

# LOOK!

Bell Food Group Employee Magazine

03 2024



**We grow  
together**

**BELL  
FOOD  
GROUP**





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# Focusing on what makes us special

Dear Colleagues,

Over the past few months, I have had the opportunity to visit many of our locations and meet some of you in person. I was particularly impressed by your motivation and the great commitment you show every day. This is also confirmed by the results of our latest employee survey: you identify strongly with the company. This feedback makes me very happy and grateful. Because satisfied and committed employees like you are exactly what lays the foundation for our joint success.

**We must play to our strengths.**

But we're not going to rest on our laurels now. Because our goal is to keep improving, to make progress and to shape the future of the Bell Food Group successfully and safely.

We have good prerequisites for this. We have many years of experience, a committed and competent team and strong customer relationships. Within the group, we benefit and learn from each other. Having an organisation that is focused on business areas means we are faster, more agile and very close to the market compared to other competitors. But to really stand out, we need to focus on what makes us special: our production expertise, our relationships with the markets and our experience in sustainability and animal welfare. We need to capitalise on

these strengths in order to gain an advantage over the competition. It is up to us to further extend this lead and utilise it in a targeted manner.

It turns out that the effort pays off: we were able to gain market shares in all areas in the first half of the year. It is important to me to continue to pay attention to costs and only introduce processes that really add value to our business. It is important to me that the individual business units tackle their issues as locally as possible. It is often better to tackle challenges where they arise.

I am convinced that we will celebrate many more successes together and look forward to the second half of the year with confidence. Thank you very much for your daily commitment and passion. I look forward to meeting as many of you as possible in person during my next site visits.



Marco Tschanz  
CEO of the  
Bell Food Group

Best regards

Construction activities of the Bell Food Group

# Warning, building site!

The Bell Food Group is investing in its production facilities.  
Facts and figures on completed and ongoing construction projects.

## Hügli Switzerland Expansion in Steinach



Thanks to the expansion at Hügli in Steinach, a property that had been rented for years in St. Gallen, all employees now work at one and the same location. With the new building, the finer food production meets all the requirements for quality and processes and can be

described as state of the art. Lean processes allow capacity to be expanded to meet the ever-increasing demand for delicatessen products. Thanks to centralisation, transport routes are eliminated.

**Commissioning:** by the end of 2024

**And incidentally, Steinach is located directly on Lake Constance and geologically only slightly above lake level. The area must first be stabilised for all construction measures. To this end, 58 concrete piles with a length of almost 40 metres were placed in the ground prior to construction. Around 22 tonnes of concrete were used per pile to create a stable foundation capable of bearing the load of the building.**

## Eisberg Austria Production plant in Marchtrenk



The new production facility in Marchtrenk in Upper Austria comprises four production halls. The plant, which sets new standards in terms of sustainability, quality and production reliability, specialises in convenience

products. In addition to fresh-cut salads, fruit and vegetables, snack products, Bircher muesli creations and poultry convenience foods are also produced in Marchtrenk.

**Commissioning:** 2020

**In detail:** A state-of-the-art centre of excellence for fresh convenience products with its own 400-square-metre research and development department develops new products and researches sustainable packaging solutions. In addition to innovation, the main focus is on regionality. Local production with the highest possible seasonal use of local raw materials satisfies the demand for local products.

## Bell Switzerland

### Logistics centre (1), slicer centre (2) and deep-freeze centre (3) in Oensingen



The Südringstrasse site in Oensingen is home to a slicer centre, a logistics centre with a fully automated high-bay warehouse, and a technical centre with a restaurant, offices and social rooms. The new deep-freeze centre, which has been in operation since August 2023, replaces eight external and internal deep-freeze warehouses and reduces the previous CO<sub>2</sub> emissions by half. Most of the labelling and picking

processes for fresh, packaged products (with the exception of seafood) for retail are centralised in Oensingen. Focussing on a central location means the ordering time can be further reduced.

**Commissioning:** The plants will be commissioned from the end of 2025 and then gradually ramped up to full operation. The frozen food centre has been in full operation since mid-2024.

**Remarkable:** As the new plants in Oensingen will significantly change the logistics processes for the whole of Bell Switzerland, all the existing plants will be involved. In future, they will no longer supply customers directly, but the Südringstrasse site instead. They will therefore have to adapt their internal processes and align them with the new logistics centre.

## Bell Switzerland Cattle abattoir in Oensingen



The new cattle abattoir in Oensingen will replace the existing abattoir. Operations there have been running at full capacity for years. The old system has also reached the end of its planned

useful life. In terms of animal welfare, hygiene and processes, the new abattoir will set new standards throughout Europe.

**Commissioning:** by the end of 2025

**Did you know?** A variety of measures will ensure that stress is minimised for the animals before and during the slaughter process. The expertise of the American animal researcher Temple Grandin is being utilised. The renowned scientist, who is committed to animal welfare, shares her knowledge with meat processing companies all over the world. To calm the animals before slaughter, the new abattoir is cooled, which has a stress-reducing effect, especially in the summer months. A slight incline in the slaughter line gives cattle a sense of security. Attention is also paid to the colour scheme in the building, a non-slip floor, lighting and the quietest possible background noise.

Compared to earlier construction projects, which were realised in isolation by individual units, such projects now benefit from the knowledge and experience of the entire Bell Food Group.

## Bell Spain

### *Production plant for Serrano ham in Fuensalida*



As part of the Bell Group's growth strategy in Spain, which focuses on two main objectives – the in-house production of Iberian ham and Iberian sausages and increasing the production capacity of Serrano ham – the decision was taken to expand the production facilities. After several years of significant sales growth under the Sánchez Alcaraz brand, the company decided

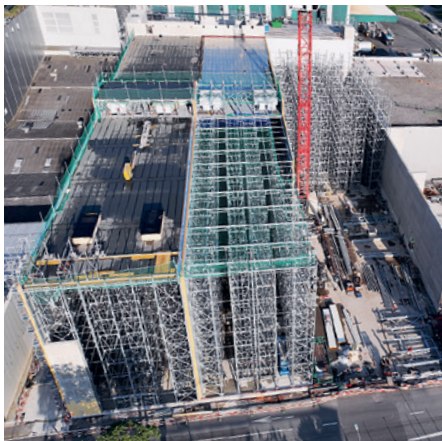
to purchase and build new factories in order to achieve these goals. In April 2017, the company acquired the drying plant for Iberian ham and sausage from Nobleza Ibérica in Azuaga. In the same year, construction began on a new plant in Fuensalida, which went into operation in the second quarter of 2019.

**Commissioning:** 2019

**Interesting:** Bell Spain produces Serrano ham in the new production facility, which covers an area of 26,000 square metres. Deboning takes place on 32 automated and 10 manual lines. The facility also includes two slice lines, 32 salting stations, 22 cellars and 10 drying rooms. The annual production capacity amounts to more than 1 million units.

## Hilcona

### *Extension in Schaan*



The expansion of the Hilcona plant in Schaan creates additional production space to increase capacity and create new product ranges. In addition to logistical improvements on the factory premises, the master plan provides for further investments to optimise the use of resources. This includes a new drainage concept

with a sustainable wastewater treatment plant and a photovoltaic system. The roof surface is extensively greened. The solar power is also utilised in building services, where heat pump heating systems and heat recovery systems provide heating or cooling as required.

**Commissioning:** first half of 2025

**Not to forget:** The roof structure is designed as a green meander roof. The reproduction of a winding river course delays the release of rainwater into the sewage system and relieves the burden on it. The extensive green roof stores rainwater and releases it slowly. Green roofs also have a positive effect on air quality and biodiversity, and provide a habitat for insects and other creatures.

From a sustainability perspective, the focus of construction activities is on increasing energy efficiency, utilising waste heat potential and using renewable energies.

How my Bell Food Group helps in everyday life at Eisberg Hungary

# ALMOST EVERYONE HAS INSTALLED IT



*The my Bell Food Group app has been rolled out at almost all locations – around 50 per cent of users have installed it. At the Eisberg site in Gyál, Hungary, the figure is over 90 per cent of the workforce. Laura Spielmann from the local project team reports on how they use the app in everyday life.*

#### **What is the added value of the app?**

Thanks to the app, we have fewer emails. We only use them for tasks. However, we now only send information via the app – and we can see directly how many employees we reach with it. This also means we have less paperwork, which makes us very happy from a sustainability perspective! Surveys are also a great way to collect feedback on various topics.

#### **What was the situation like before the app was introduced?**

We already had a chatbot, and we distributed important information by email and on paper in a designated area in the company.

#### **What is the app mainly used for?**

We share our shift plans via the app. This is particularly important to employees. We also use the app to share general information that affects all employees or photos and messages from colleagues.

#### **How have over 90 percent of the workforce come to install the app?**

Actually, it should be even more. Some colleagues are currently absent for longer periods due to illness or maternity leave. That's why we're not up to 100 percent yet (grins).

We held the launch and the first registration during our summer festival. That meant that everyone was on site, and we were able to help directly if anyone had problems.



Laura Spielmann works as Marketing and Communication Manager for Corporate Eisberg and also supports Eisberg Hungary on various topics.

#### **Any tips for locations with a lower activation rate?**

The information must be genuinely useful for employees. In addition, a personal presence and support from the company management is very important. If we don't use the app, we can't expect employees to use it either.

You also have to orientate yourself to the daily routine of the employees. We often publish our articles during the two breaks at 10 am and 1 pm. Shift changes are also a good time. We always publish shift information on Fridays.

#### **Were there any challenges?**

We already had a chatbot that the employees liked, and we had to convince them of the new solution. There were also mobile phone brands for which it was more difficult to download an app. And older people needed slightly more support than younger employees.

#### **What happens now?**

I would like to integrate more internal processes in the app. Fortunately, we have the support of our employees. Now that the app has become part of their everyday life, I plan to ask them for feedback soon, and there will also be an opportunity to collect ideas here for features or processes they would like to see integrated. • sh

# WARMEST CONGRATULATIONS

## ON A SUCCESSFUL COMPLETION



**Hilcona**

Left to right: Bruna Pereira, Jennifer Külling, Valentina Blumenthal, Gian Kunz (white shirt). Front row: Jan Hagmann, Florin Nold, Davide Zicchillo. Back row: Agon Bajrami, Juan Riveiro, Denys Tarasenko

**VALENTINA BLUMENTHAL**

«I particularly remember the campaign with the Christmas parcels. It made me proud to see that we could make other people happy.»

**JENNIFER KÜLLING**

«My tip to the new trainees: pre-grades are everything. Even if it's tedious, make an effort at school, because when it comes to graduating, you'll be less stressed if you already have good grades.»

**GIAN KUNZ**

«I liked the variety of the six departments, as I was able to familiarise myself with many tasks and gain experience. I was particularly proud when I received my EFZ. My advice to future trainees: Be polite and enjoy your time. I was surprised at how quickly the training went by and how much I learnt.»



**Bell Germany**

Left to right: Cinja Janssen, Lisa Jürgensen and Maximilian Pietrass. Not in picture: Vanessa Bley, Fynn Noormann and Justin Schelte

**JULIA KIRN**

«Training as an industrial administrative assistant is the perfect way to start your career. In three years, we got to know different departments, processes and backgrounds, which is invaluable for our future careers.»

**CAMELIA PARASCHIVA**

«Studying at Hügli was an exciting journey full of valuable experiences. My tip: Always be interested and open to new ideas, actively ask questions and get involved!»

**JAN HAGMANN**

«I particularly liked the variety in the different areas and the chance to get to know Hilcona in depth. The apprentice event, where we had to create and present a burger, remains a special memory for me, especially because of the recipe book. My advice to future trainees: stay committed to school for a successful apprenticeship.»

**LIVIA SCHWENDENER**

«I enjoyed the apprentice camps because they strengthened our team spirit and we had great experiences. The department changes were also valuable, as I was able to learn a lot. I particularly appreciated the warm-heartedness and helpfulness of the departments.»



**Eisberg Switzerland**  
Sara Tomic

**The outgoing apprentices**

They completed their training in summer 2024

<b>Eisberg, Dällikon (CH):</b>	<b>Bell, Edeweck (DE):</b>
<b>Sara Tomic</b> • Industrial administrative assistant EFZ	<b>Vanessa Bley</b> • Specialist in Food technology
<b>Hügli, Radolfzell (DE):</b>	<b>Bell, Seevetal (DE):</b>
<b>Dennis Foos</b> • Warehouse logistics specialist	<b>Cinja Janssen</b> • Dual student of business administration/industrial administrative assistant
<b>Alexander Götting</b> • Mechatronics Engineer	<b>Lisa Jürgensen</b> • Industrial administrative assistant
<b>Nina Heidemann</b> • DH study programme Business Administration Industry	<b>Maximilian Pietrass</b> • Dual Student Business Administration/ Industry clerk
<b>Julia Kirn</b> • Industrial administrative assistant with an additional international qualification in Business Management	<b>Hügli, Steinach (CH):</b>
<b>Judith Künz</b> • Industrial administrative assistant with an additional qualification in International Business Management	<b>Fabrice Betschart</b> • Industrial administrative assistant EFZ
<b>Leo Meindl</b> • Mechatronics Engineer	<b>Bleron Hebibi</b> • Logistician EFZ
<b>Camelia Paraschiva</b> • DH study programme Business Administration Industry	<b>Meltem Önel</b> • Industrial administrative assistant EFZ
<b>Sinah Sprissler</b> • Industrial administrative assistant with an additional qualification in International Business Management	<b>Silvan Schawalderv</b> Food technologist EFZ
<b>Vanessa Wildschütz</b> • Industrial administrative assistant with an additional qualification in International Business Management	<b>Florian Thomi</b> • Logistician EFZ
<b>Hilcona, Schaan (FL):</b>	<b>Bell, Basel (CH):</b>
<b>Valentina Blumenthal</b> • Industrial administrative assistant	<b>Fabian Bee</b> • Business IT Specialist Data Science
<b>Jan Hagmann</b> • Food technologist	<b>Monica Fankhauser</b> • Industrial administrative assistant EBA
<b>Jennifer Külling</b> • Industrial administrative assistant	<b>Lilian Keil</b> • Student of Business Administration Human Resources Management
<b>Gian Kunz</b> • Industrial administrative assistant	<b>Miguel Kestenholz</b> • Computer Scientist Application Developer EFZ
<b>Florin Nold</b> • Automation technician	<b>Butrint Nazifi</b> • Industrial administrative assistant EFZ
<b>Juan Riveiro</b> • Plant Operator	<b>Bell, Oensingen (CH):</b>
<b>Livia Schwendener</b> • IT Intern ICT	<b>Mike Allemann</b> • EBA mechanical technician
<b>Denys Tarasenko</b> • Plant Operator	<b>Allan Barbosa</b> • EFZ meat specialist
<b>Davide Zicchillo</b> • Logistics	<b>Fawad Haidari</b> • Meat specialist assistant EBA
<b>Hilcona Taste Factory, Landquart (CH):</b>	<b>Jana Kullacova</b> • Logistician EFZ
<b>Agon Bajrami</b> • Logistician	<b>Muhamad Muhamad</b> • EFZ production mechanic
<b>Belmin Hodzic</b> • Logistician	<b>Anna Piaseczna</b> • EBA food technologist
<b>Bruna Pereira</b> • Food practitioner	<b>Christian Savoldi</b> • Meat specialist assistant EBA
<b>Bell, Harkebrügge (DE):</b>	<b>Lars Scheduling</b> • Production mechanic EFZ
<b>Fynn Noormann</b> • Industrial mechanic	<b>Bell, Zell (CH):</b>
<b>Justin Schelte</b> • Electronics technician for industrial engineering	<b>Alessio Arieta</b> • Cook EFZ
	<b>Curt Francis</b> • Plant operator EFZ
	<b>Abdullah Jalali</b> • Specialist in operational maintenance EBA
	<b>Nikola Stoilov</b> • EBA food technologist



**Bell Switzerland**

Left to right: Abdulla Jalali, Monica Fankhauser, Allan Barbosa, Lilian Keil, Mike Allemann, Fawad Haidari, Butrint Nazifi, Christian Savoldi, Alessio Arieta, Muhamad Muhamad. Not in picture: Miguel Kestenholz, Fabian Bee, Nikola Stoilov, Anna Piaseczna, Lars Scheduling, Jana Kullacova, Curt Francis

**FABRICE BETSCHART**

«What I liked best was the diversity in the company, as I was able to visit all departments and thus experience a great deal of variety.»



**Hügli Germany**

Left to right: Leo Meindl, Alexander Götting, Julia Kirn, Judith Künz, Sinah Sprissler, Vanessa Wildschütz



**Hügli Germany**

Left to right: Camelia Paraschiva, Nina Heidemann

**SINAH SPRISLER**

«My training period was characterised by special experiences such as the learner event, my stay abroad and the Outward Bound (team-building trip). Thanks to Hügli and lots of special people, I was able to get to know an entire company, manage projects and grow both personally and professionally. The time flew by, and I really appreciate every experience, everything I learnt and the new friendships I made.»

**JUDITH KÜNZ**

«I am proud of our development during the training programme, especially the time abroad, which allowed me to grow both professionally and personally. My advice to future trainees: be open to new experiences and tasks. Curiosity and a willingness to learn are crucial for your development.»



**Hügli Switzerland**

Left to right: Bleron Hebib, Silvan Schawalder, Florian Thomi, Fabrice Betschart, Meltem Önel

**MELTEM ÖNEL**

«I would advise future trainees not to stress themselves out. At Hügli, I learnt everything I needed to start my working life.»

**FLORIAN THOMI**

«The interaction with the apprentices was very good, there was never too much pressure at work and the working atmosphere was excellent. It was fun to work independently and I appreciate the versatility of the job.»

**WELCOME IN PROFESSIONAL LIFE**

**The new apprentices**

They started their training in summer 2024

<b>Eisberg, Dällikon (CH):</b>
<b>Masukwa Joel</b> • Food trainee EBA
<b>Veseli Leonit</b> • Logistician EFZ
<b>Hajo Rohin</b> • Industrial administrative assistant EFZ
<b>Hügli, Radolfzell (DE):</b>
<b>Mohammad Alabassi</b> • Machine and plant operator
<b>Ariane Dosch</b> • DH degree programme in Business Administration Food Management
<b>Malina Egle</b> • DH study programme Business Administration Industry
<b>Antonio Grassi</b> • Machine and plant operator
<b>Leonie Grunick</b> • Industrial administrative assistant with an additional qualification in International Business Management
<b>Lea Kaletta</b> • DH study programme Business Administration Human Resource Management
<b>Paul Kuschminder</b> • Industrial administrative assistant with an additional qualification in International Business Management
<b>Yannis Kutscher</b> • IT specialist in system integration,
<b>Mia Thoma</b> • DH study programme Business Administration Industry
<b>Hilcona, Schaan (FL):</b>
<b>Tazio Jeremia Althaus</b> • Logistics
<b>Mirjam Andenmatten</b> • Food technologist
<b>Katalin Agnes Boronkay</b> • Food technologist
<b>Simon Elia Congiu</b> • Industrial administrative assistant
<b>Matteo Julian Gstöhl</b> • Industrial administrative assistant
<b>Leon Michael Idler</b> • Logistics
<b>Nicole Magisano</b> • Industrial management assistant
<b>William Munksgaard</b> • Information Technology ICT
<b>Nando Antonio Potenza</b> • Information Technology ICT
<b>Vaia Potolidis</b> • Food technologist
<b>Hassan Sas</b> • Grocery practitioner
<b>Hilcona Taste Factory, Landquart (CH):</b>
<b>Elion Mecinaj</b> • Logistics
<b>Abraham Weldedaniel</b> • Logistics
<b>Bell, Harkebrügge (DE):</b>
<b>Jonas Fey</b> • Warehouse logistics specialist
<b>Lucas Poppen</b> • Electronics technician for industrial engineering
<b>Daria Sulima</b> • Electronics technician for industrial engineering
<b>Bell, Seevetal (DE):</b>
<b>Gabriel Michaelis</b> • Industrial administrative assistant
<b>Thorben Nühse</b> • Industrial administrative assistant
<b>Finn Schmidtke</b> • Dual student business administration/ industrial administrative assistant

<b>Hügli, Steinach (CH):</b>
<b>Mattia Altavilla</b> • Food technologist EFZ
<b>Ruben Barros Ruben</b> • Logistician EFZ
<b>Dominic Meier</b> • Food technologist EFZ
<b>Felipe Salguero</b> • Industrial administrative assistant EFZ
<b>Alea Sherifi</b> • Industrial administrative assistant EFZ
<b>Bell, Basel (CH):</b>
<b>Ege Aksin</b> • Automation technician EFZ
<b>Leo Balaszkeskul</b> • EFZ Production Mechanic
<b>Mathys Buser</b> • Automation technician EFZ
<b>Csilla Demenscu</b> • Food technologist EFZ
<b>Jeremias Ender</b> • Student Business Administration Human Resources Management
<b>Samira Hasler</b> • Industrial administrative assistant EFZ Services and Administration
<b>Brian Kihara</b> • Computer Scientist EFZ Application Development
<b>David Leon Brülisauer</b> • Industrial administrative assistant
<b>Samuel Pischel</b> • Production mechanic EFZ
<b>Florian Rickenbacher</b> • Butcher EFZ
<b>Arianit Selimi</b> • Computer scientist EFZ Application Development
<b>Artur Steer</b> • Student Data Science & AI
<b>Bertalan Szabo</b> • ICT specialist EFZ
<b>Sheila Theurer</b> • Meat specialist assistant EBA
<b>Borja Troncoso</b> • Butcher EFZ
<b>Sebastian Wittlin</b> • Automation technician EFZ
<b>Bell, Zell (CH):</b>
<b>Fynn Bracher</b> • Cook EFZ
<b>Bell, Oensingen (CH):</b>
<b>Deniz Biret</b> • Production mechanic EFZ
<b>Roni Dakaj</b> • EFZ Production Mechanic
<b>David Gygax</b> • Butcher EFZ
<b>Oliver Husi</b> • Butcher EFZ
<b>Arvanit Krasniqi</b> • EFZ production mechanic
<b>Kylie Rodrigues Maías</b> • EBA food technologist
<b>Mayooran Mahendran</b> • Meat assistant EBA
<b>Florian Nussbaum</b> • Butcher EFZ
<b>Luca Ulber</b> • Logistician EFZ
<b>Geiser, Schlieren (CH):</b>
<b>Kosta Meyer</b> • EFZ meat specialist
<b>Sasa Trisic</b> • EFZ meat specialist

Modern recruiting inspires candidates

# Successful with an active approach

The Bell Food Group has adopted a new approach to improve its recruitment: active sourcing, i.e. actively approaching suitable candidates.

Maria Horvath set up the division in February 2023. In the LOOK! interview, she explains what is behind this modern way of recruiting.



Maria Horvath, Talent Acquisition Manager at the Bell Food Group in Basel

### What do you mean by «Active Sourcing»?

«Active Sourcing» is the modern way to find suitable candidates. We actively search for the right people for a position and then approach them directly via various channels. In the past, you simply advertised a position and waited for someone to get in touch. That was something that might have worked well ten years ago. Today, however, the labour market situation has changed. There are far more vacancies than there is available skilled labour. If you are looking for a job, you can often choose between several offers. We are here to inspire potential specialists for our company.

«Today, the labour market situation has changed.»

### How does the candidate search work?

Firstly, we receive the requirements from an HR or specialist department that is looking to fill a vacancy. Then we start the search. An important source for us is the professional social network LinkedIn, which has over 24 million users in the DACH region alone. The platform's filters help us to narrow down potential specialists by skills, experience and location as we need them. We then use the network's messaging function to write to the people we consider suitable. We let them know that we would like to talk to them about an exciting position at the Bell Food Group. If they are interested, a telephone call follows, during which it quickly becomes clear whether the person contacted might be suitable for the position. If everything goes well, the recruitment process continues.

### So you say right from the start which company is involved?

Yes, exactly. And that is also very well received. People are delighted that they are being approached directly by the company that is looking for them and not by an agency. Some people tell us from the outset that they don't want to work with agencies. As an internal department, we definitely have a big advantage here. It's important to remember that most of the people we approach aren't even aware yet that they want to apply. So

we still have to awaken the motivation for a change. That's why we do a lot of marketing for our jobs and our company.

### After a year and a half, are you already able to judge how successful this active approach is for you?

The success rate is very high. We have successfully filled more than 60 positions that our team has taken on, 19 of them through our «Active Sourcing» approach. This has enabled us to save several hundred thousand francs in external headhunting costs. We were able to close

«The success rate is very high.»

Not just doubled, but tripled since February 2023: Pietro Calvagna (left) and Cédric Martin join Maria Horvath's team, both as Talent Acquisition Specialists.



the remaining positions just as successfully with our support for passive job advertisements.

**«We are currently planning the relaunch of our careers website.»**

Challenges in the search arise, for example, in the SAP area or in less attractive locations. However, we were also asked at short notice to find someone directly within a week, which we managed to do. On average, the so-called «time

to hire», i.e. the time between the start of the search and acceptance, is around ten weeks. I think one of our success factors is our modern and very personalised approach. When searching, for example, we switched to the «informal you» form of address. We get a lot of positive feedback for this.

**Which areas are you active in?**

Last year, we started with «Active Sourcing» for IT. This was very successful and we were able to fill many positions, especially here in the Swiss market. Our team has now grown to three people: Cédric Martin, who focuses on recruiting for production and technology, joined the team in April 2023. He was followed in May by Pietro Calvagna, who focuses on IT and HR. We are currently limiting our active sourcing approach to German-speaking countries. We certainly still have a lot of potential and will hopefully be able to utilise synergies in other areas in the future.

**Once again with the best**

The Bell Food Group received the Best Recruiters Award for the third time this spring. It won in the food and consumer goods manufacturing category and received the gold award. It moved up nine places from last year to 17th in the overall ranking for Switzerland and Liechtenstein.

Best Recruiters has been testing the recruiting measures of top employers in the DACH region since 2010 and now publishes the most comprehensive scientific recruiting study in the German-speaking world. In the 2023/2024 academic year, the team of experts collected data on over 320 criteria relating to the application process.



Döne Bal, Finn Kröling and Margarita Steg from HR Bell Switzerland received the Gold Seal for Best Recruiters in the overall ranking of food and consumer goods manufacturers in Switzerland and Liechtenstein in April 2024.

**The Bell Food Group has once again received the Best Recruiters Award. What does this award mean to you?**

We are very proud to have won the industry award again this year. We also use this in our job advertisements, among other things. Our aim is to climb into the top ten in the overall rankings for Switzerland and Liechtenstein. We also work together with the experts from Best Recruiters and get tips on what we can do better. We still see potential in our careers website, for example. To this end, we are planning a relaunch with a more modern appearance, including more image and video material. We also want to communicate more about how we work and show how we combine enjoyment from high-quality food, state-of-the-art production processes and an approachable management style with flat hierarchies in an international group. We are currently working on this. • mr



The Bell Food Group is increasingly becoming one big family

# We grow together

Six business divisions, 15 countries, 65 locations and more than 13,000 employees – if the Bell Food Group were a jigsaw puzzle, there would be a lot of pieces to put together. The beauty of it: this puzzle is a joint project in which everyone contributes to making one piece fit into another. You don't have to look far for good examples of this. •mr

**The goal: many individual parts are to become one big whole.**

In recent years, there have been many firsts in the group of companies that we now call the Bell Food Group. The first new members outside Switzerland, the entry into the convenience segment, the first joint trade fair appearance, the establishment of cross-group competence centres, and the first locations to launch TopX. And there are countless other premières that could be added to this list.

This was accompanied by the first encounters between people who did not even know each other or who had previously only met as customers, suppliers or competitors.

The goal was clear from the outset: from these many parts, a great whole should emerge. A group with shared values, in which networks are formed and synergies are utilised effectively. It is a family that not only grows together, but should grow together as well.

Today, many hands are working on putting this puzzle together. Group-wide projects as well as cooperation between individual business units or departments contribute to this. LOOK! has compiled some of them.



BELL FOOD GROUP



**Hügli Food Industry**  
**When everyone benefits**

The merger with Hügli in 2018 provided the members of the Bell Food Group with an internal source for salad dressings, flavourings and sauces in the form of the Food Industry division.

A new situation that initially presented both sides with a number of challenges. The business units were to give up long-standing supplier relationships in favour of the new group member, and Hügli's food industry experts did not know what to expect in terms of, for instance, quantities or product development processes.

«The ice had to be broken first,» reports Francesco Poerio, Head of Marketing Food Industry at Hügli. «But we all quickly realised the added value of belonging to a group.»

What began with the first kick-off meetings and the exchange of product lists has now developed into a comprehensive collaboration between Hügli's Food Industry team and the business units of the Bell Food Group.

«It started with the exchange of product lists.»



Francesco Poerio,  
Head of Marketing Food Industry at Hügli

For example, Hilcona receives dressings, sandwich sauces and muesli flakes from its sister company. Hügli even purchased a stick filling line to supply Eisberg with portion-sized salad dressings.

The business units benefit from the high culinary standards, the strong customer focus and the many trendy ideas that the food industry colleagues present to them at the regular innovation meetings.

«In return, the expertise we gain from the close collaboration is very valuable to us. This gives us deep insights into the production processes that we are denied by third-party customers,» explains Ana Argudo, Key Account Manager Food Industry at Hügli.

For her and Francesco Poerio, one thing is certain: the joint projects and intensive dialogue have brought the participants ever closer together over the past few years, so that they now feel like they belong to one big family.

**The export organisation**  
**A joint international presence**

Coordinating activities, sharing information and establishing contacts - this is a brief summary of the export organisation's tasks.

Comprising one member from each of the export departments of the Bell Food Group's business units, it has been responsible for optimising the Group's international business for the past five years.

The team members meet three to four times a year, either physically or virtually, to discuss business developments over the past few months, current market developments or new topics.

«But we also pick up the phone in between. As we know each other very well, we already know which colleagues can help with which issues», reports Daniel Böhny, Head of the Bell Western/Eastern Europe Division and the export organisation. «It is important to realise that we are only door openers for each other. Each unit then conducts the negotiations for itself. But it helps that we are all part of a large group.»

The example of the SIAL food trade fair in Shanghai at the end of May this year shows how closely the business divisions have networked through this coordination centre. As a company with a strong export business, Bell France had a stand at the exhibition - but not without first informing the other business units and offering to include their products and services in the discussions with customers.



Daniel Böhny,  
Head of Export Bell International

**Eisberg in Austria and Poland**  
**Problem solving via short official channels**

What do you do when the construction of a new salad line is in full swing, but the customer requests an early start date for a new innovative salad bowl? The Eisberg site in Marchtrenk found an answer to this question this spring with colleagues in Poland.

Without further ado, Managing Director Bartosz Brzoza promised his Austrian colleague Franco Mühlgrabner the support of his team. And so the Legnica site took over the production of the BBQ Mix 500 g salad bowl for the large German retailer REWE from mid-April to the end of May.

«Franco Mühlgrabner naturally informed REWE of the short-term relocation of production to Poland», reports Dominik Reichinger, Sales Manager Fresh Convenience at Eisberg Austria. «But everything went so smoothly that the customer didn't even notice.»

Even though such situations occur very rarely, Eisberg is well prepared for them: Twice a year, for example, the Marchtrenk site in Austria and the Gyál site in Hungary rehearse mutual contingency by taking over individual items in production as part of their emergency concept.

«The real-life situation in spring showed us how well the teamwork in our group works», says Dominik Reichinger.





Anuga

**«We were a different Bell back then»**

*In 2013, the former Bell Group presented itself together for the first time at the Anuga trade fair in Cologne. Stephan Holst, Head of Marketing at Bell Germany, who was in charge of the presentation at the time, looks back.*

**What was special about the Bell Group's first joint trade fair appearance?**

Back then, we were a different «Bell» with a clear focus on meat and sausage products. We presented the product brands Bell, Abraham, ZIMBO, Mssieur Polette and Hoppe. Our stand team came from all the Bell countries at the time, and some of our current colleagues came by as customers, such as Christian Guggisberg, then Head of Purchasing at Coop and now Head of Eisberg Switzerland.

**Were there any differences in the preparations?**

As in previous years with Abraham, my colleague Annett Illig and I were responsible for the entire organisation in 2013. This, of course, required a little more coordination. This was

the first time we had worked together with Davide Elia and Nicole Schaad from Bell's head office, who provided us with the roof for the stand with the claim «Quality connects – the brands of the Bell Group» from Basel, among other things. From the first trade fair together until today, things have fortunately always run pretty smoothly. However, I can still remember one small incident. Due to a door that could not be opened, my boss at the time and an important buyer were temporarily locked in the stand's meeting room.

**How have the stand concept and the collaboration developed so far?**

The stand has changed significantly over the years, and has become increasingly attractive with stations for live cooking and tastings. And even though the collaboration with everyone involved was great right from the start, it has also evolved. After several joint projects in recent years, the trade fair teams from the various units of the Bell Food Group now feel almost like members of a family.

**«The joint trade fair appearances have always gone smoothly.»**



Stephan Holst, Head of Marketing at Bell Germany

Personnel Development  
**The management workshop**

Since 2022, the Bell Food Group has relied on the management workshop, among other things, to promote and network managers.

«We launched this programme because we wanted to offer our junior managers real prospects for their further development in our company in times of a shortage of skilled workers», reports Endrik Dallmann, Head of HR at the Bell Food Group.

The second group of ten started this spring. Like their predecessors, they spend a year and a half learning the tools of the trade for the next steps in their careers.

In addition to courses for all the participants in the group, this also includes individual elements such as coaching or mentoring. The programme also includes meetings with managers from the Bell Food Group, who provide members with insights into their day-to-day work.

At the start, the respective management workshop also receives a project assignment from the group management. The first group successfully developed a concept for a «Diversity and Inclusion» programme with a focus on promoting women in management positions. The programme is now being successfully im-

**«They receive the tools they need for their future careers.»**

plemented. The second group is now looking at how the Bell Food Group can double the number of its apprentices and dual students by 2026.

«We deliberately chose challenging questions that are important for the Bell Food Group to answer. In addition, these topics give the participants visibility in management, for example through the presentation of the project results at the Management Summit», explains Endrik Dallmann. «A very important factor in the management workshop is also the networking between the participants, which promotes further integration in our company.»

The management workshop is a good example of how further training strengthens cohesion within the Bell Food Group - but of course not the only one. «For many years now, we have been organising further training courses with the Bell Food Group's HR development team to enable colleagues from different business units and locations to meet, exchange ideas and network», says Endrik Dallmann.



Left to right: Katrin Beutelschiess, Kolja Stolze, Aleksandra Rowicka, Tim Loitzenbauer, Nomi Lageder-Wieser, Sybille Rausis-Cer, Marie-Sophie Regueiro, Sandra Virginia Wohlwend



**TopX  
Drawing on the  
knowledge of others**

One of the prime examples of how the Bell Food Group is growing together is the TopX programme. All plants with over 50 employees are already integrated in the process and work together across the board.

This also benefits newcomers like Geiser in Schlieren. The team at the supplier of meat products for the catering industry only launched in March this year, but is already working flat out to reach its milestone.

«From our experience, we know that locations that are now being added achieve results very quickly because they benefit from the standards that have been set», says Michael Baumann, Head of the Bell Food Group's Top Excellence Programme. «The standards include, for example, the visualisations and meeting structure in shop floor management, which can be adopted one-to-one by new companies.»

The next step is to roll out the programme in plants with a lower number of employees. The Spanish site in Casarrubios del Monte will be the pilot operation for this. A simplified concept is currently being developed for this



Michael Baumann, Head of the Bell Food Group's Top Excellence Programme

and other smaller locations, which will ensure, among other things, that those responsible are not overloaded. This is because one person often takes on several functions.

With the new TopX platform, the participants now also have a tool for sharing best practice examples and documents in particular. «We make sure that information is posted there that can be reused by others in the community», explains Michael Baumann. «This gives the companies enormous advantages in their core business, and at the same time we are growing even closer together thanks to this platform.»

Another new feature of TopX is the award ceremony at the Summit in November. Successful projects are honoured in the categories of occupational safety, quality, performance and costs. In addition, the reuse category is the supreme discipline, because TopX is all about helping others with your own projects and actively promoting the group concept. Another incentive to continue working together on the Bell Food Group's continuous improvement process.

**Bresc**

**Making the best possible use of the Group's experience with TopX**

*After the Bresc Team started working on continuous improvement in the operational area in 2020, it then launched TopX in 2022. Site manager Arno Dominicus and TopX expert John Bosch report on their experiences with the programme.*

«The TopX methodology quickly proved to be more thorough for us than our original concept. By also including areas such as procurement, HR, sales and product development, TopX goes beyond the purely operational business, which strengthens the overarching cooperation.

Exchanging knowledge is something that is very important to us. This means constantly looking for good examples from practice, and we find that this need is also being experienced by our other colleagues. We are lucky in that there are already many experienced people within the group, and we try to make the best possible use of this experience.

In addition to the meetings at the annual Top X Summit in Basel, we have also had several opportunities for direct exchanges locally. For instance, we have already visited the Bell Switzerland location in Zell, where we gained a good impression of their optimised production process and knowledge in the field of water treatment. During visits to the Hilcona locations in Schaan and Landquart, one of the things we experienced was a fast KAIZEN method, which we then successfully introduced in our own company.

In addition, the Hügli TopX Community also has its own exchange platform that enables us to reach each other better as a group and to help each other. This has resulted in a good cooperation and knowledge sharing.

Our conclusion: There is already plenty of knowledge in the Bell Food Group, which is for us an opportunity to continue to improve and innovate ourselves.»

*Arno Dominicus, site manager Bresc, and John Bosch, TopX expert*



Arno Dominicus, site manager Bresc



John Bosch, TopX expert

**Jack Daniel's Championships**

**Together at the BBQ Olympus**

When more than 40,000 visitors gather in the small town of Lynchburg in the US state of Tennessee, that means it's time again for the «Jack Daniel's World Championship Invitational Barbecue», one of the most renowned BBQ competitions in the world. Joining «The Jack» this October: the «Bell's 1869 BBQ Team Switzerland» with concentrated meat and barbecue expertise from the Bell Food Group.

Philipp Glauser, Head of Culinary Advisors at Hügli, and Davide Elia, Head of Corporate Marketing & Communication at the Bell Food Group, came up with the idea for this year's participation. «We were standing together at a trade fair once, and remembered that we met at 'The Jack' in 2015. We were in agreement: we ought to do that again», says Davide Elia. «If enough qualified Bell Food Group specialists make themselves available, then it should be done.»

And that's what is going to happen: Philipp Glauser from Hügli and Jeroen de Zwart from Bresc, plus Lorenz Wyss and Jan Schemmer from Bell Switzerland, supported by the external BBQ experts Ueli Bernold, known as Grill-Ueli, and Peter Spörndli, will dedicate themselves to the competition in perfect teamwork.

«Everyone involved has been very excited for weeks, because we're in it to win», says Philipp Glauser with a twinkle in his eye. «We think we have a particularly good chance in the 'Cook's Choice' category, in which we are competing with a Zürcher Geschnetzeltes.»

To ensure that all the other dishes are also cooked to perfection, there will be several meetings beforehand to plan everything meticulously. Because on 11 and 12 October, the «Bell's 1869 BBQ Team Switzerland» will require the closest cooperation.

Incidentally, the team will be posting all the latest news in the My Bell Food Group app during their trip to the USA. This means that all colleagues at the Bell Food Group can join in the virtual excitement.



On track

# Sustainability can be measured

If it has sustainability on it, you can be sure fine words are usually not far behind. But sustainability can be measured in black and white. Three key figures that exemplify what is measured and where the Bell Food Group stands today. • *ap*

If sustainability is to be made tangible, key figures play a central role. They represent a measurable parameter and result from the objectives derived from the Sustainability Strategy 2022-2026. At the Bell Food Group, sustainability is recorded and measured using more than 50 key figures. Each key figure is linked to a target.

Measurable goals allow an objective assessment that is not influenced by a person's personal judgement. It can also be used to determine progress.

A large number of employees in the various business units of the Bell Food Group companies are responsible for the regular reporting of the various key figures. These employees work in areas such as controlling, production, sales and procurement. The data is recorded and collected centrally before being processed into numerous analyses and reports and used as a basis of information for internal and external stakeholders.

But how can sustainability be measured in the actions of a company like the Bell Food Group and described in concrete figures? Using the example of three key figures, we show which target is being pursued, which measures are being taken to achieve it, and which challenges need to be dealt with.

**The Bell Food Group measures more than 50 sustainability indicators.**

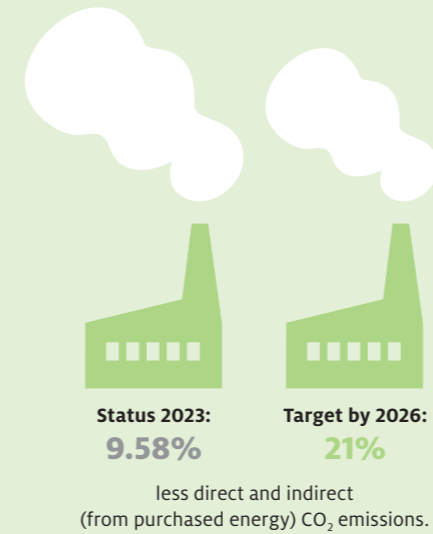
## Personal commitment to sustainability

Take a deep breath and get some fresh air if all the numbers are making you dizzy. It is easy to forget that even supposedly small actions that cannot be measured in figures have a positive effect. This could be, for example, cycling to work, using water sparingly or having a paperless office. There are virtually no limits to personal initiatives, and all in all, there is great potential in the supposedly small things that everyone can utilise to make their actions in and around the workplace more sustainable.

## Reduction of greenhouse gas emissions

The Bell Food Group will reduce its own greenhouse gas emissions and those from purchased energy by 21% by 2026. The annual reduction target is 4.2% and was narrowly missed in 2023 with a reduction rate of 3.6%. The switch from fossil fuels to renewable energy is a key factor in achieving the target.

At present, 29 solar power plants are in the planning stage or have already been built. High-pressure heat pumps, which are replacing existing oil heaters for hot water generation in production, are one of many examples of how CO<sub>2</sub> emissions can also be reduced with efficiency measures. The utilisation of waste heat from refrigeration systems or the use of new, more efficient production systems can also make a significant contribution to reducing emissions.



**Status 2023:** 0.27% **Target by 2026:** <1%

Food waste for products that have already been manufactured and packaged. The target was reached in 2023.

## Less food waste with ready-to-sell products

Any item of food that ends up in the bin is one too many. Although the majority of losses occur in the downstream value chain and with consumers, food waste also occurs where food has already been produced and packaged but is not sold for various reasons. Misplanning, overproduction, but also overstocking or an error in production or in the packaging process can be reasons for this.

This means that the goods are unsaleable and have to be sold elsewhere, donated or, in the worst case, even disposed of. Bell Food Group has set a target to reduce the amount of unsold food produced to less than 1% by 2026, which it already achieved in 2023 with a food waste rate of 0.27%. Conversely, this means that more than 99% of the products manufactured are sold. This proportion of food waste is to be maintained in the coming years.

## More label certification for animal welfare

Labels provide support when purchasing and indicate added value. For the animals, this means improved housing conditions, such as more space, exercise or daylight. Labels create trust. In order for consumers to be able to trust a label, an independent body must check whether the respective labelling guidelines are being adhered to by farms.

The Bell Food Group is committed to continuously expanding its range of animal and plant-based labelled products with proven added value. One of the challenges here is to communicate to the consumer why a higher price can be justified. In procurement, Bell has set itself the goal of having 37% of all animal raw materials certified with an animal welfare label by 2026. In 2023, the label share was already 34.78%.



Special cuts can also be successfully prepared using the sous vide method

# THAT TRICK WITH HOT WATER

«Frying a flank steak or braising ox cheeks? Bound to fail!» Anyone who wants more confidence when preparing meat should try the sous vide method. With this variant of low-temperature cooking, even inexperienced cooks can achieve tender pieces of meat with an intense flavour. • *mr*

Preparing food «sous vide», i.e. «under vacuum», is not a new trend. Back in the 1970s, the French chef George Pralus had dishes cooked slowly in hot water in airtight packaging, and so is generally regarded as the father of this method.

**Amateur chefs have also discovered sous-vide for themselves.**

Refined further and further, it has become increasingly popular in recent years, especially for preparing meat in food services.

Amateur chefs, however, have long since discovered this process for themselves.

And for good reason, because there is hardly any other cooking process that preserves the flavour so authentically and intensively. Spices, herbs and other flavour carriers also provide additional aromas. It also retains more nutrients and tenderness than other cooking methods, especially for meat.

This is all due to the fact that sous vide cooking involves slowly bringing food to the desired core temperature in a water bath at low temperatures. Temperatures usually do not exceed 100 degrees. Often, the cooking times are several hours.

The water bath ensures that the heat is applied very directly and evenly to meat, fish, vegetables and fruit. If roasted flavours and crispy crusts are desired, the food is briefly and quickly fried, grilled or caramelised after the end of the sous vide process.

There are practical kitchen aids, such as vacuum sealers and sous-vide cookers, for both airtight packaging of food and constant temperature water baths. But the method can also be tried out without additional equipment. LOOK! has collected a few tips for this.



## FROM BEEF BRISKET TO CARROTS

As well as short roasts such as steaks, the sous vide method is ideal for all cuts with a high collagen content, such as ox cheeks or beef brisket. This is because the long cooking time allows the hard collagen to turn into creamy gelatine, which makes the meat juicy and tender.

This also makes sous-vide the perfect method for any special cut that you would otherwise not dare to attempt for fear of a tough result.

Vegetables and fruit such as carrots, beetroot or broccoli as well as plums, peaches or strawberries are also suitable for sous vide cooking. This allows you to create completely new taste experiences, as in this case no flavours are washed out by the water.

## BAG IT UP

The first step in sous vide cooking is vacuum sealing the food. If you don't want to buy a special device for this, you can also use a plastic ziplock bag. To do this, seal the bag to about one centimetre and carefully lower it into a large pot of water. Once the air has completely escaped due to the water pressure, you can close the ziplock. When choosing a bag, it is important to ensure that it is food-safe and heat-resistant.

### Tip:

Many butchers or meat departments in retail stores also have vacuum sealers and can pack the desired piece airtight directly when you buy it.

## BRINGING ADDITIONAL FLAVOURS TO THE FOOD

Sous-vide cooking is ideal for flavouring meat with spices and herbs, for example. You can actually put anything in the bag that is used for seasoning in a normal kitchen.

But beware: season a little more carefully overall, as the flavours are much more stable with this method. In many recipes, a little oil or butter is also added.

Food processors with a cooking function can also be used for sous vide cooking.

**TEAMWORK BETWEEN POT AND THERMOMETER**

The sous vide method is all about bringing the food to the desired core temperature. Devices such as sous-vide cookers or sticks are available on the market for this purpose. But it also works with the equipment that is available in most kitchens anyway: a large cooking pot, a meat thermometer and an oven with convection function.

**Tip:**

Food processors with a cooking function are also suitable for the sous vide method, because they can also keep water at the desired temperature.

The water is heated to the desired temperature in the pot. The oven is also preheated to this temperature. Then place the bag with the food in the water so that it is completely surrounded by it. If it floats, it can be weighted down with a weight.

Now place the sealed pot in the oven. Don't worry if the oven can only be set in increments of ten: a few degrees less or more won't really do any harm. If you have a wireless roasting thermometer with an app, you can vacuum seal it right along with the meat.

This means you can always keep an eye on the core temperature. Otherwise, the water temperature can also be checked from time to time using a conventional thermometer.

**TOO LONG IS NOT AN ISSUE**  
The cooking times and temperatures for the sous vide method depend on factors such as the type of meat, the cut and the size of the piece. The basic rule is that the water should always have the desired core temperature so that the meat is slowly heated to this temperature.

Information on this can be found on the Internet for almost any cut. Now comes another major advantage of the method. Once the meat has reached its core temperature, it is almost impossible to overcook it. This is why the method is so suitable for preparing a meal, as the meat simply remains in the warm water until the dish is ready.

**OUR EASY-TO-FOLLOW TIP: HANGER STEAK SOUS VIDE**

**Ingredients**

- 1 hanger steak (approx. 600 g)
- 1 clove of garlic
- 2 sprigs of rosemary
- a little butter or olive oil
- 1 pinch of salt

How it's done: Cut the meat into two pieces along the middle tendon, and completely remove it. Rub the two pieces of meat with the crushed garlic clove, then season with a little salt, place in the bag together with the fat and rosemary and vacuum-seal. It becomes particularly flavourful when marinated overnight in the fridge.

Heat a pot of water to 47 to 58 degrees depending on the desired degree of doneness of the finished steaks (lower for rare, higher for medium). Place the vacuum bag inside and cook in the oven at the appropriate temperature for about six hours. Depending on the kitchen equipment, sous-vide or steam cookers can of course also be used for these steps.

Then remove the meat, pat dry with kitchen paper, and sear briefly on all sides over a high heat. Leave to rest for a while so that the meat juices can redistribute, then serve.

**THE HOT FINALE**

After the cooking is before the grilling, roasting, baking or caramelising. This is because most foods still require a sizzling finish, which creates savoury roasted flavours or a crispy crust. Any method that can generate high heat is suitable for this.

Previously you could take your time, but now speed is of the essence. This is because the meat is only roasted very briefly so that it does not overcook. It is best to dab it briefly with kitchen paper beforehand so that the surface is nice and dry.

**Tip:**

The meat juice that has formed in the bag, with its equally intense flavour, is the perfect basis for a suitable sauce.





Colourful variety for cooler days

# The autumn trends of the year

While vegan smash burgers are conquering the catering industry, raclette is experiencing a revival with new ingredients. And of course, salads and fruit remain popular sources of vitamins in the cooler months of the year. Varied enjoyment never goes out of fashion. • *mr*

## Bell Switzerland Served up for a gathering

Bell invites its Swiss customers to get together with family or friends around the raclette. The new «Cervelini», «Chipolatas» and «Burger» from the «Raclette Edition» provide variety straight from the table grill. The new «Cordon Bleu» also proves that raclette cheese is not only a hit as a topping, but also as a filling.



## Bell Switzerland A touch of the crunchies

Those who like it crispy on the outside and juicy on the inside can look forward to two more new products from Bell Switzerland this autumn. «Pork Nuggets» are a new, crispy version of this popular snack made from the best Swiss pork. The mini burgers impress with their combination of the best Swiss beef and a savoury bread coating. Also great on a party buffet or simply for a snack: the new, slightly spicy «Cevapcici» with fruity jalapeños and creamy Cheddar.

## The Green Mountain Zero meat – really smashed

With the «Plant-based Smash Burger», the Green Mountain is giving its food service customers a new vegan highlight on the menu. The patties are flattened on the hot plate during preparation. The larger surface area creates a caramelised crust and an intense flavour. Really delicious!



## Eisberg Austria Getting fruity

Eisberg Austria is adding colour to the retail trade. The three new fruit trays «Pineapple», «Mango» and «Green Mix» are presented in yellow, orange and green to match their contents. Everything is ready to go, so all you have to do is grab the extra portion of colourful vitamins.

## Eisberg Switzerland More than just a salad

Whether for an autumn BBQ or a picnic in the forest – the new «Pumpkin & Goat's Cheese» salad bowl is a fresh, filling accompaniment for many activities. In addition to roasted butternut squash and creamy fresh goat's cheese, juicy, sweet grapes add a special kick to this salad creation.



## Hügli Now concentrate!

Hügli is giving its food service customers more room for creativity with four new concentrated stocks made from boiled broths. «Beef stock», «Poultry stock», «Vegetable stock» and «Fish stock» are already on sale in the DACH region and are now to be rolled out in the other Hügli sales countries.



Honoured by the  
«Lebensmittel Zeitung»  
**Abraham is a  
2024 top brand**

Good news for Abraham:  
The brand was named  
«Top Brand 2024» for the first time  
by «Lebensmittel Zeitung».



The market research institute CPS GfK analysed the preferences of German customers for the «Lebensmittel Zeitung» newspaper using a large-scale consumer panel. The survey analysed criteria such as sales development and the number of buyers of around 5000 product brands. The result: Abraham gained around 885,000 new buyers last year, an increase of twelve percent.

**Twelve percent more buyers for Abraham**

The fact that Abraham is one of the «Top Brands 2024» has also been demonstrated since July by the folding packs, which now bear the award on the front. As such seals increase awareness, they are likely to attract even more new customers. • *mr*

Customer diversity in the Bell Food Group

# Satisfied customers become partners for life

From celebrity get-togethers to leisure parks: the Bell Food Group's customers are as diverse and innovative as the products it supplies them with. A small selection from the large variety of customers. - ap

Eisberg in Austria, Poland, Romania, Switzerland and Hungary

**McDonald's – the family restaurant with a history**

In the late 1970s, when there were only a few companies like Eisberg, the employees in the restaurants cut the salad themselves. For reasons of food safety and traceability, and because of the effort involved for restaurant staff, McDonald's began ordering pre-cut salad from Eisberg. Today, anyone ordering a burger in Switzerland, Poland, Austria, Hungary, Romania or Moldova bites into crisp lettuce leaves from Eisberg.

It is very important to McDonald's that the customer has the same experience every time they visit the restaurant. As it is a product that grows outdoors, the employees at Eisberg have to work particularly carefully to ensure that the end products are consistent in terms of quality and flavour with every delivery.

«It always makes me a little proud when I buy a burger in a country that we supply. Even if the proportion of iceberg on a Big Mac is not that high, a Big Mac without Eisberg is not a Big Mac!» says Ronni Diepstraten.



Eisberg in Romania

**Kaufland – one of the leading retail chains in Europe**

The German retailer Kaufland opened its first shop in Romania in 2005. Today, it has around 180 supermarkets in the country and is one of the most relevant retail brands in Europe with more than 1,500 shops. Nicoleta Scarlat, Sales & Marketing Manager at Eisberg in Romania, says: «Over the years, Kaufland has proven to be one of our top 3 customers and one of the most open to new ideas and developments.» The supermarkets in Romania and Moldova stock the full range of Eisberg products such as salad mixes, salad bowls, unwashed salads, and dressings.

Nicoleta Scarlat sees the challenges for the company primarily in the Romanian infrastructure and the availability of raw materials. «However, our success rate of over 90 percent makes us proud,» she says, and she is pleased about the long-standing cooperation with Kaufland. «We have been supplying Kaufland since day one in Romania, and for us the company is the true definition of a partner.»



Bell in Germany

**The Sansibar – probably the most famous restaurant on the island of Sylt**

The Sansibar and the North Sea island of Sylt simply belong together. The celebrity hangout is also known as «Germany's most northerly ski lodge» due to its down-to-earth appearance. With around 410 seats – inside and out – the Sansibar is probably the best-known restaurant on Sylt, an island with long beaches and impressive nature.

**Proven collaboration for more than 15 years**

The collaboration between Bell Germany and the renowned restaurant has been proving its worth for more than 15 years. The rustic and cosy atmosphere of the restaurant, the culinary offerings and the fantastic view of the North Sea have made it a popular destination not only for celebrities. In the middle of the dunes, the Sansibar offers an incomparable mix of pub and fine dining restaurant. Farmer's and cottage ham as well as Spanish Iberico ham from Bell are not only enjoyed by the rich and beautiful, but also by all the gourmets of the world on what is probably Germany's most beautiful island.



Bell in Switzerland

**ATP tournament Swiss Indoors – the world's elite on the tennis court**

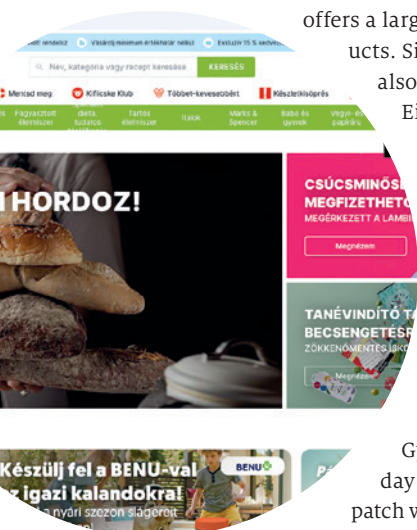
The world's best tennis players meet every autumn at the Swiss Indoors Basel. It is the third largest indoor tournament in the world and attracts an international audience to the city on the Rhine. Bell products as well as those from Hilcona and Hügli find their way to the tennis spectacle via Transgourmet. «This is a very special occasion for us. Friendships have developed from the long collaboration. We do everything we can to make the spectators feel comfortable,» says Marcel Allemann, Head of Food Service and Industry Sales.

Products such as sausages, hot dogs, pulled pork, canapés and various ingredients for sandwiches are delivered to the various catering areas at this major event. «It is therefore quite possible that tennis players are able to enjoy our products,» says Micha Roth, Project Manager Marketing Services. One of the biggest challenges is the fact that barbecues are not permitted in the hall. «Our pre-grilled bratwurst is only warmed up at the event, but it has to taste like fresh from the grill,» says Marcel Allemann. The figures show that the taste is right. Last year, around 7500 Bell sausages were served to visitors, helpers and – who knows – perhaps one or the other tennis legend at the Swiss Indoors. Good to know: Bell not only serves up tasty dishes, but has also been an official partner of the Swiss Indoors since the first tournament in 1970, and remains so to this day.



Eisberg in Hungary  
**Kifli – Hungary’s  
 online grocery for freshness  
 and quality**

Kifli.hu is Hungary’s leading online grocery shop and has set itself the goal of delivering quality and freshness to its customers’ doors. Founded in 2019, the company offers a large selection of almost 14,000 products. Since mid-2020, the Kifli range has also included numerous products from



Eisberg. «Our best-selling products are those in the premium segment – washed baby leaves, organic baby leaf mix, sliced iceberg and our premium double-portion salad mixes. Our Eisberg Chicken Caesar salad bowl is one of the best-selling items, and we recently introduced Eisberg salad oils and ready-to-cook mixes,» says Key Account Manager Gábor Győry. Around 5000 shipments per day are processed in Kifli’s large dispatch warehouse in Budapest.

Gábor Győry cites the above-average control criteria when it comes to product quality as a challenge for Eisberg. In some seasons, when extreme weather conditions have a greater impact on the quality of the raw materials, additional measures must be taken to fulfil these criteria, with the quality teams on both sides working closely together.

Hügli in Austria  
**Lagardère Travel Retail  
 Austria – the travel companion  
 with good taste**

The aim of Lagardère Travel Retail is to create an unforgettable shopping experience for travellers at the airport. In Austria, Lagardère Travel Retail Austria specialises in the catering sector. The company is represented at the country’s most important airports and railway stations in Vienna, Graz, Salzburg and Innsbruck with 33 outlets and around 480 employees.

Hügli in Austria has continuously intensified its cooperation in recent years. The supply of fresh Besc products and basic products, which make an essential contribution to simplifying kitchen processes and thus guarantee optimum results for the end customer, is increasing. «In addition to the airport outlets, we also supply staff restaurants and many other organisations,» says Wolfgang Eder, Key Account Manager at Hügli.



Hügli in Germany  
**Europa-Park – the leisure experience  
 with addictive potential**

Germany’s largest theme park, Europa-Park in Rust, has been voted the best amusement park in the world several times. Every year, it attracts over six million visitors, particularly from Germany, France and Switzerland. And there are plenty of different restaurants waiting for visitors to fortify themselves for the fun.

Every year, 1.6 million burgers are served at Europa-Park, 600 tonnes of chips are deep-fried, 52 tonnes of Bolognese sauce is seasoned and 378,000 pizza slices



**EUROPA PARK**

are baked. Hügli and its Besc products have been providing a well-rounded flavour for five years. They are used in the amusement park’s catering for various recipes and dishes and thus contribute to the unforgettable experience at Europa-Park. «We are currently tasting our new fondant concentrates and the new products Glace de Viande, Demi-Glace and Brasato al Barbera,» says Jean Philippe Yannic, Sales Manager B2B Food Service Field Service Germany, of the partnership between Europa-Park and Hügli.

Service anniversaries and retirements from October to December 2024

## «We even folded the boxes ourselves»

### 40 Years of Service

*Benno Eggenschwiler*

**Position:** Former CFO, CIO, today IT mandates

**Unit:** Eisberg

**Where:** Dällikon



*Nadine Groell*

**Position:** Order picking employee

**Unit:** Bell Switzerland

**Where:** Basel



*Eva Mayer*

**Position:** Machine operator in the can packing department

**Unit:** Inter-Planing (Hügli)

**Where:** Langenhaslach

**How did you come to apply for a job with your employer 40 years ago?**

**Nadine Groell:** I completed an apprenticeship as an «étalière» (charcuterie saleswoman) in France. My neighbours, who both worked at Bell, advised me to apply for a job at Bell and I was accepted as a sales assistant in the «Centralhalle» in Basel. When the shops were sold, my boss offered me a job in production.

**Benno Eggenschwiler:** I knew the son of the owner at the time, who asked me if I would help set up the first computer system in the small production company. I used it to finance my studies. I never had to apply. Introducing computers on a greenfield site appealed to me and was exactly my passion.

**What has changed the most in 40 years?**

**Eva Mayer:** A lot of things used to be done manually. We filled, packed, labelled and even folded the boxes ourselves. Today, robots have taken over most of the tasks. Our work now consists mainly of testing, monitoring and documenting. In the past, we also used to mix two ready-made mixtures together for a soup and only then did we bottle them. Today we no longer mix anything and only fill ready-made blends.

**What has remained the same over the years?**

**Benno Eggenschwiler:** The daily pressure of ultra-fresh production has remained exactly the same, the time windows have hardly changed. The much-mentioned shortage of skilled labour has always been there; there have never actually been enough skilled workers. We always had to train them ourselves in our own company.

**Eva Mayer:** The demand for cleanliness and hygiene has always been very important to us. But whereas we used to clean all the machine parts by hand, we now have an industrial dishwasher that makes our work much easier.

**Are there any people with whom you have worked particularly closely?**

**Eva Mayer:** Although we are both from the same place, I only really got to know my colleague Mrs Bauer here. We worked together for 38 years and became friends. She retired last year, but we talk on the phone regularly or meet up for a walk, and then I tell her what's new at work.

**What experience will you always remember?**

**Nadine Groell:** To mark Bell's 150th anniversary, the fresh meat site organised an excursion to the Cité du Train in Mulhouse with a tour and dinner. I still remember it well. The whole factory was there!

**What do you enjoy most about your job today?**

**Nadine Groell:** I am proud to be a part of Bell. It is a reputable and sustainable company that has offered me job security for 40 years.

**What advice would you give your younger colleagues?**

**Benno Eggenschwiler:** Take every opportunity to do further training. The profession you have learnt will change by the time you retire. Invest in your health. If you have the opportunity, reduce your journey to work – the time and costs saved are always yours.

The full interviews with the two celebrating their anniversaries will be published on the my Bell Food Group website in the next few weeks.





# What did you like best?



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

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**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 13 December 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.