtscher** • 31 March, Hilcona, Schaan

Retirements

- Hanife Morina** • 31 October, Hubers Landhendli, Pfaffstätt *(Addendum)*
- Monika Meier** • 31 January, Bell Switzerland, Zell
- Genevieve Ott** • 31 January, Bell Switzerland, Basel
- Sivasutha Tharmalingam** • 31 January, Bell Switzerland, Basel
- Beatrice Spring** • 29 February, Bell Switzerland, Oensingen
- Moritz Häfliger** • 31 March, Hilcona, Schaan
- René Kuratle** • 31 March, Hügli Switzerland, Steinach
- Flurina Palucaj** • 31 March, Bell Switzerland, Zell
- Willy Ruckstuhl** • 31 March, Bell Switzerland, Zell

We bid farewell to

- Walter Bieri** • 28 August, Bell Switzerland, Oensingen

We would like to express our condolences to family and friends of the deceased.

Congratulations on your 100th birthday

On 15 April 2023, retired Bell employee Theo Gürber celebrated his 100th birthday. The Bell Food Group sends warmest congratulations and wishes for his continued good health on this fantastic anniversary.

Theo Gürber began his career in 1973 at what was then SEG Poulet AG (now Bell Switzerland Geflügel in Zell) and worked in the cold storage area for the entire time. Through the

years, he remained a popular employee until he finally embarked on his well-deserved retirement in 1988.

Theo Gürber lives in the Violino retirement and nursing home in Zell, where he has been well cared for by the entire team for several years. To mark the occasion of his 100th birthday, retiree Theo Emmenegger, Retiree advisor* at Bell Switzerland, visited him to congratulate him in person.



* Retired Bell Switzerland employees who organise events for retired employees and enjoy maintaining contacts with former colleagues.

Does the Bell Food Group have management principles?

There are now five new management principles. We will explain these to the participating managers by way of the objective agreement process, when goals will be set to embed these management principles in the everyday routine. We will present these new management principles to all employees in more detail at the beginning of 2024.

The working world is changing, and so are we.

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

Ask us is an HR Strategy 2026+ initiative

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 15 March 2024 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.