

LOOK!

Bell Food Group Employee Magazine

01 2024



***Best starting positions
for the professionals of
tomorrow***

**BELL
FOOD
GROUP**





Content

From the company

4 «I really enjoyed every day»
Interview with CEO Lorenz Wyss

Working at the Bell Food Group

8 A learning menu for distribution and sales
Sales Academy: First comprehensive training programme

11 Employee survey 2024
21 May until 18 June

Cover story

12 Best starting positions for the professionals of tomorrow
Vocational training as an investment in the future

Ecology and innovation

18 Every drop counts
Sustainable use of water

Our gourmet world

22 That's something to be proud of
Beautifully arranged, it tastes even better

26 Spring will be so colourful
Everything from fruity to crispy

Personal

29 «I've been working alongside my sister since day one»
Service anniversaries and retirements from April to June 2024

Feedback and raffle

32 What did you like best?
Win a prize with your feedback!



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The cover picture shows Moritz Höft (on the left at the back) and Ihsan Mamuti (front), two DHBW students in BWL Information Systems Application Management at Bell Food Group in Basel. The picture was taken at the evening event on the first evening of the 2023 Learners' Event, a concert by the band No Caps.

The gift of being able to prove yourself

Dear Colleagues,

I started my professional career almost 50 years ago with an apprenticeship as a butcher in a butcher's shop in Arlesheim (CH), where I grew up. I opted for this apprenticeship primarily because of the people in the company and less because I was focussed on the job. The tour was good, very personal and authentic, honest and correct. I felt very comfortable in this family atmosphere. In addition, my boss encouraged me and gave me confidence: In my second year of training, the head of the sausage department was sacked – and I was allowed to take over the management after my boss said: «You can do it!» That shaped me. The fact that I was allowed to be myself back then, that I didn't have to pretend and could show what I was made of, was a real gift! This gift, my friends, is something, we must also give to our trainees.



As a food processor, we rely on well-trained specialists who know our industry and our business – be it in technology, production, logistics, IT or administration. That is why the Bell Food Group has set itself the goal of doubling the number of apprentices by 2026. To achieve this, we must not only differentiate ourselves through our products, but also be at the forefront of training and offer our apprentices a unique vocational training programme.

Of course, the framework conditions that we are currently working on are important, as you can read in our cover story. But it's also about how we meet young people. It is our job to listen to them, respond to them and be there for them.

I always get annoyed when I hear people getting upset about «the youngsters». We were all young once. Today's young people are different from those of ten years ago – and they will be different in five years' time, too. And that's good and right. Because this diversity is an enrichment for our company. It is a real pleasure to be able to convey a passion for a profession and a trade to young people, to motivate them and to see them blossom and shape our company with their ideas and commitment. Especially if they decide to stay with the company after their training. Not because it's the easiest choice, but because they enjoy their job and are happy with us. If we can achieve this, then every trainee is an investment in our future.

It is our job to approach them and be there for them.

As the Bell Food Group, we have unique prerequisites for this. With the diversity in our Group and the connection to the parent company Coop, we can offer our young people prospects that I could only dream of after my training. If I'd had the chance to gain experience in Spain, northern Germany or France after my apprenticeship, I would have headed off straight away!

Lorenz Wyss
Chairman of the Group Management

Interview with CEO Lorenz Wyss

«I really enjoyed every day»

In June, Lorenz Wyss will step down as CEO after 13 years and hand over the baton to his successor. In an interview with LOOK!, he talks about how Bell Food Group has changed since 2011, what the future holds for him and why he will certainly not be spending his time simply getting older. • sh

What are you particularly proud of since you became CEO in 2011?

Proud of? That I was allowed to be there for so long without being sent packing. (laughs) No, seriously. I am proud of the way our group has developed during this time. We

When I started here, people still smoked in the offices.

have grown. Particularly in the convenience sector, where we now play a leading role without neglecting our core business with meat and charcuterie – but quite the opposite. We have increased our profitability, gained market share and sharpened and focussed our business – and our success proves us right. Our strategies work. This is a good basis on which my successor Marco Tschanz can build.

What is your personal highlight from the last 13 years?

My highlight is that I am able to get up healthy in the morning. Because then I have the chance

every day to make a change and do something better. (thinking) Perhaps it's a happy coincidence that 13 has always been my lucky number. In this sense, my highlight would be that I was able to spend these 13 years with the Bell Food Group. In an industry that is very close to my heart, with people who are close to my heart and who I love working with every day. Not for a single day have I regretted my decision to take up this position with the Bell Food Group in 2011.

What has changed since then?

I think the culture. When I started here, people still smoked in the offices and drank wine at lunch. We have changed that. I think that we have developed a culture that I am more able to identify with. We are more honest, more consistent, more authentic and more responsive to people. But the essential things have actually remained the same: a great company with great people.



And how you have changed?

I have certainly learnt a lot. After starting out in a small company, I got to know the retail business quite well during my time at Coop. I then moved into industrial production with the Bell Food Group. Today I have a great knowledge of the whole process. I would certainly like to make this available in the future. At least that's the plan.

A good keyword: What's next for you in the future?

I'm currently fitting out my motorbike garage. I've been riding motorbikes with a group of friends since I was 18 and we've been looking for

a place to meet up for a long time. I live in Basel myself. But in Arlesheim (suburb of Basel; ed.), where I grew up, we have now found a great meeting place for the four of us in this garage. The fridge is still missing at the moment. I've already bought the beer! (laughs) One more big barbecue and then I'm actually ready to go. I can't sit around at home all the time! That's why I still have a few things to do. Hobbies and sports, for example. Then I would certainly be happy to offer my knowledge and experience in the industry if that is what is required. Perhaps in a foundation, so I can also give something back.

I'm currently fitting out my motorbike garage.



Our people are in good hands with Marco.

What are you looking forward to the most?

To getting up feeling healthy in the morning. I always say: If you're healthy, then you can actually do anything. What I certainly won't be doing: Eating a croissant at 9 a.m., reading the newspaper and watching myself get older. I'm really not made for that!

What are you going to do instead?

I will be travelling for sure. Riding a motorbike in the USA, for example. Perhaps, on June 6, travelling to Normandy for D-Day. I have always been interested in history, and having time to experience it is a gift. I still have lots of ideas and dreams. I live off realising them. Whether they're all going to work is another question. (laughs)

But I will certainly also have time for my surroundings. I have a wonderful family, wonderful friends. I'm going to visit them. In September, for example, I'm going to a wedding in Bologna. I've got the time to do that now. A leisurely drive to Italy and stopping off whenever the fancy takes me. I'm looking forward to that. My partner has already said: «Will you be at home all day when you retire??» «Certainly not!» I said, and she agreed: «That's all right, then!» (laughs)

Well, I really have to say: Those 13 years were a great time. They have gone by far too quickly, but I have enjoyed every day, really every single day. And I wouldn't want to have missed an hour of it.

What will you miss?

You. You as people. If you spend every day with people you like and with whom you feel comfortable, then you will miss that.

2011 to 2024

Since Lorenz Wyss joined the Bell Food Group as CEO in 2011, the Group has continued to develop. Sales have risen from CHF 2.5 billion to over CHF 5 billion. The number of employees has more than doubled.

Internationalisation and expansion of the core business

Takeover of Hubers and investments in plant expansions (Zell, Niepołomice) or new buildings (Fuensalida)

Expansion of the convenience pillar

Acquisition of Hilcona, Gastrostar/Eisberg/Sylvain & CO and Hügli as well as new building in Marchtrenk and entry into the Austrian convenience food market

Investments in performance

Modernisation and expansion in Oensingen and plant development plan in Schaan and Steinach

What would you like to pass on to these people, the people of the Bell Food Group?

Quite simply: I like you guys. Stay the way you are.

What will you pass on to your successor?

I don't want to pass on any great wisdom. I'm glad that someone is coming who I can just hand the key to and know that it will turn out well. I am grateful for that. Marco will do a good job. The employees of the Bell Food Group are in good hands with him.

And last but not least: What food will you be starting your next chapter with?

With a St. Galler veal sausage, for sure. We've already bought the beer and I'm still waiting for the fridge for the garage! (laughs) There will always be a St. Gallen veal sausage in this fridge, as well as beer and mineral water – you can't do without them! And that's all we really need. • sh

Sales Academy: First comprehensive training programme

A learning menu for distribution and sales

The Bell Food Group's first group-wide learning programme starts in May. It is aimed at employees in sales and distribution and will accompany them for several years in their careers. The new Sales Academy was developed in close cooperation between the Competence Centre Sales and the Personnel Development department.

The first training group as part of the new Sales Academy will meet in Zurich in May for the «Appetiser» in their «MyLearning Menu». The new training programme was given this name in line with the Bell Food Group's value «We love indulgence».

Accordingly, there was a virtual «Apéro», before this first face-to-face event. This will be followed by «Main course», «Intermediate course» and «Dessert». Just like a meal in a res-



«One of the most exciting parts of the preparation phase was the needs analysis and identifying the different stakeholder groups from the individual sales companies, as well as the different expectations and requirements. I think we have succeeded in doing this very well. Overall, the training programme is not only a valuable tool for the further development of our current employees, but also an attractive offer for potential applicants.»

Roland Ferraro, Head of Sales/
Product management at Bell Switzerland

taurant, this learning menu has been carefully prepared in advance.

«The Competence Centre Sales approached the HR department with the request to develop a specific and overarching training programme for sales and distribution», reports Selina Weber, HR specialist for personnel development at the Bell Food Group.

With this idea, CC Sales pursued other important goals in addition to the in-depth training of its employees. On the one hand, the cross-group face-to-face events are intended to promote the formation of a network and the utilisation of synergies. On the other, such a programme is also an attractive reason for applicants to choose the Bell Food Group.

There was a virtual «Apéro» before the first face-to-face event.

MyLearning Menu

Apéro

The menu starts for everyone with a virtual self-study on work organisation.

Appetiser

Communication and appearance are on the menu for the second course.

Main course

The basics of distribution and sales are served with the main course.

Intermediate course

The further training menu continues with specifics for the individual occupational fields.

Dessert

The dessert is where you decide whether to continue with a specialist or management career.



The Sales Academy's three further training menus are each tailored to the specific needs of the professional fields.



«My initial focus was to set up a joint sales training program – what we ended up with was a complete training program for three different target groups. Really great, thank you very much at this point! The aim is to support young employees in their development and at the same time give <old hands> the opportunity to stay fit and work on themselves through targeted refresher training. Training is key to moving forward as an organisation, successfully implementing our strategies and winning in the market.»

Simone Brosy, Head of LEH, Hilcona

In the first step, the development team was faced with the task of pooling the different needs from all areas and countries in the DACH region in order to create a programme that was suitable for everyone. The first step was to identify the commonalities between Internal Sales, Key Account Management, and Field Sales, and to define the criteria necessary for employees in these areas to successfully manage their work situations.

«We have got an entire programme for three target groups.»

«Based on these results, we were able to develop the content and create the courses for these groups», explains Selina Weber. «It is very important that we use this programme to support people in their



«In a company, people and their effective, overarching cooperation are among the success factors. Being able to exchange ideas with colleagues strengthens identification with our group, which can be very motivating for participants. Best practice approaches can also be discussed and implemented across the Group. This is because it enables us to differentiate ourselves from other companies, generate competitive advantages and make our mark. On top of that, the Sales Academy is also a plus point when recruiting external staff»

Martin E. Schygulla, Chairman of the Management Board, Head of the Bell Germany @ Spain Division

development over the long term – in other words, ideally over several years of their career.»

Accordingly, the programme, which is aimed at the entire sales and distribution team, starts with work organisation. This is followed by topics relating to customer approach and the basics of sales and distribution. The curriculum then includes specifics for each group. The «Dessert» is where you decide whether you want to pursue a specialist or management career.

«With the basic training courses for specialist or management positions, we continue to develop the standardized training program and support employees according to their needs», says Selina Weber.

However, the individual needs of the participants are also taken into



«With the new training concept, we aim to help you better master the daily challenges of sales, sharpen your skills and learn new approaches. And since many of the basic issues in our businesses and in our countries are similar, it is worth joining forces. Many ideas were already available and it was a matter of putting the various elements together. The joint training sessions will now help us to live the group concept, learn from our colleagues' experiences and network between the units.»

Marc Tissot, CCO B2B of the Hügli Group



account in the initial phases of the programme. For example, you can join at different points depending on your experience, and the speed at which you progress through the Sales Academy will vary from person to person.

With the Sales Academy, CC Sales and the Human Resources Development department have launched the Bell Food Group's first comprehensive training program. And perhaps not the last. Following this model, other departments that also have a need for group-wide training concepts can design their own programs together with HR Development. • mr



Employee survey 2024
21 May until 18 June

This is an online survey. You will receive a short written invitation or a digital invitation to your business email address (for data privacy reasons, only in Switzerland and Liechtenstein).

The survey can be completed in the following languages: German, French, English, Spanish, Italian, Dutch, Hungarian, Polish, Romanian, Bosnian, Croatian, Serbian, Slovakian, Portuguese, Turkish, Tamil, Ukrainian, Czech, Bulgarian and Singhalese.

Members of Bell Food Group



Anonymity: The survey will be carried out by Empiricon. Empiricon guarantees complete confidentiality in the handling of your personal information. Measures will be taken during the evaluation to ensure that no conclusions can be drawn regarding individuals. The data will only be evaluated in a summarised form and in relation to groups of at least 5 respondents. The individual data sets will not be accessible to the Bell Food Group at any time.

Vocational training as an investment in the future

Best starting positions for the professionals of tomorrow

Attractive vocational training secures the skilled labour of tomorrow. The number of apprenticeships at the Bell Food Group is to be doubled by 2026. The focus is on the areas of technology, production and logistics.

As a company, offering sound vocational training is a matter for the boss.

As a company, offering sound vocational training is a matter for the boss. «The group management of the Bell Food Group is fully behind the company's vocational training programme,» says Endrik Dallmann, Head of HR at the Bell Food Group. Together with his team, he is responsible for supporting more than 12,000 employees in 16 European countries, including around 160 mostly young people who are currently completing vocational training in production, logistics, technology, IT or administration. Endrik Dallmann, who himself started his career 30 years ago with an in-company vocational training programme as an office management assistant at Hügli Germany, senses how the expectations of prospective professionals have changed and the demands on training companies have changed in recent decades. «I see

this first-hand when I interact with my own children.» They are in their early to mid-20s and therefore part of Generation Z, the group of young people that we want to inspire to take up vocational training today. «It is not always easy to fully grasp the expectations of Gen Z, let alone fulfil them, but we are on the right track», says Endrik Dallmann confidently. «What young people increasingly want from their careers today is a sense of purpose in their work, even during their training. This is linked to the desire for a high degree of autonomy.» In order to fulfil this need, it is important to create a framework that allows employees to develop in their work.

Networking strengthens cooperation

One of the tasks of a good training company is to listen to the needs of the trainees and to support and strengthen them along the way. This also includes networking the learners with each other. «At a meeting that takes place every two years, the trainees from the different companies and professions get to know each other personally and have the opportunity to work together in workshops», says Endrik Dallmann. This has resulted in a social network of its own, which facilitates dialogue even when the young professionals have long since returned to their companies to pursue their professional tasks.



The big get-together

When it's time for the learner event again, more than 100 young people from four countries travel to challenge each other and have a good time together.

At the Bell Food Group's apprentice event, apprentices from Germany, Austria and Switzerland come together every two years to realise a project together, to learn from each other and, last but not least, to have an unforgettable time together. Around 130 participants and 20 accompanying persons took part in the last event, which, as in previous years, was held in Magglingen above the town of Biel in the canton of Bern. In the «The Burger

Factory» challenge, the total of 24 groups were asked to create their own burger recipe that would make the jury's mouths water. The winning team impressed the judges with their clean workmanship and particularly tasty presentation. In addition to the travel vouchers they won, the burger champions must have been particularly pleased to find their own recipe in a professionally designed and printed cookery book.

A colourful mix with matching T-shirts: Bell in red, Eisberg in green, Hilcona in blue and Hügli in white. The Crea team in pink, who accompanied the event with pictures and videos, and the accompanying persons in black.

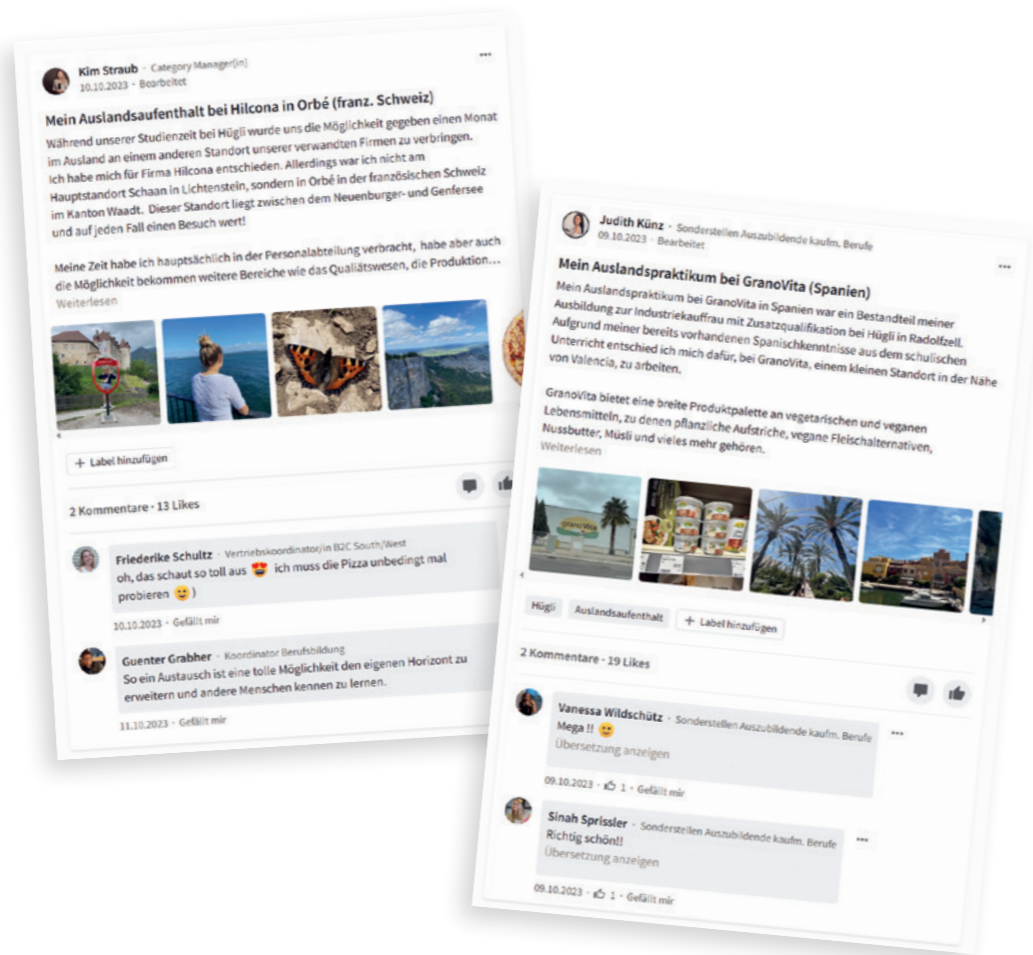
Cheating with benefits

During a stay abroad, trainees immerse themselves in new worlds and get to know the differences and similarities between the various companies at first hand.

A new country, a different language, an exciting culture: if apprentices decide to spend a month abroad during their training, an exciting time awaits them. Whether mechatronics engineer or industrial clerk: the first step is to decide on a location. As a group of companies operating throughout Europe, the Bell Food Group has a lot to offer, and the choice of destination can easily be compared to a holiday catalogue. Although: holidays are certainly rather different. After all, the young people are allowed to pitch in as soon as they arrive at their chosen company. Not only will they be welcomed by a new team, but they will also get to know the inner workings of a different company at first hand and work with it from day one. And apart from the work there

is, of course, plenty of time to get to know the country and its people better, visit places of interest and hone their language skills. A valuable experience not only for their future careers, but for life.

In the apprentice stream on the my Bell Food Group employee app, the apprentices reported on their language study trips.



Two training centres, one successful model

Demographic change means that an above-average number of professionals will be leaving companies in the coming years and taking their well-earned retirement. The Bell Food Group is taking various measures to address this situation. This includes the endeavour to significantly

The aim is to create a total of 300 apprenticeships by 2026.

increase the number of apprenticeships by 2026. The aim is to offer a total of 300 training places, particularly in Switzerland, Germany and Austria. In other words, in those countries where the advantages of the dual vocational

training system are favoured. The dual system centres on simultaneous training in the company and at a vocational school. In the fight against the shortage of skilled labour, this type of vocational training serves as a role model worldwide. «Another interesting option is the dual study programme, which combines studying at a university of applied sciences with in-company training and is already being used successfully, particularly in Germany. Study and practical work alternate every three months», explains Endrik Dallmann.

Double the number of apprenticeships: management workshop develops concept

Answers to the question of how this ambitious goal can be achieved are currently being developed by a working group. In the so-called management workshop, a transnational team of colleagues is working on a concept that will form the basis for doubling the number of vocational training places as part of its own potential development

Keeping the butcher's trade in the village

In the family atmosphere of a small village butcher's shop, you can learn the trade from the ground up. A good thing not only for budding meat specialists, but for an entire region.

After almost 40 years, the Stübi butcher's shop in Matzendorf, not far from the Bell site in Oensingen, was about to close. Mr and Mrs Stübi, the owners of the much-loved village butcher's shop, were about to retire and were therefore looking for a successor. Not an easy endeavour, as it turned out. As there had been a successful co-operation with Bell in the area of training for many years, the fate of the village butcher's shop was also close to the hearts of those responsible at Bell, and they set about finding a solution to secure the future of the business. The new name of the former Stübi butcher's shop is Thaler-Metzg, and from now on it will serve purely as a training centre for Bell Switzerland. Under the expert guidance of former Stübi apprentice and current managing director Michael Saner, Bell's budding butchers learn the craft of charcuterie in the village butcher's shop. This has the great advantage that, after their apprenticeship, they will have mastered the entire spectrum of meat processing and refinement. The Stübi family's award-winning

original recipes will be preserved, and the local population can continue to enjoy having their own butcher's shop in their neighbourhood. A company in which not only a new generation is learning the traditional craft, but whose focus is also on sustainably produced meat from the region and whose address continues to stand for the best quality.



thaler-metzg.ch/ausbildung/



Andreas Bégre, Head of Vocational Training at Bell in Switzerland

Developing further instead of standing still

As well as learning their trade properly and feel valued for their work, apprentices should also be kept in the company thanks to progressive working conditions and fair pay.

Vocational training is a high priority at the Bell Food Group. You want nothing less than to be among the best in this field. This claim is also intended to attract the best trainees. In order to achieve this ambitious goal, it is important that the necessary infrastructure can be provided and that the training content is right. «We are taking the next step», says Andreas Bégre, Head of Vocational Training at Bell Switzerland, describing the measures taken to make

vocational training even more attractive within the Bell Food Group. «As part of a site assessment, we record the current status and derive from our analysis where the journey should go». In addition to specific training content, employment conditions are also an issue that is dealt with on an ongoing basis. In addition to progressive working conditions, this also includes modern and fair remuneration for the future specialists.

What apprentices say about their career choice



Juan Riveiro, in the third year of his apprenticeship as a plant operator at Hilcona in Schaan:

«I would like to stay at Hilcona and continue to learn. I've been with the company for the last three years and I've got to know my way around a bit. I think that I can then support Hilcona well with my knowledge.»



Alessio Arieta, in the third year of his apprenticeship as a cook at Bell in Zell:

«I've been able to spend almost three years of my apprenticeship as an EFZ chef at Bell in Zell. I particularly enjoy working at Bell because you always get to meet new faces and explore new places yourself. You are in a very instructive environment here and are supported where necessary. I have had a great experience in my almost three years at Bell and have learnt a lot. Not just in terms of my job, but also for life.»



Fabio Dalla Valle, in the first year of his apprenticeship as a food technologist at Hilcona in Schaan:

«What I like best is the variety during the apprenticeship, and I'm also very happy with my salary. I think the most important thing about my apprenticeship is that I enjoy it. I would also like to continue my education after my apprenticeship, and Hilcona makes that possible. For the future, I hope that I successfully complete my apprenticeship and that I stay healthy.»



Gian Kunz, in his third year of apprenticeship as a salesman at Hilcona in Schaan:

«The varied departments that I have worked in during my three-year apprenticeship are all very exciting. There is something new to learn in every department, whether it's something new about Hilcona or even about the entire Bell Food Group. There are brilliant teams in all the departments. I particularly like the independence in my job.»



Denys Tarasenko, in the third year of his apprenticeship as a plant operator at Hilcona in Schaan:

«I like my job: varied programme, friendly staff, good working hours, and you don't have to wash your work clothes at home.»



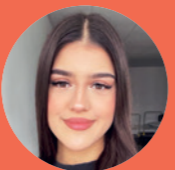
Navina Nek, in the first year as a apprentice salesperson at Hilcona in Schaan:

«During my training as an administrative assistant, I have taken on many different tasks and got to know two departments. I really enjoy the varied tasks such as writing invoices, checking certificates and helping out in the internal kiosk. I also think the various events that you do together with the other apprentices, such as packing the Christmas parcels or the familiarisation days, are very pleasant and great for team building. When I was choosing my training company, it was important to me that it should be an open and interesting company with a friendly atmosphere. Hilcona appealed to me above all because of the food production and the various activities behind it. For my future, I hope to successfully complete my apprenticeship and then go on to gain a vocational baccalaureate.»



Almina Bosnic, in the second year of apprenticeship as an office management assistant at Bell in Basel:

«My commercial apprenticeship at Bell is extremely varied, as it gives me an insight into different departments of a company. I have already been able to visit three departments myself (IT Administration and Information, Accounting and Seafood Purchasing) and I am very satisfied with them. With this six-monthly change of departments, there is a great opportunity to learn something new every day and expand your skills. In addition, we trainees are motivated with bonuses, which in my opinion also boosts our performance in the company and at school.»



Sara Tomic, in the third year of her apprenticeship as an administrative assistant at Eisberg in Dällikon:

«A pleasant working atmosphere was particularly important to me when I chose Eisberg as my training company. The good relationship with my colleagues confirms this. Both independence and teamwork are important to me in my job, which is why I opted for a commercial apprenticeship. My goal is to successfully complete my training in the summer and then continue my education.»



Competence centres for the professionals of tomorrow

In the training workshops, knowledge and experience of the trade are pooled and passed on to future professionals. The advantage is that you can concentrate fully on your training, away from production pressure and other external influences.

In Bell Switzerland's training workshops, every detail is tailored to the needs and requirements of the young trainees. While the workshop in Basel for trainee butchers has been in existence for many years, a newer workshop has been in Oensingen for around two years. There, too, the butcher's trade is taught by the vocational trainers in a specially created framework and passed on to the next generation of professionals. In September last year, after a four-

month construction period, the first training workshop in the field of technology also opened. The newly created infrastructure currently offers seven apprentices the ideal environment in which to train on their way to becoming production mechanics. This allows automation technicians to concentrate on various tasks undisturbed and to absorb learning content in a quiet and safe environment.

The new technical training workshop at Bell in Basel offers space for seven trainee production mechanics or automation technicians.

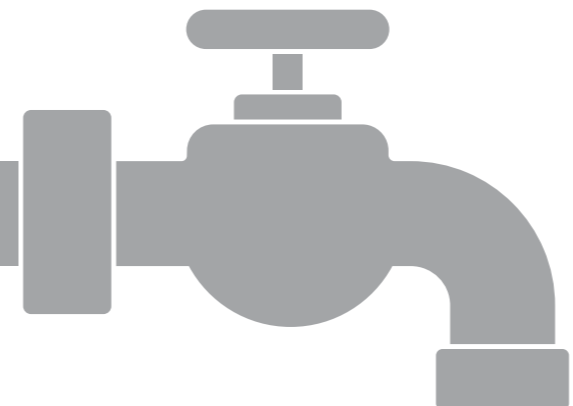
programme. «The current management workshop consists of eight women and two men. There are employees from different business and specialist areas, and we are pleased that the team is characterised by a high level of diversity», explains Endrik Dallmann. What the ten members of the workshop have in common: they all speak German. «An English-language event is planned for the future. This will also open up the programme to our English-speaking colleagues».

Train people and keep them in the company
The decisive factor for sustainable success in overcoming the shortage of skilled labour will be the ability to retain newly trained employees in the company. In addition to the desire for meaningfulness in their own work, prospective professionals want to contribute their own ideas and be creative. The need for a secure job is also high on the list of priorities. A whole host of challenges that a sustainable company needs to address today rather than tomorrow. The Bell Food Group is aware that the company's success depends on the expertise and motivation of its employees. The aim is to create the best possible training programme, the fruits of which will also be seen as an important contribution to social responsibility. • ap

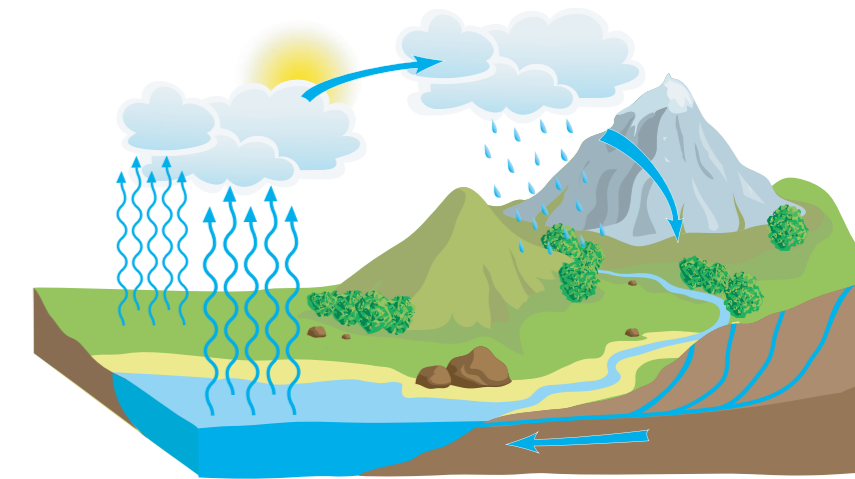
Sustainable use of water

EVERY DROP COUNTS

Fresh water is a valuable resource. While the demand for water is continuously increasing, so too is water pollution, and that is reducing the global water supply. LOOK! shows what the Bell Food Group is doing to protect this important resource.



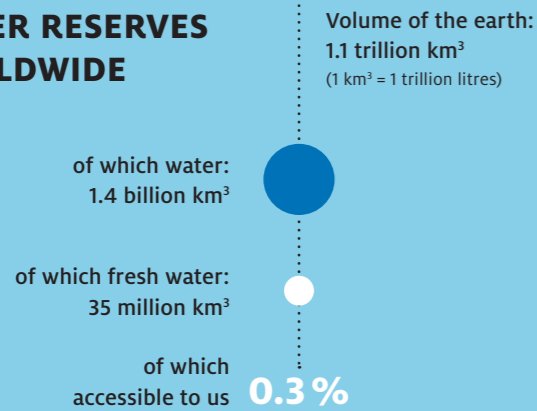
WATER CYCLE



Only 2.5 per cent of the world's water reserves are freshwater.



WATER RESERVES WORLDWIDE



About two thirds of the earth is covered with water. Most of it is salt water. Fresh water, on the other hand, accounts for only 2.5% of the planet's water reserves. And we can only really use 0.3% of this, for example as drinking water or to irrigate fields. The rest of the fresh water is in the Arctic and Antarctic glacier ice or is deep in the ground as groundwater.

Scarce commodity

Isn't it amazing that the water cycle ensures that the total amount of water in the world cannot be depleted? However, we must keep in mind that the amount of usable water is severely limited. If demand exceeds natural resources, freshwater will become scarce. One third of the world's largest groundwater systems is already under threat, and over four billion people live in countries with severe water shortages or water scarcity. In addition to Central and North African countries, Mexico, China and Southern Europe are also affected.

Added value for people and nature

Our ecosystems are also dependent on sufficient fresh water. Rivers, flood plains, lakes and wetlands are some of the most species-rich ecosystems in the world. At the same time, they store, filter and purify drinking water.

Our ecosystems are also dependent on sufficient fresh water.

However, freshwater also makes an important contribution to climate regulation, for example by binding methane and carbon - both substances contribute to global warming.

More nutrients, less oxygen

But it is precisely this ability that can also be the drinking water's downfall: if fresh water stores too many nutrients, it loses oxygen. This in turn leads to more algae and aquatic plants forming. This process is called eutrophication and means death for many aquatic species in the long term because the water quality deteriorates.

There are many causes, but in most cases humans are partly responsible: Untreated wastewater, nutrients such as nitrogen and phosphorus, which are found in fertilisers, or fish feed accelerate the process.

In organic farming, the use of fertilisers and pesticides is therefore strictly regulated in order to protect the groundwater.

So what is the Bell Food Group doing?

Food production is dependent on sufficient fresh water. Be it for watering fields or washing meat, fruit, vegetables and salads, or cleaning machines, equipment and production halls. As part of the food industry, the Bell Food Group is aware of the importance of sustainable

WHAT THE BELL FOOD GROUP IS DOING



Cooling with rainwater

The flat roof of the new deep-freeze centre in Oensingen is used to collect rainwater. Rainwater is collected over an area of 200 m² and channelled into a rainwater tank, from where it is used to cool recooling units or to release excess waste heat from the ammonia refrigeration system into the environment by evaporation via the roof.

Saving water with drip irrigation

100 per cent of the produce that Eisberg sources from suppliers in Europe comes from fields with a type of drip irrigation. With this precise irrigation method, small, controlled amounts of water are delivered directly to the roots of the plants. Compared to conventional irrigation systems, this method is not only economical but also promotes healthy plant growth.



Reusing cooling water

In Pfaffstätt, Hubers uses water to protect packaging systems, some of which operate at high temperatures, from overheating. Since 2023, this water is no longer channelled into the gully, but is used to pre-wash the live animal containers. This means that approx. 80,000 litres of water are saved every day.

-25%

Reducing wastewater

At Ali-Big in Brivio, the cleaning of wet production (e.g. tomato sauce) is highly water-intensive. With various measures such as consumption analyses, waterless cleaning tools and employee training, the water consumption per quantity of finished product was reduced by 25 per cent. This has also improved the quality of the wastewater so that the municipal limits can now be met.



Finding water leaks

The Basel slaughterhouse has been using a leak monitoring system since 2023. At night, when no water is being used, a system monitors vibrations to detect possible leaks at an early stage. No water flow means no vibrations, while their occurrence may indicate a possible leak.

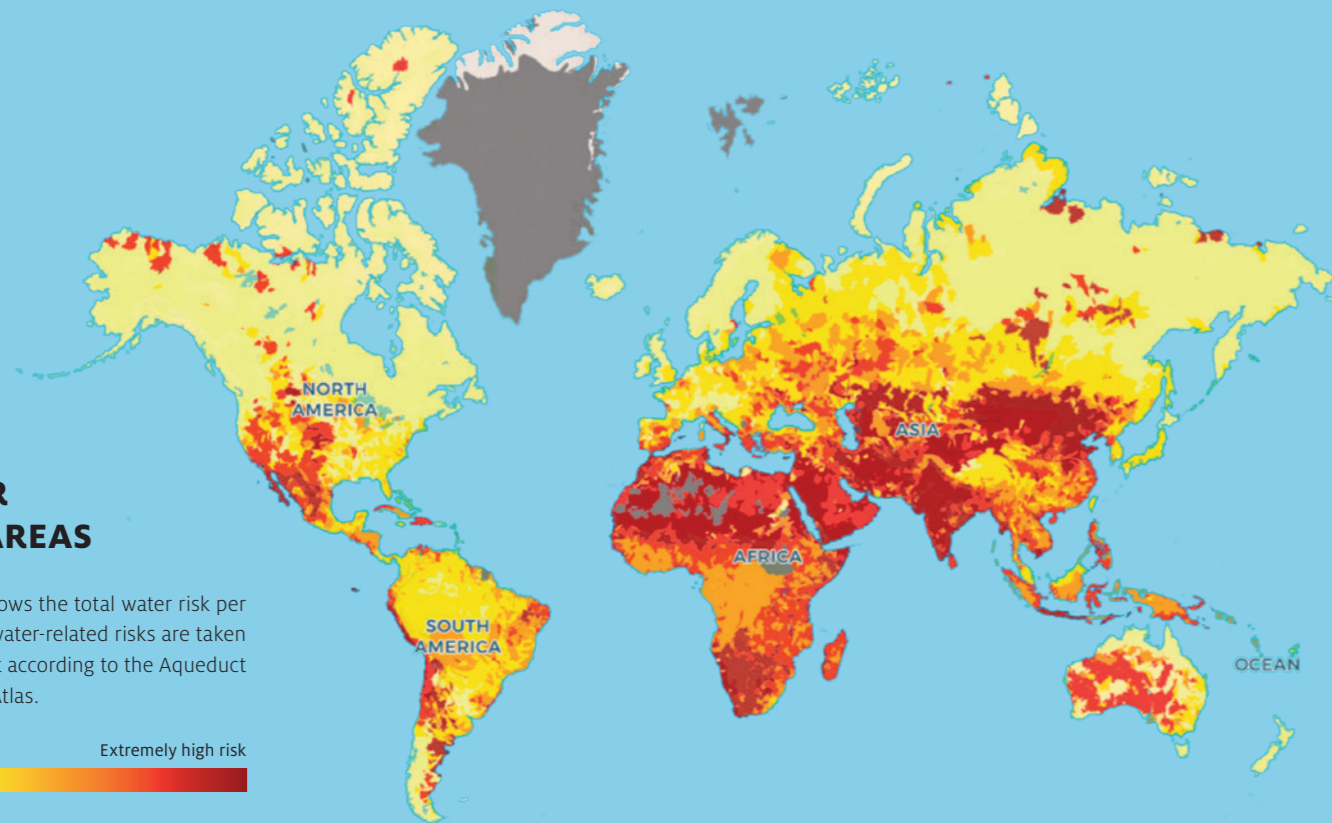
Pre-treat waste water

Wastewater in production plants is polluted to varying degrees depending on the process. If the water is highly contaminated, it must be pre-treated before it enters the sewage system. Slaughterhouses in particular have a high wastewater load, which is why various measures are taken to pre-treat the wastewater. For example, solids that accumulate in the water are sieved out and converted into energy in a biogas plant.



Looking to the future: Purifying water with ultrafiltration

A lot of fresh water is required for cleaning salads. Eisberg is therefore looking for solutions to treat this water so that it can be used again. One option that is currently being tested is purifying the water with ultrafiltration. The smallest particles are filtered out in the process. However, this method does not work for dissolved substances such as amino acids, which is why a solution still needs to be found. Eisberg is therefore currently unable to assess whether the method is economically viable.



WATER RISK AREAS

The map shows the total water risk per region. All water-related risks are taken into account according to the Aqueduct Water Risk Atlas.



food production. Only the careful use of limited resources such as water will secure the foundations of the entire industry in the long term. The Bell Food Group is fully committed to sustainable water consumption practices to ensure the quality and quantity of this vital resource in the long term. This commitment applies not only to our own operations but also to our entire supply chain.

The Bell Food Group aims to reduce its freshwater consumption by ten per cent by 2026. In farms in water stress areas, it should even be halved.

A key measure to achieve this goal is the establishment of a comprehensive monitoring system. The E3m energy management system is being rolled out across all Bell Food Group locations. In addition to heat and energy, the water consumption per location is also measured. The Bell Food Group uses the Aqueduct Water Risk Atlas to identify water risk areas in order to develop measures for the affected loca-

tions. There are currently also plans to calculate the water footprint of the most important products.

However, most of the measures are not taken at Bell Food Group level, but in the business units and at the individual locations, as various examples show. • sh

The Bell Food Group aims to reduce its freshwater consumption by ten per cent by 2026.

More information at Aqueduct Water Risk Atlas: www.wri.org/applications/aqueduct/water-risk-atlas



Beautifully arranged, it tastes even better

That's something to be proud of

Cooked with love for hours, but the dish just doesn't look good on the plate. For anyone who is familiar with this problem, here are a few professional tips from Besc Culinary Advisor Jeroen de Zwart. All easy to implement – for a great effect.



The burgeoning trend

They are small, fresh in colour and currently a culinary trendsetter. We're talking about edible sprouts, also known as microgreens or simply cresses.

As toppings in various shades of green, red or yellow and available in a range of leaf shapes, they are the perfect finishing touch to a beautifully presented plate. At the same time, they should also enhance the flavour of the dish.

The following applies: Microgreens with an acidic flavour go well with meat and fish. Sprouts with a nutty flavour provide a flavour boost to vegetable dishes. And the sprouts can even be used on desserts, although then it is best to choose sweet varieties.

Edible sprouts are grown from the seeds of various vegetables and other plants such as beans, red cabbage, sunflowers or buckwheat. If you can't find the right examples in the supermarket, you can also grow them yourself. The seeds germinate in a few days, for example on a windowsill. Peas, cabbage varieties and radishes are particularly suitable for beginners.



As a trained chef and Culinary Advisor at Besc, Jeroen de Zwart specialises in the latest food trends.

Totally twisted

Have you ever struggled with spaghetti or linguine that has shown its stubborn side on the way from the pot to the plate? Two tools that can be found in every kitchen, can be used to bring order to the pasta chaos: a spoon and a fork.

First lift the desired portion out of the pot with the fork and slowly turn it onto the spoon. Then carefully slide the resulting roll onto a plate. This method is suitable for both a rolled-up tower and a horizontal spiral.

The pasta rolls are best served with large cutlery, such as a meat fork and a serving spoon. Admittedly, it may take a bit of practice before you get the hang of it. But who would object to cooking – and eating – spaghetti several times a week if it's for training purposes?

Large cutlery is recommended for pasta rolls.





The right base

Flat or deep, white or coloured, square or round, all from one series or a colourful mix? When it comes to crockery, it's the personal taste that decides what goes on the table.

The colour trends for tableware include pastel and earthy tones.

But as in fashion, the same applies here: not every plate is suitable for every dish. So if you want to serve your meal beautifully, you should also choose the crockery with care. Different «bases» can achieve completely different results with one and the same dish.

Soup, for example. A dark-coloured stoneware bowl is ideal for setting the scene in a traditional way. If a more elegant look is required, go for a shallow white soup dish made of thin porcelain.

White is the classic crockery colour anyway, and you can't go wrong with it. The current colour trends also include pastel and earthy tones. Meat dishes are currently also popular served on a wooden or marble block – for an original and robust look.

Oval or rectangular plates also support the trend for the elongated arrangement of dishes. Deeper bowls make salads and pasta dishes eye-catching, for example.

When choosing a piece of crockery, it is also important to match it to the portion size. As a rule of thumb, plates or bowls should only ever be two-thirds full.

Good to know if you need to buy new crockery: be careful with shades of blue because they make many foods look less appealing.

The perfect finish

Just before serving, what belongs together comes together. But you can learn a lot from professional chefs. If you want a steak to look light and delicate, for example, you can cut it into thin strips. If, on the other hand, the dish is to have a coarser effect, leave the steak whole and serve it with a «knife in the back».

With regard to sauces, they are also preferably placed beside or under anything with a crispy crust. On the one hand, this looks better and on the other, it maintains the crispy consistency. Sauces such as chimichurri, on the other hand, can be placed on top of the meat when roasting.

Unwanted splashes of sauce can be prevented by holding a small plate under the spoon until it has reached the correct position above the plate. Soups flow smoothly into the bowl when poured from a container with a spout.

However, there is also a trend for deliberately spilling liquid components to achieve a casual look. This requires a little courage, for example when the sauce splashes onto the plate from a great height. But the result is much better than if you are too timid. • *mr*

It takes a little courage to spill on purpose.



Everything from fruity to crispy

Spring will be so colourful

A few crispy snacks at a picnic, a filling salad bowl for lunch, savoury ham for an aperitif with friends and trofie with pesto for dinner at an Italian restaurant – how nice it would be if everyone could try the new products from all the Bell Food Group countries.

But in LOOK! you can at least take a look. • *mr*



With the new pestos from Bresc, dishes can be served «tastefully».

Bresc

6 times the authentic Italian flavour

Since the beginning of March, Bresc has been delighting its foodservice customers with its new «Caponata», «Gremolata», «Aglie e Peperoncino», «Pesto all'Arrabiata», «Pesto alla Genovese» and «Vegan Pesto». The Hügli brand takes cooks on a culinary journey from Liguria to Sicily and helps them save time with its new fresh sauces and pestos.



Abraham

A hint of ham

With two new international ham specialities, Bell Germany is expanding its range of sliced hams (*Hauchschnitt* = wafer-thin slices) of the Abraham brand. The «Savoy ham» produced by Bell France and the Italian «Prosciutto Crudo» are traditionally matured on the bone and air-dried for several months.



hubers: snack it – love it

Snacks to fall in love with

Under the new own brand of hubers: snack it – love it, Eisberg Austria has two new products in its range: «Chicken Nuggets Pizza Style» and «Tortilla Nuggets». Both finger food innovations in the attractive triangular shape have a crispy coating and can be snacked on with or without a dip.



Eisberg Austria

Variety for the lunch break

Eisberg has been supplying the two new salad varieties «Rainbow Bowl», a colourful mix with sweet potatoes, beetroot and coleslaw, and the «Quinoa Nuss Bowl», which combines quinoa with vegetables and nuts, for the own brand of a large Austrian retail chain since February. At the same time, the «Hummus Hamshuka Wrap» – a flatbread with beef and the popular chickpea spread – was also added to the chiller cabinet.



Bell Switzerland

Grisons specialities in modern packaging

Bell Switzerland now presents four high-quality Grisons classics in a folding pack: «Trockenfleisch» (Jerky), «Bündnerfleisch» (Grisons beef), «Hobelfleisch» (thinly sliced air-dried meat) and «Bündner Rohschinken» (Grisons raw ham). In addition to three international cured hams, Grisons specialities are now also available in practical, resealable packaging.



Bell France

France meets Italy

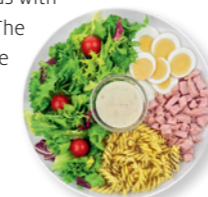
Since April, Bell France has been adding variety to aperitifs and picnics with its new «Jambon enrobé» specialities. With a seasoning of pesto or tomato and basil, both new hams have a delicious savoury flavour.



Iceberg Hungary

Salads to fill you up

Eisberg Hungary starts the spring with three colourful salad variations: «Tuna & bulgur», «Ham & egg» and «Chicken & pesto». All three varieties combine leafy salads with a source of protein and a filling side dish. The ready-to-eat trio therefore provides the ideal basis for balanced meals.



Eisberg Switzerland

Heaps of vitamins

This year, the Eisberg Switzerland team is whetting its customers' appetite for vitamins with six different fruit cups. From «Orange & Grape» to «Melon & Strawberry», there is a suitable mix for all fruit fans. And if you're more of a salad person, try one of the two new bowls, which contain a small portion of potato salad as well as crunchy leafy salads.



Hilcona

Finely floured, as if handmade

The new «Ravioli Bolognese» were added to the Hilcona Original range in retail in April. The speciality: Extra-thin pasta dough with a succulent Bolognese filling made with high-quality beef. In addition, the new Hilcona Originals seasonal concept brings even more variety to the plate. The «Mezzelune salmon» with a creamy filling of ASC smoked salmon with ricotta and mascarpone will be available from April to August.



Hilcona

Innovations for the highest catering demands

Since this spring, Hilcona has been offering its food service customers in Switzerland a number of salad innovations. One of the highlights is the «Asian tofu salad with carrots and edamame». The tofu comes from the company's own «Tofuerei» in Landquart. The people of Liechtenstein are also ensuring more organic quality on their plates with the new «organic lasagne» from Hilcona's Bio Cuisine label. It is made from fresh ingredients of the best organic quality and can be prepared in no time at all.



The Green Mountain

Vegan schnitzel alternative

The new «Hot N Cold Schnitzel» from Hilcona start-up The Green Mountain offers food service customers a purely plant-based alternative to the traditional real meat version. The savoury, crispy schnitzel is delivered deep-frozen. It can be prepared and served immediately after defrosting in a variety of ways, both hot and cold.



Hügli

For real time savings

Since the end of March, Hügli's new concentrated stocks have once again been supporting the catering trade in everyday kitchen work. «Beef stock», «Poultry stock», «Fish stock» and «Vegetable stock» are gently cooked from the best ingredients. Their concentrated flavour can be used to refine a variety of dishes in no time at all.



Bell for the little ones

Recently, «helpers on four paws» have been attracting the attention of the young target group for the Bell brand in Poland. The team has developed two new products especially for the cooperation with the popular cartoon series «Paw Patrol».

«Paw Patrol» is one of the world's best-known animated series for pre-school children. The adventures of the animal heroes are also very popular in Poland. A good reason for the local Bell team to cooperate with production and launch two licensed products in Poland.

As the new products are aimed at children, our colleagues paid particular attention to the composition of the ingredients during product development. Compared to the classic recipe, the «Salami» contains 40 per cent less fat and the «Ham Wiener» has a meat content of 90 per cent, while no additives such as colourings or phosphates are used. Parents of «Paw Patrol» fans can therefore put the new products in their shopping trolley with a clear conscience.



Service anniversaries and retirements from April to June 2024

«I've been working alongside my sister since day one»



Yvonne Bautista
40 Years of Service

Function: Company employee
Company: Bell Switzerland
Where: Zell



How did you come to apply for a job at Bell in Switzerland 40 years ago? Thanks to my sister, Beatrix Imer. At that time, Bell in Zell was still called «SEG-Poulets AG».

What has changed the most in 40 years? Digitalisation! From the paper form to the computer. At the time, there were only three people in the office (editor's note: in the administration office). Today I can't even remember how many people are there!

Is there anything in your day-to-day work that has remained the same over the years? Yes, I've been working alongside my sister since day one (laughs). I don't think anyone else has achieved that!

What experience from your career with the company will always remain in your memory? I think in the 1990s we were all afraid of bird flu. We also helped with the cleaning in between and cleaned

toilets or cloakrooms because there wasn't much demand for chicken meat. And then, of course, 2020 brought us the pandemic. But I'll also remember positive moments, such as the anniversary, fondly.

What do you enjoy most about your job today? It's not assembly line work, every day is different. I am really grateful. I've been doing my job for so long, it's a part of me.

Yvonne Bautista (left) and Beatrix Imer (right), has also been with Bell for 40 years*. The two sisters have been working together in the order picking department in Zell for 40 years.

* Beatrix Imer celebrated her 40th anniversary at Bell in Zell in February 2024 (LOOK! issue 4/2023).



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 28 June 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.