

The Bell Food Group is optimising its Group structure in the convenience growth segment

The Bell Food Group is adjusting its organisational structure and reorganising the business areas at top Group level. The business area Convenience will be split into the three independent business areas Eisberg, Hilcona and Hügli. The current division heads Martin Henck (Hilcona) and Thomas Bodenmann (Hügli) will continue to manage business activities and will now also join the Group Executive Board. In addition to his position as Head of Bell International, Marco Tschanz will also serve as Head of Eisberg. Volker Baltes, the current head of the discontinued business area Convenience will be leaving the company at his own request as a result of the reorganisation. The Board of Directors would like to thank him for his commitment and services. The business areas Bell Switzerland and Bell International will not see any changes. Sven Friedli will take over from Marco Tschanz as Head of IT Bell Food Group.

The changes to the organisational structure of the convenience activities will permit a more direct cultivation of the market. Given the new post-coronavirus perspectives, the simplified structure will allow the consistent exploitation of opportunities. The organisational changes will be implemented on 1 May 2022.

About the Bell Food Group

The Bell Food Group is one of the leading meat processors and convenience food specialists in Europe. Its range of products includes meat, poultry, charcuterie, seafood and convenience and vegetarian products. With brands such as Bell, Eisberg, Hilcona and Hügli, the Group meets a range of customer needs. Its customers include the retail trade as well as the food service sector and the food processing industry. Around 12 000 employees generate annual revenues of over CHF 4 billion. The Bell Food Group is listed on the Swiss stock exchange.