



Media release

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Ad-hoc publicity

Bell expands its market position in Spain

The Bell Group is taking over the production plants of the Spanish ham and charcuterie specialist Nobleza Ibérica. The ground-breaking ceremony for the planned new Serrano ham facility will also take place on 25 April 2017. Bell is thus considerably expanding its position in the growing Spanish charcuterie segment.

Bell is taking over the production plants of the Spanish charcuterie specialist Nobleza Ibérica in Azuaga in the Ibérico stronghold Extremadura. The company has an annual production capacity of some 150,000 hams and 1,000 tonnes of charcuterie. The Nobleza Ibérica plant specialises in the production of high-quality Ibérico ham and Spanish charcuterie (known as embutidos) and offers the ideal supplement to Bell's current product range in Spain. The takeover was executed on 6 April 2017. The parties have agreed to keep the details of the transaction confidential.

Work on the new Serrano ham production plant in Fuensalida close to Madrid has progressed further. This is Bell's reaction to the growing popularity of Spanish ham specialities throughout Europe. Together with the existing plant in the immediate vicinity, Bell is increasing the annual drying capacity to more than one million hams per year. Bell is investing around EUR 40 million in this new build project, which will offer 100 additional jobs upon completion. The ground-breaking ceremony will take place on 25 April 2017. The new production facility is scheduled to begin operations in the second quarter of 2018.

In future, Bell will be able with its three production plants to offer a complete range of Spanish ham (Ibérico, Serrano) and Spanish cured sausages (Chorizo, Salchichón, Lomo) from its own production, allowing the company to further expand its market position in Spain and the export markets. The products are marketed under the national "Sánchez Alcaraz" brand and other brands of the Bell Group.

About Bell

The Bell Group is one of the leading processors of meat and convenience products in Europe. Its range of products includes meat, poultry, charcuterie, seafood, convenience products and salads. With the brands Bell, Hilcona and Eisberg, the Group meets a diversity of customer needs. Its customers include the retail trade as well as the food service sector and the food processing industry. Some 10,000 employees generate annual revenues of more than CHF 3.4 billion. Bell is listed on the Swiss stock exchange.