

Media release

Basel, 22 May 2025

Bell Food Group Capital Market Day in Oensingen

The Bell Food Group Capital Market Day 2025 focused on the renovation and modernisation of Bell Switzerland's site in Oensingen (Switzerland). Investors and analysts visited the new facilities and received the latest information on the strategic direction of the company. They also had the opportunity to talk to senior management.

At the well-attended Bell Food Group Capital Market Day 2025, CEO Marco Tschanz and Eric Overbeek, Head of the Hügli Division since 1 March 2025, provided an update on the strategic direction of the Bell Food Group. They then answered questions from the investors and analysts in attendance.

[Link to the presentation](#)

This was followed by a tour of the new facilities. The technological prowess of the new infrastructure offers a clear-cut competitive advantage. It secures the core business in Switzerland and thus our earning power in the future.

The new **cattle slaughterhouse** will replace the old slaughterhouse, which has been operating at full capacity for years and has reached the end of its useful life. The new building will renew the existing facilities and optimise production processes. The new cattle slaughterhouse will be among the best in the world in terms of animal welfare, hygiene, sustainability, ergonomics, working conditions, productivity and efficiency. It will be gradually commissioned in the second half of 2025.

The new **logistics centre** will centralise the logistics infrastructure so that business partners can be supplied from a single platform in future. This will enable even faster goods management and shorter order and delivery cycles. Among other things, Bell Switzerland is thus making a further contribution to avoiding food waste. The new logistics centre will be gradually ramped up from the first quarter of 2026.

Following the logistics centre, the new **slicing centre**, which meets the highest international hygiene standards, will go online in spring 2026. Slicing activities, which are currently carried out directly in the respective production facilities, will be centralised, considerably improving efficiency.

The new **deep-freeze warehouse** has been up and running since 2024. The insourcing of the decentralised external storage facilities eliminated rental costs. The new building has also created additional deep-freeze capacities and new order-picking solutions. The new warehouse cuts energy costs in this area by around 50 percent.

About the Bell Food Group

The Bell Food Group is one of the leading meat processors and convenience specialists in Europe. Its range of products includes meat, poultry, charcuterie and seafood as well as convenience and vegetarian products.

With different brands such as Bell, Hubers, Eisberg, Hilcona and Hügli, the Group meets a range of customer requirements. Its customers include retail as well as food service companies and the food processing industry. Around 13 500 employees generate annual revenues of over CHF 4.7 billion. The Bell Food Group is listed on the Swiss stock exchange.