



## Media release

Basel, 21 February 2012

### **Bell to build a pork processing plant in Oensingen**

**Meat processing specialist Bell Ltd has purchased an approximately 65,000 m<sup>2</sup> plot of land in Oensingen and plans to have a modern pork processing factory up and running there by 2015/2016. The proximity of the new plant to the existing Bell fresh meat centre will provide synergy benefits.**

The search for a suitable location for the new pork processing plant has been brought to a successful conclusion: the "Holinden" land parcel of roughly 6.5 hectares recently acquired in Oensingen is situated in the immediate proximity of Bell's Oensingen plant. The land has already been redesignated as an industrial zone. The location in Switzerland's central plateau offers ideal transport connections and will provide a range of synergy benefits from working with Bell's neighbouring fresh meat centre. The parties have agreed not to disclose the purchase price.

#### **No noise or odour emissions**

The new plant will replace the pork processing facility in Basel, which is approaching the end of its useful life expectancy. Pork sides will be portioned to order into the required cuts at the new production site, and the comprehensive range – including barbecue specialities, ready-to-cook and fresh meat convenience products – will then be packaged and distributed. Based on the experience gained at the slaughter and portioning facility in Oensingen, which has been operating since 1971, neither noise nor odour emissions will be an issue. Bell is developing the best traffic access scheme in collaboration with the Oensingen authorities.

Bell is expediting the planning process and expects the new production plant in Oensingen to be operating by 2015/2016.

This media release can be accessed at <http://www.bell.ch/en/media/media-releases.aspx>.  
For images and further information on the Bell Group: [www.bell.ch](http://www.bell.ch)

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#### **About Bell**

Bell is the biggest Swiss meat processor. The product range covers meat, poultry, charcuterie, seafood and convenience products. The customer base includes the retail and wholesale trades and the catering and food industries. In Europe, the French Groupe Polette and the German ZIMBO and Abraham companies belong to the Bell Group. Some 6,500 employees generated consolidated sales of goods totalling 2.52 billion Swiss francs in 2011. Bell is listed on the Swiss stock exchange.

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