LOOK!

Bell Food Group Employee Magazine

04 2024





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Putting people at the centre, today and tomorrow

Dear Colleagues,

The labour market is in flux. We also feel this at the Bell Food Group. Skilled labour is becoming scarcer, and at the same time the demands on employers are changing. But we also need to keep an eye on demographic trends. In the coming years, for example, many colleagues will be retiring – and we need to think about their successors today.

Because as a craft business, characterised by small batch sizes and a focus on quality, we will continue to rely on the expertise of people in the future. Automation can support us, but it will never replace the people who make the difference with their experience and passion. It therefore remains a key task to attract, promote and retain talent in the long term – whether as learners, specialists or future leaders.

We want to grow in basic training and double the number of apprentices. Last year, the management workshop focussed intensively on how we can achieve this goal. The first measures will be implemented in 2025.

After completing their apprenticeship, young specialists have numerous options for further professional development. The variety of tasks, product ranges and geographical locations that we combine in the Bell Food Group offers numerous prospects. In this way, we enable career paths that are as individual as the people who follow them.

You can also subscribe to LOOK! online, read or download at **look.bellfoodgroup.com**

Imprint Magazine for the employees of the Bell Food Group, 4 issues per year, no. 4/2024, December 2024, 30th volume. Publisher: Bell Food Group Ltd, Elsaesserstrasse 174, 4056 Basel, Switzerland. Address: Bell Switzerland Ltd, LOOK! editorial office, P.O. Box 2356, 4002 Basel, Switzerland. Tel.: +41 58 326 2447, look@bellfoodgroup.com, www.bellfoodgroup.com. Editorial team: Sara Heiniger (sh), Head. Editorial support: Michaela Rosenbaum (mr), Adrian Portmann (ap). Photos: cover and p. 14, Georg Kritsch, Salzburg (Autriche); p. 11, Florian Moritz, Sissach (Switzerland); pp. 6-9, Eduardo Elia, Muttenz (Switzerland); pp. 23 & 24, atelierkorak ag, Riehen (Switzerland). Design: oblògrafik, Olten, Switzerland. Image editing: Proacteam AG, Allschwil, Switzerland. Print: SWS Medien AG PriMedia, Sursee, Switzerland. Printed on FSC paper. Changes of address: Please contact the responsible HR office or personnel department. For me personally, the last six months in my new role as CEO have been a time full of new impressions and valuable experiences. I have known the Bell Food Group for many years and have been able to witness how commitment and collegiality characterise the success of our company. In my new role, I felt this spirit

again. Thanks to your support and commitment, we have been able to hold our own in a challenging market environment and set an important course for the future. For this I would like to thank you!

As the year draws to a close, I would like to wish you a relaxing and reflective time with your loved ones – no matter how you spend these days. Above all, I wish you health, happiness and a successful start to the new year. Let's tackle 2025 together with vigour and confidence and continue to shape our future successfully.

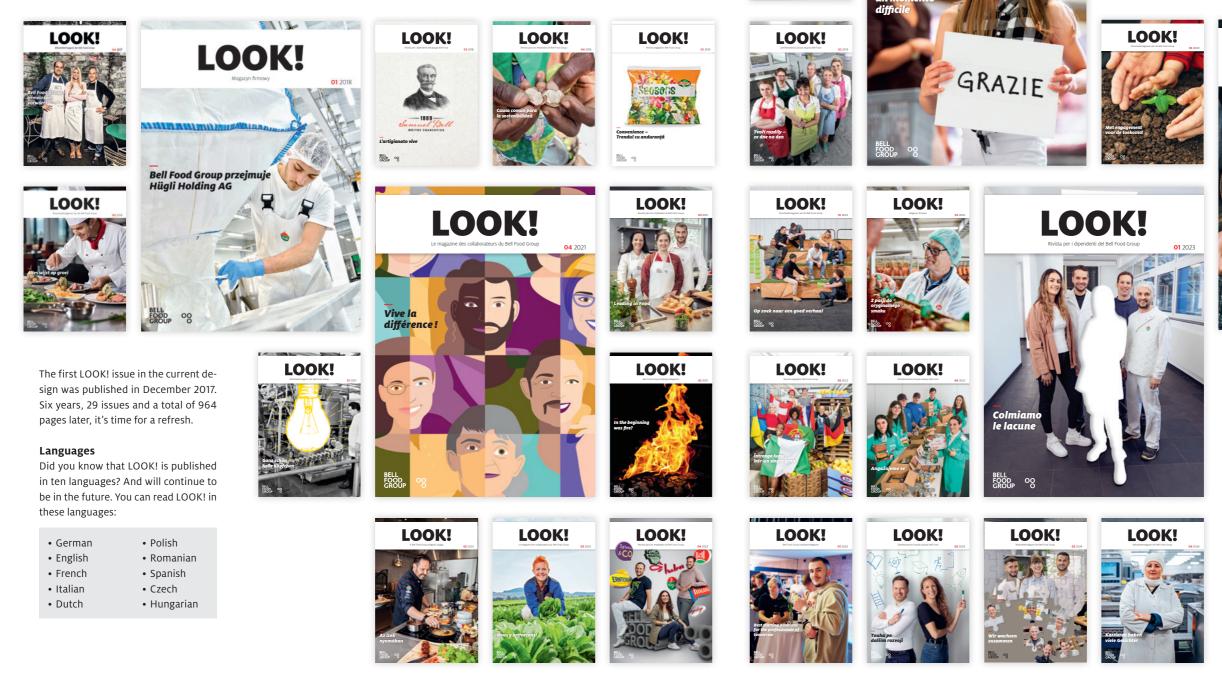
Marco Tschanz CEO of the Bell Food Group

Best regards

How LOOK! will continue from 2025 onwards

A new chapter

Magazine update on the horizon: From 2025, LOOK! will appear in a new guise. The design is becoming more modern and we will be focusing even more closely on the design of our articles. LOOK! will be published three times a year, but with more pages in each issue. • *sh*



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LOOK! wins the «Goldene Feder» (Golden Pen) of the SVIK Awards 2024

Once a year, the Swiss Association for Internal and Integrated Communication (SVIK) honours work in corporate communication with the «Goldene Feder» award. This year, LOOK! secured the «Goldene Feder» and took first place in the «Employees' magazines and publications» category. LOOK! particularly impressed the jury at the awards ceremony with its range of articles. The editorial team was particularly pleased about this. The editorial team attaches great importance to ensuring that LOOK! reflects the diversity of the Bell Food Group and appeals to a diverse readership.



New release dates

Things will start in April: The first issue of LOOK! in the new look will be published in mid-April 2025. Issue number two will follow in mid-September and the third in mid-December, shortly before the end of the year.





Excellent improvements

Debut at this year's TopX Summit: The TopX Best Practice Awards were presented for the first time at the end of November. Particularly successful projects were honoured in the following categories «Occupational safety», «Quality», «Performance» and «Costs». The prizes were awarded by CEO Marco Tschanz. • mr

A key point in the TopX process is to learn from the findings of others. As a result, the teams have recently started to share their best practices on the new TopX platform. There are now more than 170 projects to copy.

The TopX core team selected four successful projects.

The TopX core team recently selected five successful projects from this pool of

good ideas.

«The jury's work was not easy for us because there are now so many great examples throughout the Bell Food Group that improve our processes», reports Michael Baumann, Head of the Bell Food Group Top Excellence Programme. «The five award-winning projects – the prize for «occupational safety> which we awarded twice - particularly impressed us with their high level of reusability.»

The winners were honoured at the TopX Summit on 22 November 2024 in Basel. CEO Marco Tschanz presented the awards in the categories «Occupational Safety»,«Quality»,«Performance» and «Costs». They will now remain with the winning teams for a year and will be passed on to the next team as challenge cups at the TopX Summit 2025. Then a fifth prize is to be added for the supreme discipline of «reusability».

Michael Baumann says: «After the successful first round, we hope that the number of good practices will continue to increase in the coming year and that we will be able to support each other more and more in our joint improvement process.»

And the winners are ...



From left to right: Marco Tschanz, Benjamin Stalder, Michael Blösch, Tania Gerling, Petra Woodtli, Anita Mathys, Gilles Zangger, Christina Steiner, Franck Schell

«Performance» category

Understanding processes with ease

With a playful approach, Bell in Switzerland has improved employees' understanding of the interrelationships in production and thus increased the quality of shop floor meetings. A marble run was used to simulate the individual process steps and their interrelationships in training sessions. The transferability of the project under the leadership of Benjamin Stalder was also directly demonstrated. The training courses have already taken place in three business units at eight Bell Food Group locations.



«In the <Performance> category, the Bell project emerged as the winner from 44 good practices on various topics and contents. The team showed what creative and original training on the subject of shop floor meetings can look like. Training on a topic is perfect. In my opinion, it

is essential to experience something in practice and thus understand the meaning behind it. This motivates and improves performance. In addition, this best-practice example can be easily copied by other works thanks to its detailed elaboration.»

Klaus Machtlinger, jury member in the «Performance» category and TopX Coordinator, Eisberg



From left to right: Marco Tschanz, Rainer Fischer, Andreas Röben

Category «Occupational safety»

Relief for the back

Employees at the manufacturing plant in Edewecht, Germany, can now move transport trolleys from A to B without straining their backs and at the same time have a better view of cross-traffic. This is thanks to the addition of so-called ergo bars to the scooters. Bending down to push the boxes is now a thing of the past. The team led by project manager Thomas Plaggenborg has thus developed a simple and cost-effective solution as part of the TopX programme that prevents both back problems and accidents at work.

Fewer danger spots

Hilcona in Schaan, Liechtenstein, has significantly increased occupational safety in production with a pilot project. One of the successes of the TopX project under the leadership of Rene Schädlich is that 68 danger spots such as tripping hazards or areas where cuts could occur have already been eliminated. The project also aims to make employees more aware of risks and thus further reduce the risk of accidents.



«We have two award winners in this category. This shows how difficult it was for us to select from the numerous best practices submitted. The award-winning projects can be easily adapted to other works and have a great effect with little effort. This convinced the jury. What

also appeals to me personally is that these projects have been developed from real problems in practice and that they provide real added value for the occupational safety of our employees.»

Marc Spanuth, jury member in the «Occupational Safety» category and TopX Coordinator, Bell International



«Costs» category

Scanned instead of printed

The Bell International site in Harkebrügge, Germany, shows how the costs for quality assurance can be significantly reduced with its TopX project under the leadership of Ina Taute. To achieve this, the team digitised the material inspection on the lines using mobile scanners. The results: the workload for employees was reduced, as was paper consumption. There was also a dramatic reduction in the error rate. The result in figures: the site can save around 52,000 euros per year.



«Bell's project in Harkebrügge stood out for us on the jury, particularly for to its innovative strength in the digitalisation of processes and the savings in time and material costs. At the same time, this also increases employee satisfaction, making the project a complete success.

From left to right: Marco Tschanz,

Kalpesh Lakhani, Julia Schmitz

Personally, I also particularly like the fact that those responsible for the project have thought outside the box. The many positive side effects show that this extra effort is worthwhile.»

Julia Schmitz, jury member in the «Costs» category and TopX Coordinator, Hügli

8 100K! 24/04



From left to right: Marco Tschanz, Christoph Bäbler

«Quality» category

The Food Safety Day

As part of building and promoting its own food safety culture, Eisberg has launched the «Food Safety Day». Initially launched with great success at the Swiss sites, this event will now be held once a year at all Eisberg Group production sites. At several stations on this day, employees can deepen their knowledge of food safety in a way that is entertaining as well as instructive. The effects of the project, led by Michael Landenberger, include strengthening teamwork, the fun of learning together and the active participation of everyone in order to promote cultural change.



«The <Food Safety Day> clearly stood out from the other projects in this category in terms of its scope, its elaboration and, above all, its contribution to the zero-defect culture. We were particularly impressed by the fact that the concept has already found its way into other business

areas and thus made a broad contribution to the development of food safety culture. As I took part in the <Food Safety Day> myself, I was able to experience the positive effect of the interactive transfer of knowledge at first hand using everyday examples.»

Benjamin Stalder, jury member in the «Quality» category and TopX Coordinator, Bell Switzerland

The Bell Food Group enables creative careers

Careers have many faces

There are many career paths at the Bell Food Group. And they do not always lead in a straight line. Employees often take a different direction in their career than originally planned. This flexibility is welcomed by those responsible and encouraged by numerous offers for further development. • mr

> What was once the norm is no longer the case: people used to work in the same job from the time they learn it until they retire, and only undertook further training when necessary. Instead, today many people want flexibility in

Companies are increasingly offering the opportunity for internal change.

their jobs and new challenges at regular intervals. Just a few years ago, this often required a new employer. But here, too, must has changed. Today, companies are increasingly offering the oppor-

tunity for internal change in order to retain good employees in the long term.

Career paths from training as a butcher to a management position are nothing new at the Bell Food Group. However, the opportunities for innovative and individualised careers have become much more diverse in recent years.

«With our personnel development programmes, we promote lifelong learning, which in turn is the cornerstone for the professional development of our employees», reports Frank Wermter, Head of Personnel Development at the Bell Food Group. «With offerings such as the Sales Academy, HR Business Partner training or our management and leadership programmes, we create the conditions for supporting people on their career path with individual development opportunities.»

An important new building block is the specialised career, which is aimed at all those who want to advance professionally but do not necessarily see themselves in a managerial position. Through a tailored training programme, they can continue to develop professionally.

And then there are those who take a different turn on their career path and grow into new tasks or roles.

«We are also very open to more unusual changes at the Bell Food Group. This is an important aspect of our attractiveness as an employer», Frank Wermter says. «Our aim is to retain our employees in the long term. As it used to be: from training to retirement, but in a contemporary way with flexible solutions for exciting careers.»

Profile

Name: Alexander Duss Business division: Bell Where: Zell, Switzerland With Bell since: 2016

Alexander Duss From the touchline to the pitch

Seized opportunities and lucky coincidences – both have influenced Alexander Duss's career path at the Bell Food Group. He joined Bell Switzerland in 2016 as Head of Process Engineering at the Zell site.

During his time there, he was given the task of developing a concept for a general improvement process for the Group. «After I had developed the concept with our external partner, I was also allowed to lead the implementation», Alexander Duss explains.

TopX was launched in June 2020 with him at the helm. «Managing TopX is one of the coolest jobs in the Bell Food Group, and I still think so», he says. «On the one hand, you can really make a difference, and on the other, you can build up a broad network and see inside many companies. This enables you to gain a lot of «Managing TopX is one of the coolest jobs in the entire Bell Food Group.»

experience in a short time. I can only advise you to join TopX if you want to progress within Bell Food Group.»

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Despite his enthusiasm for this position, he spontaneously accepted when he was offered the opportunity to take over production management in Marchtrenk for seven months.

His wife encouraged him in this decision – even when they learnt shortly afterwards that they were to become parents for the first time at the end of his time in Austria.

«In Marchtrenk, I practically stepped onto the pitch from the touchline. After years of working on process optimisation, I took over the disciplinary management of a production area for the first time», he re-

ports. «I learnt a lot there.»

He has been applying the knowledge and experience he has gained in this way for over a year now as the manager of the He sees his mediumterm future in managing the poultry farm at Zell.

poultry plant at Bell Switzerland in Zell. This is where he sees his future, even in the medium term, because it will take time to meet the demands of the increasing volumes over the next few years.

Tatjana Stauss Happy in HR

Tatjana Stauss knew from an early age that she wanted to study psychology, but for a long time it was unclear where her studies would take her. Various internships would help to make her decision easier.

She first got a taste of sports psychology at Hertha BSC in Berlin and then worked in the therapy department of a paediatric and youth clinic. An internship in the business world

Increasingly, classical fields from psychology are part of her area.

would also complete the picture. She found this in the HR department at Hügli. «This coincided with the

coronavirus pandemic, so I had the opportunity to work as a fulltime intern and study at the same time», Tatjana Stauss explains. «Looking back, I'm delighted with the way this development worked out.» At the time, she didn't realise that she would also have career prospects here after

graduating. But that's exactly what happened -and seamlessly. «I handed in my Master's thesis on 30 November 2021 and started working at Hügli the very next day.»

Learning by doing, she developed many solutions to her tasks in the early days. To make herself fit for HR basics such as employment contracts, she also completed a training course in company and constitutional law.

Since then, her remit has changed and expanded. Today, this increasingly includes traditional fields from psychology, such as healthcare and personnel development.

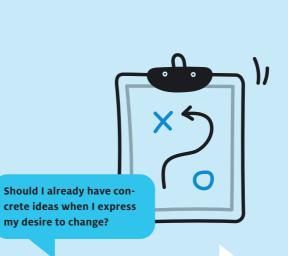
«Among other things, I was able to contribute a lot of input from my studies to the workshops with our apprentices and dual students», she explains.

Six months after she started her job at Hügli, she received an exciting new offer from the children's and youth clinic.

«I only thought about it briefly, but I quickly realised that I wanted to stand by my decision and stay here,» she says. «Because I feel very comfortable both in my team and with my tasks.»



Practical tips for anyone who wants to make a change



You can't do it without your own initiative. If you want to make a change, you should approach your contact person with appropriate ideas. Perhaps you already know of a vacancy that would interest you or have had contact with superiors in an area to which you would like to transfer. The better prepared you are, the more constructive the discussions will be.

What happens afterwards?

If the applicant wishes to change jobs and a suitable vacant position comes up at the same time, the applicant's suitability is checked first of all. There are also discussions with the manager in the new area. In some cases, further training is also necessary before or shortly after the change.

Who do I turn to with my desire for change?



The right people to contact are the direct managers, employees in the HR departments or another trusted person in the company.

Anyone who already knows that he or she wants to make a change in the near future should raise the issue as early as possible, for example in an employee review. It will soon also be possible to enquire about these wishes and objectives in advance using a questionnaire to prepare for the talks.





Frank Wermter. Head of Human Resources Development at the Bell Food Group

Frank Wermter is one of the Bell Food Group's experts when it comes to smoothing people's career paths and facilitating change. He has been Head of Human Resources Development at the Bell Food Group since the beginning of the year and works with his team to develop concepts to support and promote employees throughout the Group during their careers. His own career at the Bell Food Group began in March 2019 as Head of HR at the Eisberg Group's Dällikon site.



Elena Oroszi **Always one step ahead**

When Elena Oroszi does something, she does with all her heart. That was the case when she started at Hubers in 2007, and it is still the case today as head of the packaging department.

Elena Oroszi came to Austria from Romania 17 years ago to help her sister, who had just given birth. She heard about vacancies at

She found out about the vacancy Hubers through acquaintances, applied, and started as a poultry farm worker.

at Hubers through acquaintances. Shortly afterwards, she moved to the packaging department as a line manager and then became a foreman. «My boss suggested this task to me at the time. At first I was not sure whether I should do it because I spoke hardly any German», reports Elena Oroszi. «But then he asked me, <Can you read this plan?>, and I said: <Yes.> Then he said: <Then you can also be a forewoman.>»

Her German language skills have improved considerably since then. At first she could only say «Hello», but now she helps other colleagues from Eastern Europe when they have communication problems.

Even after 15 years, she still really enjoys her work in packaging. «Initially, I hadn't planned on staying in Austria for so long», she says. «But I have a good life in Austria and love what I do.»

She has been able to take the next step at Hubers time and again thanks to her great commitment and the support of several line managers.

To anyone in a similar situation she says, «You have to know what you want and be prepared to work for it, then you can gradually build a good career.»

Marcus Bornschein

You can't do it without your own initiative

Marcus Bornschein actually joined Bell in 2008 to return to his original profession as a butcher. He spent six years in the charcuterie in Basel, most recently as head of the cooked sausage department.

He also completed a bachelor's degree in business administration in his spare time. «That's when I discovered my great interest in legal issues», he reports. And this interest, combined with his business degree, was to take his career in an entirely new direction in 2014. He took over the area of legal clarifications and declarations of foodstuffs in the central quality management of the Bell Food Group.

Now it was time for him to familiarise himself with SAP. «I attended various courses, including one on food law. But I also learnt a lot on my own to get ahead faster or because there were no suitable training courses», he explains.



S to e re

Preparations for the new food legislation in Switzerland, which came into force in 2017, also took place during this time. As one of two Bell employees, he sat at the table as an industry

representative during the drafting of this law.

«The next big switch for me came in 2018. Although I honestly couldn't imagine it at all when I was first asked, I switched to IT His interest in legal issues took his career in a new direction.

as a consultant,» he reports. «The decisive factor was that my knowledge as a butcher was also in demand for this position.»

To this day – Marcus Bornschein is now Head of SAP Consulting in the area of materials management and production planning – a high degree of initiative is one of the key factors for a successful career.

That's why he thinks it's good that you have to actively apply to the Bell Food Group even if you want to change jobs internally. Because as he knows from his own experience, «There has to be a lot of thought about the next step and a conscious decision in favour of change.» Use-by and best-before date

People who know the difference throw away less

Tonnes of food are thrown away. Often it is still edible. If you trust your own senses, you can avoid food waste. It is important to distinguish between use-by and best-before dates.

> The question of whether bread should be kept in a tin can is debatable. As a pensioner from Germany has shown, there is a lot to be said in favour of this, at least as far as durability is concerned. He found a few dusty but well-

Temperature, light and moisture can affect the shelf life.

sealed tins in a corner of the cellar of his cottage. Contents: 500 grams of brown bread in each. With «particularly good protection against radioactive fallout», as the label promised. According to media reports, the

bread from the Cold War era in the early 1960s still tasted «really delicious». As is only right, the finder shared it with friends. He served it with a fried egg.

Bread tastes best fresh from the baker. However, unlike e.g. meat and fish that is labelled with a «consume by» date, it is safe to eat it even if it has long since got hard. Salt, sugar and honey, on the other hand, can be kept for years if stored properly. However, the temperature, light and humidity of the environment can affect the shelf life of all foods.

The responsibility of the manufacturer

For packaged foods, the law stipulates that a best-before date (BBD, «best before») or a use-by date («use by») must be specified. The colour, smell and consistency of products with a best-before date must not change before the date printed on them. However, they are also edible provided the odour and taste do not indicate otherwise. The use-by date is prescribed for perishable foods that must be refrigerated. It is the manufact<mark>urer's respon</mark>sibility to ensure that the product is of sound quality and that food safety is guaranteed up to the expiry date. For example, they can measure sensory,

microbiological and chemical parameters during storage. This is the basis for dating. The producer alone is responsible for setting the useby date or best-before date for their products. The manufacturer must guarantee that the food retains its specific properties within the time limit and is not harmful to health.

Use your eyes and always follow your nose

To ensure that the shelf life corresponds to the specified date, the consumer must store the products under the specified conditions. This applies in particular to perishables such as meat, fish, milk and cream. It

is important to maintain the cooling chain for these products. If the printed use-by date has passed, the product must be disposed of. Tip: If packaged products are frozen at -18 degrees Celsius, they can still be consumed up to approx. three months later. Important: Consume quickly after defrosting.

be disposed of. • ap

Consumers have more leeway when it comes to food with a best-before date. These foods can usually still be

eaten without hesitation for some time after the specified period has expired. If you trust your perception, you avoid food waste. Does the product look flawless? Does it smell as expected? What does the

If you trust your perception, you avoid food waste.

taste test say? Only if unpleasant changes in appearance, odour, consistency, or taste are noticed should the food

From beginner to pro

How to keep your food for longer

Buying fresh, storing your food properly and relying on your eyes, nose and sense of taste is good for your budget and the environment.

> **Beginner:** 12 **General information** on correct storage

As a general rule: better to buy fresh than have too much in stock. New supplies belong at the back of the shelf. This means that you automatically use up the older goods first. Check the best-before dates occasionally. It is best to pour the contents of opened packaging into tightly sealed containers made of glass, metal or plastic. With tinned food and jars, make sure that the base or lids do not bulge outwards. This is a sign that the product has been spoiled by bacteria, which can cause serious poisoning if eaten, and should be discarded immediately.



The recommended refrigerator temperature is 5 degrees Celsius. It is important not to overfill the fridge. Food should not touch the rear wall. Most devices can be categorised into five areas. The further down, the lower the temperature. Products with a lot of sugar, fat or acid are at the top of the list, e.g. jam, sauces and preserves. The middle compartment is ideal for pre-cooked dishes and anything that needs to be stored in a cool place after opening. This is also the right place for all kinds of cheese and dairy products. Meat, fish, poultry and seafood belong directly below, on the bottom shelf. The vegetable drawer at the bottom is called that for obvious reasons, but it's also the place for fruit. The door is one of the warmest places in the appliance. Eggs, butter, mustard, tomato paste and ready-made sauces can be stored there. But also juices and milk, which are consumed quickly.

> When storing food in the freezer compartment, it is important to keep it airtight, e.g. in the freezer compartment, e.g. in plastic or glass containers. There is a risk of so-called freezer burn. Contact with oxygen can cause small ice crystals and dry out the frozen food. This has a negative effect on the flavour and makes even the most tender meat tough. Even though many things can be frozen and their shelf life extended by three to six months, there are exceptions. Fruit and vegetables that contain a lot of water, such as grapes, cucumbers and raw tomatoes, become mushy when defrosted. Garlic becomes flavourless and raw potatoes taste sweet and turn mushy. Dairy products such as yoghurt and cream cheese can separate. Tip: When the freezer's cooling bars are thickly coated with ice, it's time to defrost. This increases the cooling effect and reduces power consumption.

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Advanced: Organise the fridge properly

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Pro: Freezing with no loss of quality



M Novelties for every occasion

The grand finale of indulgence



Bell Switzerland Organic quality for the holidays

The «Bio Quick Mini Rollschinkli» is a popular classic that is now also available as an organic version for the Swiss festive table. And so Bell in Switzerland has added another highlight to its Quick range for easy preparation in a bain-marie.



Bell Switzerland Festive Box with Salametti

For those looking for the perfect gift for a pre-Christmas aperitif invitation, Bell Switzerland will be offering the Salametti Box from mid-December. The stylish gift box contains «Salametti nature» and the new «Salametti with pepper», which were specially developed for this promotion. Both varieties are made from the best Swiss meat and then slowly airdried



Tutto Gusto Pestos and creams for a taste of Italy

Just in time for the start of the Christma party season, chefs can be inspired by five new pestos and ten new creams from Hügli's Tutto Gusto brand to produce ever-new Italian creations. Whether classic «Pesto alla Genovese» based on basil or fine «Crema di Porcini» with porcini mushrooms, all the new products are made from the best ingredients and to traditional recipes for an authentiflavour.



Cher-Mignon Gifts from the Valais

Cher-Mignon invites its customers in

Switzerland to give the gift of original

Valais delicacies during the festive sea-

son. The Christmas box contains five

traditional charcuterie and sausage

specialities from Cher-Mignon and als

features an elegant gift box with a

easy-to-remove label

Eisberg Austria Quick cuisine for Asia fans

Now we're going Asian: Eisberg Austria has added three ramen and four hot meals to its range for a German supermarket customer. Whether vegan, with chicken or with beef, all the new products are ready-to-heat and can be prepared in no time at all. The products were launched under the Eisberg brand in the cheerful «Colour Your Life Design», which shows customers that a balanced diet can be a lot of fun.



Hilcona Two types of finely floured pasta

The «Ravioli Trüffel» seasonal variety with summer truffles, ricotta and hard heese is now being added to Hilcona's priginal pasta range until March 2025. uper creamy and new to the range are he «Mezzelune Mozzarella di Bufala & Pomodoro» with buffalo milk mozzarella, tomatoes and basil. With their licious fillings and extra-thin, finely floured dough, the pasta varieties taste ust like handmade pasta.



Vogeley Desserts in a class of their own

For a sweet end to the festive menu. Vogeley's new «Origin» line combines raw ingredients from renowned regions of origin with a sustainable approach. The Hügli brand's food service customers can choose between four flavours: «Origin Mousse au Chocolat» impresses with the intense flavour of cocoa from Central Africa, while «Origin Gianduja Mousse» owes its unique taste to the world-famous, I.G.P.-certified Tonda Gentile hazelnuts from Piedmont. The bright green pistachios that give «Origin Mousse Pischio» its flavour and colour also come rom Italy. «Origin Dessert Sauce Vanilla» with real Bourbon vanilla from Madagascar is also a flavour highlight.



This is the fourth time that Eisberg Hungary has been involved in Breast Cancer Awareness Month in October with its Pink Mix. For every bag sold during the campaign period, another donation will be made to an organisation that supports both prevention and those affected. With the donation from the previous year, the association supported the purchase of diagnostic equipment for Hun garian hospitals.



Eisberg Switzerland Fruit and salad for the cold season

Eisberg Switzerland ensures that vitamins are not neglected during the festive season. The «Winter fruit mix» encourages mindful snacking, while the «Seasonal salad with chard» is a quick and easy way to prepare a crisp, fresh side dish.



Eisberg Hungary Flavoured oils for salads

Three new salad oils in practical sachets make salad enjoyment even easier for customers in Eastern Europe. The varieties «Roasted pumpkin seeds», «Hazelnut and pistachio» and «Lime» contain many valuable nutrients and taste intensely of the ingredients used.

Looking for a special gift? A guick dish for the busy holiday season? Or inspiration for the festive menu? Once again, the people in charge of product development have thought of everyone. From the speciality box to filled pasta and crispy salads, there's everything that's needed for a successful end-of-year celebration. • mr

Delicacies from the oven

Other countries, other roast recipes

Roast dishes are as much a part of European cookery tradition as marinade is to meat. Crispy, juicy, flavourful: a roast stands for genuine hospitality. We take a look around the world and present five roast specialities. If you are preheating the oven in anticipation, remember this: whether it is roast beef, lamb or pork, the quality of the meat is crucial if it is to be nice and juicy. And those who invest a little time will be rewarded with more flavour. \cdot_{ap}



Pot roast – the roast makes it across the Atlantic

If all you think of when you think of the USA is hamburgers, hot dogs and chicken nuggets, you're way off the mark. The history of the country of imfirst seared and then slowly cooked in the oven together with vegetables and seasonings such as garlic, onions, thyme and pepper. All the ingre-

dients are placed in a roasting pan or casserole, hence the name. Incidentally, the art of braising was invented by Europeans in the 19th century. Pot migration par excellence is reflected in a cuisine roast became particularly popular during the Great that is characterised by the most diverse cultures. Depression in the 1930s. The ingredients are easy Pot roast is also part of the highly varied culinary to obtain and affordable. Slow braising makes even tradition. With American roast beef, the meat is the toughest meat tender enough to melt in your mouth. Nowadays, pot roast is often made on Sundays or public holidays. Not only, but especially in the colder months of the year.

> Place all the ingredients in the «pot» (roasting pan or casserole).



ancient times, the Romans prepared their pork in open fire. From the Lazio region and Rome, the dish a similar way. A porchetta is usually made up of a has become a classic of Italian cuisine. Nowadays, piece of pork loin wrapped in a piece of pork belly every region in the country has its own recipe. Po and a piece of pork rind and tied to form a roll. chetta is often served as street food, in bread rolls The marinade typically consists of herbs such as or as part of antipasti platters. The combination of rosemary and sage, fennel and garlic. The roast is crispy skin and juicy meat makes it a favourite dish

Kleftiko – the Greek-Cypriot robber's feast

Kleftiko is a lamb stew. In Greece it is often made more intense the flavour experience became. Nei with goat. According to Cypriot legend, its origins ther smoke nor the delicious smell gave them away. date back to the 19th century and it originates from the Klephten, which means «robbers». The insurgents set themselves the goal of liberating Greece from Ottoman rule. In order to remain undetected in the fight for freedom, they stewed their plunder, the meat of stolen lambs and goats, for hours in makes the meat wonderfully tender. A Greek salad holes in the ground. The longer it was left there, the or crispy potatoes are ideal as a side dish.

The spices and herbs traditionally used include pepper, basil, oregano, paprika, rosemary, onions and garlic. The marinated and diced leg of lamb can be wrapped in baking paper together with the potatoes, tomatoes and feta. Slow cooking in the oven

Fillet Wellington – a dream in a pastry coating

A true classic of French cuisine, although it is debatable who actually first thought of wrapping the beef fillet in puff pastry. The story that a Swiss man created it in 1930 for an international cookery exhibition in Zurich must be dismissed as a legend. It is more likely that it is a variation of the older French on also tastes fantastic wrapped up dish Filet de bœuf en croûte. In the classic recipe, the fillet of beef is coated with chopped mushrooms and cooked in puff pastry. Glazed carrots and crispy

Sauerbraten - sweet and sour speciality

Today, beef is the first choice for sauerbraten, although horsemeat is also traditionally used regionally. To give the meat its characteristic sour flavour, it should rest in its marinade for two or three days. It is usually made from red

wine or red wine vinegar (or both), onions, carrots, leeks or celery, bay leaves, juniper berries, cloves and peppercorns, and a little sugar and salt. The sauerbraten is then briefly seared and placed in the



potatoes are popular side dishes. The dish can be adapted to your taste preferences in almost infinite

ways. In a vegetarian version, the filling can consist of mushrooms, spinach and walnuts, for example. Salmin puff pastry. Whatever the filling:

countries and is served on festive occasions.

today, Filet Wellington is a popular dish in many

The dish can be customised in almost infinite ways.

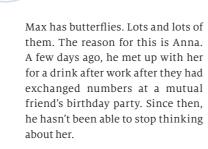
oven on a low heat. The history of sauerbraten dates back to the Middle Ages. Before refrigeration, meat could be kept fresh for longer by marinating it in vinegar or wine. Sauerbraten has become the national dish in Germany. From the Rhineland in the west to Saxony in the east of the country, each region has its own tricks to give the dish a special flavour. The traditional side dishes are red cabbage and dumplings. When acidity and sweetness are in balance, the recipe is a success.

Date or disaster?

The story of Max, Anna and the allergens

 \sim

Max wants to impress Anna with a home-cooked dinner. After all, the way to the heart is through the stomach. Can you help Max choose the right menu? The date is to be a real success - and not end up in the Emergency Room ... again ... • sh



Embarrassing memory

Now Max is standing in his kitchen and tearing his hair out. In a fit of exuberance, he invited Anna home for the evening to cook for her - completely forgetting what a disaster his last dinner date had ended up being. He still wants to sink into the floor in embarrassment at the thought of it. How on earth was he supposed to know that the salad seasoning also contained celery, to which his beloved was allergic? A wild night would have been fine with Max - but he certainly didn't envision it ending up in the emergency room with an adrenaline injection.



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If you are interested in a Food Safety Day in your company, this should be a child's play for you. 😀

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Big clean-up operation

That's why Max doesn't want to take any risks this time. Before he even starts to think about cooking, his kitchen has to be free of allergens. But the task is daunting – so many of the ingredients that seem completely harmless to him could be problematic.

This is where you come in! Can you help Max track down all the allergens?

Careful menu selection

After a thorough clean-up, Max takes a deep breath. The biggest hurdle has been overcome. But the next decision is already waiting: What is he supposed to cook for Anna? Max takes a look at the notes on his smartphone, where he regularly saves recipes that interest him. Max is lucky and finds three recipes that appeal.

Which dish would you recommend to Max if he wanted to cook Anna an allergen-free meal?

After careful consideration, Max opts for the grilled vegetables with lemon and herb dressing and sweet potatoes. Not only is it delicious and a colourful eye-catcher, it is also the safest choice when it comes to allergens.

When the doorbell rings a few hours later, Max is more excited than he has been for a long time. He casts a scrutinising glance at the dining table, which he has carefully laid. He has even put out the napkins that his mother gave him when he moved in four years ago. Should he get out some candles for a little more romance? No. Max checks his hair in the hall mirror and goes to the front door. After going to so much trouble with the food, he doesn't want to run the risk of the evening ending with the fire brigade instead of the emergency room ...

Grilled vegetables with lemon and herb dressing and crispy sweet potatoes

This menu is simple and colourful. The lemon and herb dressing adds a tangy note and the crispy sweet potatoes provide a crunchy sweetness. Max hopes that he can score points with Anna.

Fresh pasta with basil pesto and cod fillet

Max loves Italian food. Handmade pasta with fresh basil pesto and fresh cod fillet not only smells delicious, but could also take Anna on a culinary journey to Italy.

Vegetables with crispy tofu and a spicy sauce

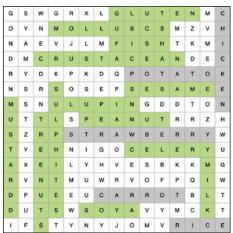
The dish is light, colourful and shows that Max has a flair for modern, healthy cuisine. The crispy tofu cubes and savoury sauce are sure to impress Anna. Does she like vegan food?

Solution: The safest choice for an allergen-free menu is grilled vegetables with a lemon-herb dressing and crispy sweet potatoes. It is gluten-free and contains no milk, nuts or soya. If the dressing remains simple – lemon juice, herbs and olive oil – the dish is low in allergens.

Fresh pasta with basil pesto and cod fillet, on the other hand, introduces gluten and fish, and traditional pesto often contains dairy products and nuts. The vegetables with crispy tofu are also risky, as tofu contains soya.

Allergens Egg Peanut Fish æ Gluten (or cereals containing gluten such as wheat, spelt, oats, rye) Ī Crustaceans Lupine Milk (lactose) Mustard Nuts (e.g. almonds, hazelnuts, walnuts, cashew nuts, pecan nuts, Brazil nuts, pistachios, macadamia nuts and Queensland nuts) Celery Sesame Soya Sulphites and sulphur dioxide as in wine or dried fruit $\langle n \rangle$ Molluscs

Solution



There are also a few terms hidden in the word search that are not declarable allergens: strawberry, chicken, carrot, potato and rice.



Service anniversaries and retirements from January to April 2025

«Meat used to come by train»



45 Years of Service Hansjörg Mathys

Position: Administrator Sales Department Fresh Meat Unit: Bell Switzerland Where: Oensingen

How did you come to apply to Bell 45 years ago?

During my butcher's apprenticeship in Biel, I received a letter saying that Born AG in Biel was looking for butchers. My employer at the time would have liked to keep me on, but I found working at Born, a much larger company with around 50 employees and its own slaughterhouse, more interesting. Born's successor company, Grieder AG, later became a group company of the Bell Food Group, and I have been part of it for almost 45 years now.

Is there anything in your day-to-day work that has remained the same over the years?

To this day, we in the sales team work well together and all pull together in the same direction. I have been working with some colleagues for more than 40 years. In addition, the customer is still our top priority.

And what has changed?

For example, we used to transport the goods ourselves in our own vehicles and could make a delivery on the same day if the customer had forgotten something when ordering. This is no longer so easy today. It was also exciting that we received the meat by train in Biel in the 1980s and delivered it to Basel. There were special tracks right at the abattoir and electrically cooled wagons.

What experience from your career with the company will particularly remain in your memory?

It used to happen that our boss would come to us at eleven o'clock on a Friday and say: «We have received a lot of work from Oensingen. Who can come in tomorrow?» He never had any problems finding enough people - partly because there was an extra 120 francs for these assignments. Our Christmas parties in Oensingen, where the entire company gathered together, also used to be great occasions.

What do you enjoy most about your job today?

It's nice to see that our younger and older colleagues get on well and work well together. And what I'm also pleased about: In almost 45 years, I have never waited for my wages. It was always in my bank account on time. That cannot be taken for granted.

20 Years of Service

Jozsef Pecz • 19 April, Sütag, Ampfing (Addendum)
Laszlo Pecz • 19 April, Sütag, Ampfing (Addendum)
Péter Lakatos • 27 September, Hügli, Budapest (Addendum)
Attila Mátyus • 27 September, Hügli, Budapest (Addendum)
Melinda Csanádiné Vajas • 1 October, Hügli, Budapest (Addendum)
László Cservenák • 15 November, Hügli, Budapest (Addendum)
László Ludányi • 20 December, Hügli, Budapest (Addendum)
René Graf • 1 January, Bell Switzerland, Basel
Christoph Hins • 1 January, Hügli, Radolfzell
Marc Pittino • 1 January, Bell Switzerland, Basel
Sasho Gjorgiev • 1 January, Hilcona, Schaan
Sara Scheidegger • 1 January, Geiser, Schlieren
Sonia Marina Madrugo Duarte Das Neves • 1 January, Hilcona, Schaan
János Pomázi • 2 January, Hügli, Budapest
Benjamin Hoffmann • 3 January, Hügli, Radolfzell
Veronika Šlesingerová • 21 January, Hügli Food s.r.o., Zásmuky
Andrea Ruggeri • 1 February, Hilcona, Schaan
Mihael Gaspar • 14 February, Hilcona, Schaan
Martin Böhler • 1 March, Hügli, Radolfzell
Bruno Miguel Costa Pinto • 1 March, Hilcona, Schaan
David Larue • 1 March, Hilcona Gourmet, Orbe
Sandra Marisa Santana Gomes • 1 March, Eisberg, Dällikon
Felix Schläfli • 1 March, Bell Switzerland, Basel
Markus Zech • 1 March, Hügli, Radolfzell
Phet Meier-Saengthong • 14 March, Eisberg, Dällikon
Riad Rouami • 14 March, Bell Switzerland, Basel
Marcela Cikánová • 21 March, Hügli Food s.r.o., Zásmuky
Gjorgji Cvetanov • 22 March, Bell Switzerland, Cheseaux
Mike Blasius • 1 April, Hügli, Radolfzell
Renato Brizzi • 1 April, Bell Switzerland, Oensingen
Sandra Hugentobler • 1 April, Hügli Switzerland, Steinach
Nesib Jusic • 1 April, Bell Switzerland, Oensingen
Mireille Chataing • 4 April, Bell France, Teilhède
Amdije Bilali • 9 April, Eisberg, Dällikon
Alban Barreau • 18 April, Eisberg, Essert-sous-Champvent

25 Years of Service

Sonja Züger • 1 October, Hilcona, Schaan (Addendum)
Thomas Abt • 1 January, Bell Switzerland, Basel
Olaf Flügger • 1 January, Hügli, Radolfzell
Emina Kaya • 1 January, Bell Switzerland, Oensingen
Marco Leuenberger • 1 January, Geiser, Schlieren
Mustafa Ibric • 1 January, Geiser, Schlieren
Roland Siegl • 1 January, Hilcona, Schaan
Etienne Seingier • 1 January, Bell Switzerland, Basel
Ulrike Sulger • 1 January, Hügli, Radolfzell
Claudia Waterkamp • 1 January, Bell Germany, Edewecht
Roland Zehnder • 1 January, Iceberg, Dällikon
Francisco Fernandes Terrao • 3 January, Geiser, Schlieren
Wolfgang Kunz • 4 January, Bell Germany, Schiltach
Hartmut Schmidt • 4 January, Bell Germany, Seevetal

Wolfgang Walter • 4 January, Bell Germany, Edewecht	
Adelino Jorge Velho da Rocha • 8 January, Eisberg, Essert-sous-Cham	ipven
Arif Baloglu • 10 January, Hubers Landhendl GmbH, Pfaffstätt	
Thierry Maurin • 10 January, Bell Switzerland, Cher-Mignon	
Izabela Ryszka • 13 January, Eisberg, Legnica	
Sonia Khoulafane • 17 January, Bell Switzerland, Basel	
Sandrine Roesch • 17 January, Bell Switzerland, Basel	
Lumturije Morina-Berisha • 21 January, Bell Switzerland, Oensingen	
Mahmut Hadzic • 26 January, Hilcona Gourmet, Orbe	
Paulo Terrao • 27 January, Geiser, Schlieren	
Christian Voelkl • 1 February, Hilcona, Schaan	
Roger Schaub • 1 February, Geiser, Schlieren	
Sevgi Cetingöz • 14 February, Hügli, Radolfzell	
Yves Studer • 14 February, Bell Switzerland, Basel	
Katie Martin • 15 February, Bell Switzerland, Basel	
Bejsada Sehic • 26 February, Hilcona Gourmet, Orbe	
Hasa Suljic • 26 February, Hilcona Gourmet, Orbe	
Adamah Djagoue • 1 March, Bell Switzerland, Basel	
Arnaud Fleurigeon • 1 March, Bell Switzerland, Basel	
Winfried Keller • 1 March, Hügli, Radolfzell	
Zekine Tasdelen • 1 March, Bell Germany, Harkebrügge	
Martina Traub • 1 March, Hügli, Radolfzell	
Muniba Nukic • 9 March, Hilcona Gourmet, Orbe	
Christian Guggisberg • 13 March, Bell Switzerland, Dällikon	
Fadime Aslan • 1 April, Bell Switzerland, Basel	
Anabela Da Conceicao Rodrigues da Silva • 1 April, Eisberg, Dällikor	1
Roland Litzler • 1 April, Bell Switzerland, Basel	
Ludovic Pasquini • 1 April, Bell Switzerland, Basel	
Makfire Sadikaj • 1 April, Eisberg, Dällikon	
Raffaele Gagliardi • 3 April, Hügli, Radolfzell	
Frederic Rivoire • 3 April, Bell France, Saint-Symphorien-sur-Coise	
Michael Ruber • 17 April, Hilcona, Schaan	
Rolf Renz • 17 April, Bell Germany, Schiltach	
Evelyne Thizy • 25 April, Bell France, Saint-Symphorien-sur-Coise	
Waldemar Korb • 3 June, Bell Germany, Harkebrügge	

30 Years of Service

Heinrich Beer • 1 January, Bell Switzerland, Oensingen
Guy Betzinger • 1 January, Bell Switzerland, Basel
Thorsten Mitze • 1 January, Hügli, Radolfzell
Martin Wehrle • 2 January, Hügli, Radolfzell
Manuel Riveiro Romero • 7 January, Hilcona, Schaan
Maria Nair Pires Dias • 23 January, Bell Switzerland, Cheseaux
Karin Wohlert • 23 January, Hügli, Radolfzell
Andreas Maisch • 1 February, Hügli, Radolfzell
Sabine Kölzsch • 7 February, Hügli, Radolfzell
Ramona Balossi • 8 February, AliBig, Brivio
Maja Böhler • 15 February, Hügli, Radolfzell
Erhan Kahraman • 16 February, Hügli, Radolfzell
Heike Lettau • 1 March, Hügli, Radolfzell
Gunabalasingam Sinniah • 2 March, Bell Switzerland, Zell
Jürgen Heichele • 13 March, Hügli, Radolfzell
Romina Zürcher • 22 March, Hügli Switzerland, Steinach

Manuel Castro Fialho • 27 March, Hilcona Gourmet, Orbe Eva Dan • 3 April, Hügli, Radolfzell Irene Hinz • 3 April, Hügli, Radolfzell Beate Sailer • 3 April, Hügli, Radolfzell Franz Fellmann • 18 April, Bell Switzerland, Basel Huseyin Temel • 18 April, Bell Switzerland, Basel Petra Schwolow • 3 June, Bell Germany, Harkebrügge	
Irene Hinz • 3 April, Hügli, Radolfzell Beate Sailer • 3 April, Hügli, Radolfzell Franz Fellmann • 18 April, Bell Switzerland, Basel Huseyin Temel • 18 April, Bell Switzerland, Basel	Manuel Castro Fialho • 27 March, Hilcona Gourmet, Orbe
Beate Sailer • 3 April, Hügli, Radolfzell Franz Fellmann • 18 April, Bell Switzerland, Basel Huseyin Temel • 18 April, Bell Switzerland, Basel	Eva Dan • 3 April, Hügli, Radolfzell
Franz Fellmann • 18 April, Bell Switzerland, Basel Huseyin Temel • 18 April, Bell Switzerland, Basel	Irene Hinz • 3 April, Hügli, Radolfzell
Huseyin Temel • 18 April, Bell Switzerland, Basel	Beate Sailer • 3 April, Hügli, Radolfzell
	Franz Fellmann • 18 April, Bell Switzerland, Basel
Petra Schwolow • 3 June, Bell Germany, Harkebrügge	Huseyin Temel • 18 April, Bell Switzerland, Basel
	Petra Schwolow • 3 June, Bell Germany, Harkebrügge

35 Years of Service

Yves Brendlé • 1 January, Bell Switzerland, Basel
Jose Manuel Rodrigues • 1 January, Bell Switzerland, Zell
Huguette Ruchty • 1 January, Bell Switzerland, Basel
Doris Schulte • 1 January, Bell Germany, Haselünne
Klaus Sommer • 1 January, Bell Switzerland, Basel
Roland Wermelinger • 1 January, Bell Switzerland, Zell
Walter Kegel • 2 January, Bell Germany, Edewecht
Urs Schwegler • 23 January, Bell Switzerland, Zell
Christophe Benrad • 1 February, Bell Switzerland, Basel
Manuel Rego Oliveira • 1 March, Eisberg, Dällikon
Jean-Claude Senn • 1 March, Bell Switzerland, Basel
Eric Manceau • 12 March, Bell France, Teilhède
Andreas Pasqualini • 1 April, Hilcona, Schaan
Josef Brunner • 1 April, Bell Switzerland, Zell
Christophe Glasser • 1 April, Bell Switzerland, Basel
Frank-Michael Hins • 1 April, Hügli, Radolfzell
Robert Reber • 1 April, Hügli Switzerland, Steinach
Hélène Stackler • 1 April, Bell Switzerland, Basel
Annemarie Kroiss • 2 April, Hügli, Radolfzell
Marco Ghidini • 24 April, Bell Switzerland, Oensingen
Jürgen Blancke • 3 May, Bell Germany, Harkebrügge

40 Years of Service

Anke Kleemann • 1 January, Bell Germany, Harkebrügge	
Slavisa Stojanovic • 24 January, Hügli Switzerland, Steinach	
Christian Lerch • 1 March, Hilcona, Schaan	
Domenico Repetto • 19 April, Bell Switzerland, Oensingen	

45 Years of Service

Hansjörg Mathys • 14 April, Bell Switzerland, Oensingen

Early Retirements

Kees van Eck • 31 October, Bresc, Werkendam (Addendum)			
Doris Ignaczak • 31 January, Bell Switzerland, Basel			
Philippe Lieby • 31 January, Bell Switzerland, Basel			
Erich Willi • 31 January, Bell Switzerland, Churwalden			
Urs Graf • 28 February, Bell Switzerland, Basel			
Philippe Lejal • 28 February, Bell Switzerland, Basel			

Thomas Bodenmann • 28 February, Hügli Switzerland, Steinach
Christine Schlatter • 31 March, Bell Switzerland, Basel
Herbert Krucker • 31 March, Bell Switzerland, Oensingen
Markus Marolf • 30 April, Bell Switzerland, Oensingen
Philippe Martin-Burdet • 30 April, Bell Switzerland, Cheseaux

Retirements

Jaroslav Konopáč · 13 September, Hügli Food s.r.o., Zásmuky (Addendum)
Pascal Furling • 30 September, Bell Switzerland, Basel (Addendum)
Jean-Luc Groell - 31 October, Bell Switzerland, Basel (Addendum)
Vildan Tutzschke • 31 October, Hügli, Radolfzell (Addendum)
Ildefonso Panzeri • 31 October, Ali Big, Brivio (Addendum)
Hubert Bringel • 30 November, Bell Switzerland, Basel (Addendum)
Guy Jordan • 30 November, Bell Switzerland, Basel (Addendum)
Engelbert Luger • 30 November, Frisch Express, Pfaffstätt (Addendum)
Vskra Pasoska • 30 November, Hubers Landhendl, Pfaffstätt (Addendum)
Josefa Alvarez Garcia • 31 December, Bell Switzerland, Zell (Addendum)
Anton George Antonipillai · 31 December, Bell Switzerland, Zell (Adden- dum)
Udo App • 31 December, Hügli, Radolfzell (Addendum)
Kornelia Reith • 31 December, Hügli, Radolfzell (Addendum)
Oliviero Quarto • 31 December, Ali Big, Brivio (Addendum)
Zahia Goudjil • 1 January, Bell Switzerland, Basel
Eric Loigerot • 2 January, Bell Switzerland, Basel
Jean-Luc Rasser • 3 January, Bell Switzerland, Basel
Roland Thiaville • 4 January, Bell Switzerland, Basel
Monika Ritz • 5 January, Geiser, Schlieren
Manfred Muckel • 14 January, Iceberg, Dällikon
Houmad Ait Baoune • 31 January, Bell Switzerland, Oensingen
Sadi Aslan • 31 January, Bell Switzerland, Basel
Jürgen Reichert • 31 January, Hügli Switzerland, Steinach
Hermann Mittag • 6 February, Eisberg, Dällikon
Ernst Bachmann • 28 February, Bell Switzerland, Oensingen
Manuel Carapinha Gomes • 28 February, Hilcona AG, Schaan
Philippe Perrier • 31 March, Bell Switzerland, Cheseaux
Michael Landenberger • 7 April, Eisberg, Dänikon
Etanaka Germaine Bombampete • 26 April, Eisberg, Dällikon
Roger Schaub • 30 April, Geiser, Schlieren

We bid farewell to

Maria Teresa Pinto de Queiroz Mandlaze • 2 September, Hilcona, SchaanSergio Miguel Marques Mendes • 3 September, Hilcona, SchaanRosaria Leppert • 12 September, Geiser, SchlierenWalter Toedtli • 18 September, Hilcona, SchaanJohan Gottardi • 19 September, Bell Switzerland, Basel

Our deepest condolences to the families relatives, family and friends of the deceased.



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 04 April 2025 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.