
Bell Food Group Investor Day 2019

Inspection of the new convenience food plant
in Marchtrenk, Austria

May 2019 | Bell Food Group AG



The convenience food processing plant in Marchtrenk in summary.

Marchtrenk Convenience Food Processing Plant Fact Sheet

- The most modern convenience food processing plant of its kind in Europe
- Constructed in 18 months; an investment of over EUR 70 million
- Approx. 24,000 m² production area upon final expansion; four halls of 6,000 m² housing a total of 19 production lines
- 250 new jobs with diverse qualifications – from administrative staff, engineering employees, cleaners to production and warehouse employees on the lines
- Highest possible level of automation and use of state-of-the-art equipment and robotics, plus in-house hygiene design
- Research and development department as a state-of-the-art competence centre for fresh convenience products and sustainable packaging solutions



Marchtrenk Convenience Food Processing Plant Fact Sheet

Product range

- **Freshly-cut salads, fruits and vegetables**

Bag salads , bowl salads , layer salads , mono and mixed salad mixes , cut fruit mixes, cups & bowls , cut convenience vegetables

- **Snack products and Bircher muesli creations**

*Wraps, triangle sandwiches, open-faced sandwiches and baguettes, ready-to-eat/marinated gourmet salads, fresh waters & juices, snack convenience foods
(Ready to Eat, Ready to Heat)*

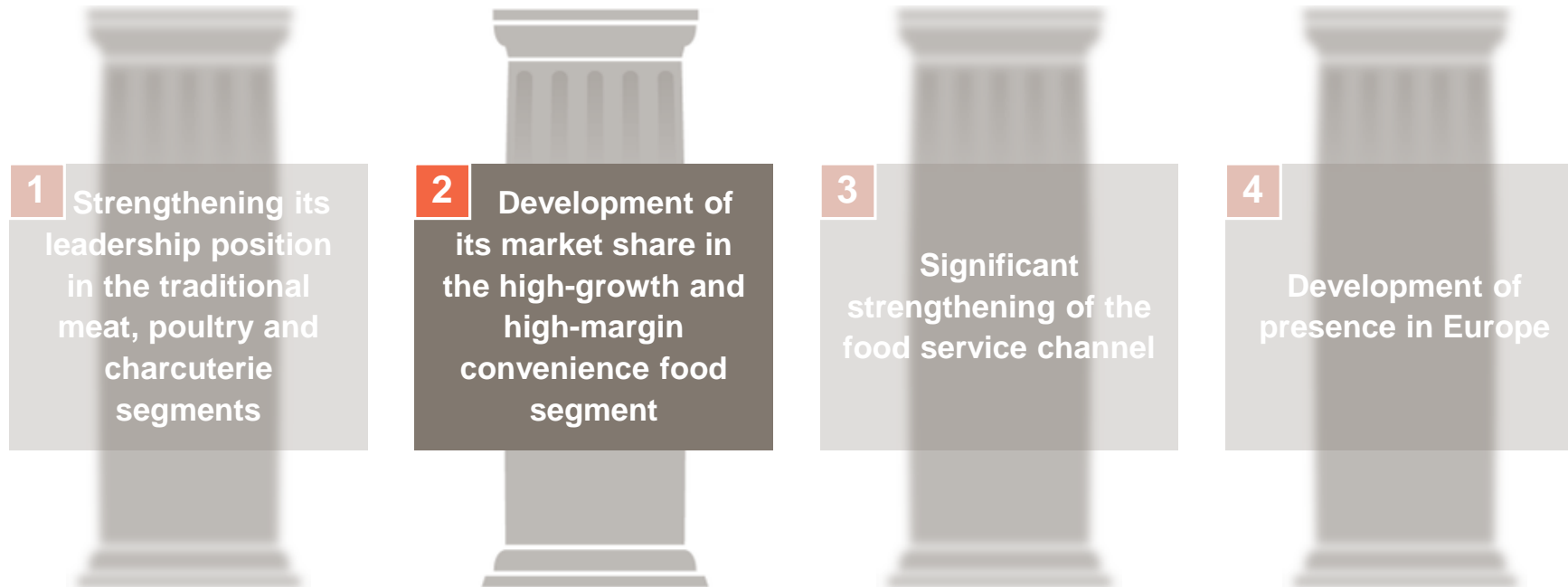
- **Poultry convenience foods and meat convenience foods**

Chicken escalopes, chicken cordon bleu, chicken nuggets, meatballs, burgers



Convenience as a strategic direction for the Bell Food Group.

Strategic directions for the Bell Food Group



Complete offering of meat and convenience food products



Meat
Fresh meat
Poultry
Seafood
Charcuterie



**Ultra-fresh
convenience foods**
Salad dishes
Freshly-cut salads, fruits
and vegetables



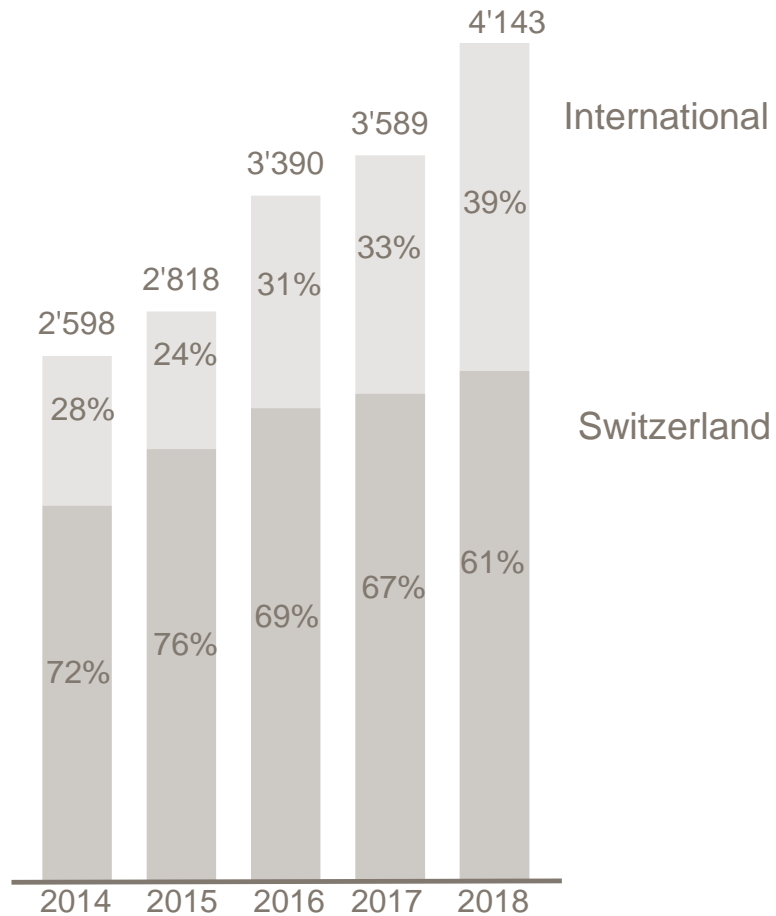
**Fresh convenience
foods**
Pasta
Sandwiches
Ready meals
Pizzas



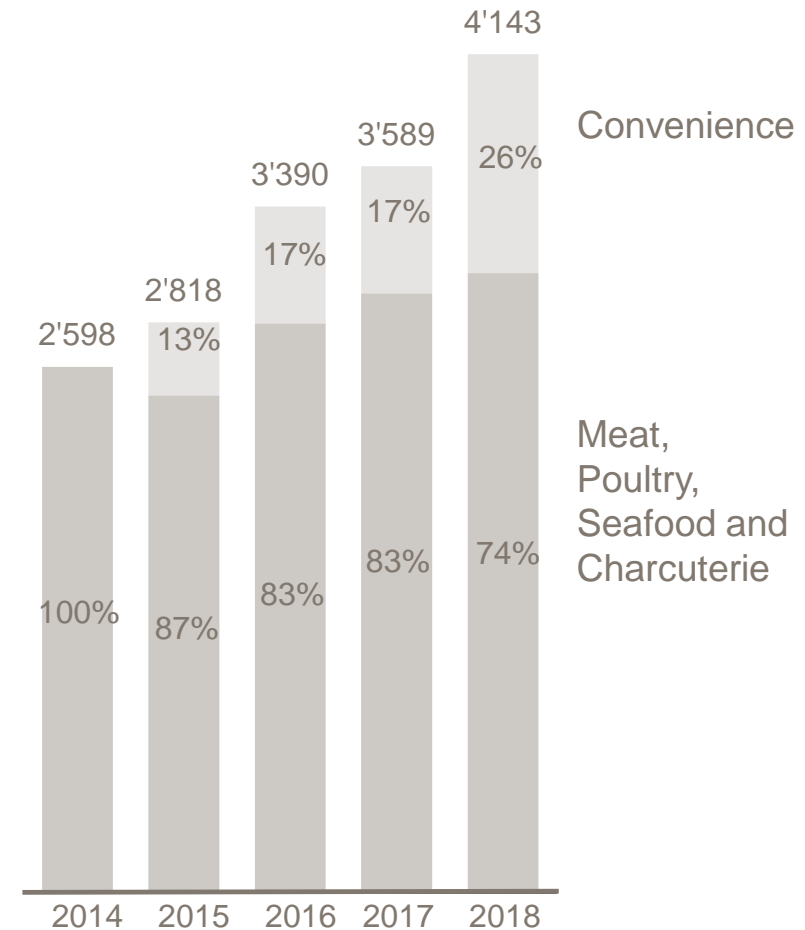
Dry convenience foods
Soups
Sauces
Desserts
Ingredients
Ready-to-eat dishes

Sales development to be both geographic and by product groups

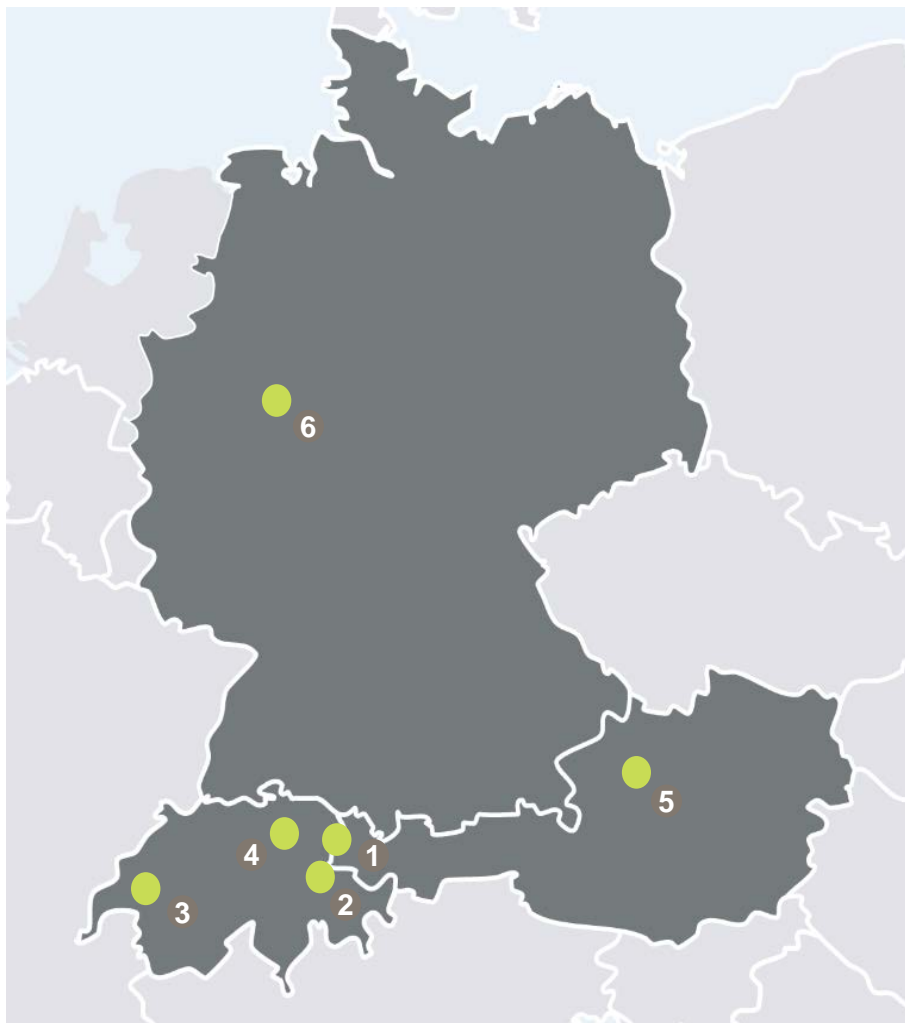
Geographical sales distribution
in CHF million



Sales breakdown by product groups
in CHF million



Set up production for efficient market coverage in the convenience food products sector



- 1 Schaan**
 - Fresh and ultra-fresh convenience products in large lot sizes for the Swiss retail and food service market
 - Fresh convenience product for retail in Germany
- 2 Landquart**
 - Competence centre for vegetarian products
 - Vegetarian and vegan foods for retail and food service in Switzerland
- 3 Orbe**
 - Sandwiches, pizzas, drinks (ultra-fresh) in large batches for retail and food service in Switzerland
- 4 Schlieren (ZH)**
 - Sandwich manufactory for fresh daily sandwiches for regional retailers
- 5 Marchtrenk**
 - Fresh and ultra-fresh convenience and meat convenience products for retail and food service in Austria and Southern Germany
- 6 Bad Wünnenberg**
 - Primarily ultra-fresh convenience foods for retail in Germany
 - Fresh convenience products in large batches for food service in Germany

Growth Convenience – Retail.

Key areas of growth for convenience food retailing in Germany and Austria

Germany and Austria

In Germany and Austria, the company has so far been a specialist in fresh products with a longer shelf life (e.g. pasta). **An entry into the growing ultra-fresh convenience market will now be possible.** In the future, we plan to become one of the leading national suppliers of fresh and ultra-fresh convenience products.

Strategic directions

- Direct production in Germany enables the associated growth in the fresh and ultra-fresh convenience range (development of To-Go range for national retail customers).
- The To-Go market in Germany will be served from Q4/2019 onwards by the converted plant in Bad Wünnenberg.
- The focus will be on the mid and upper price segments.
- The national ultra-fresh market in Austria will be handled by Marchtrenk.



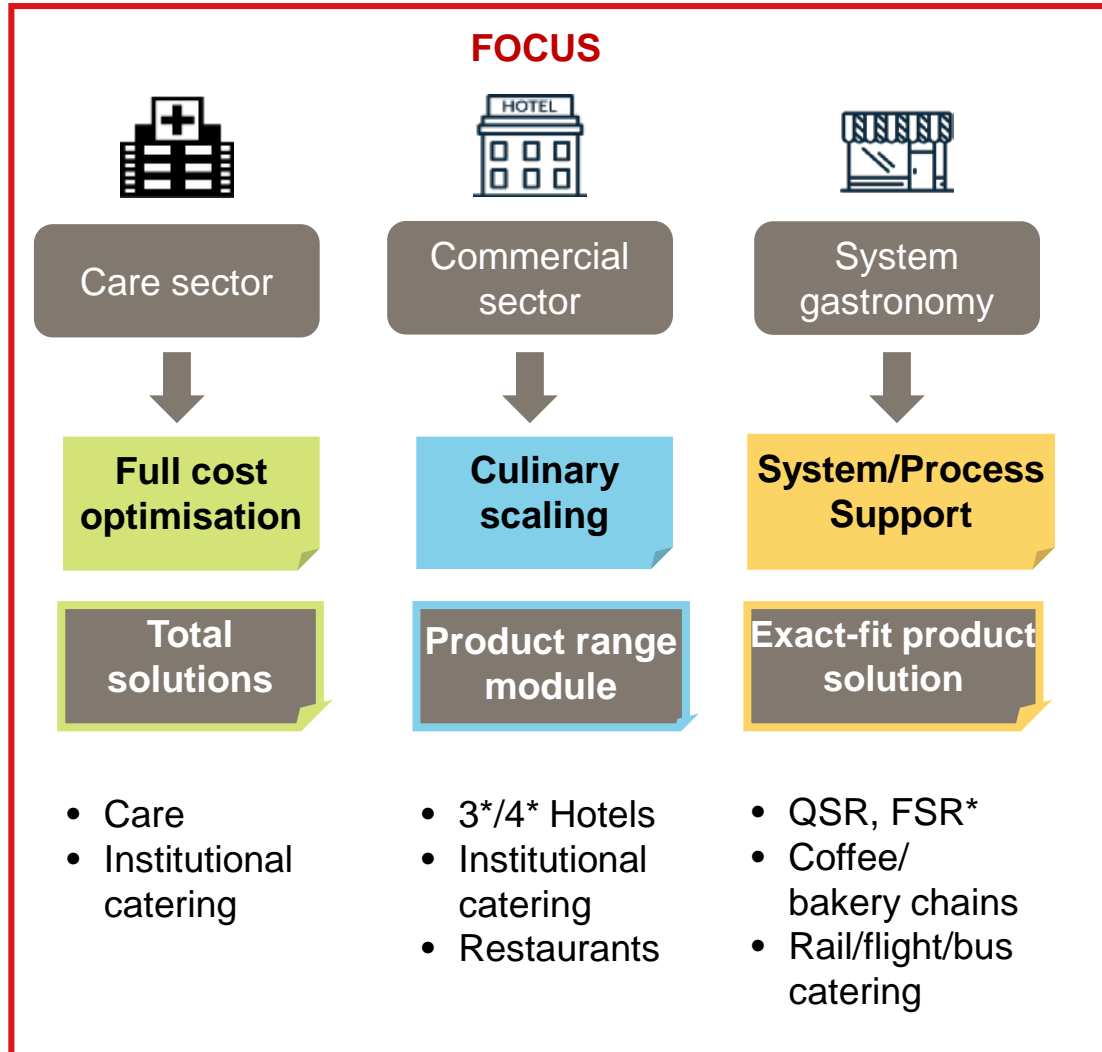
Growth Convenience – Food Service.

Development of the Food Service Market: Switzerland, Germany and Austria

- The food service market in Switzerland, Germany and Austria is strongly influenced by the following developments:
 - A lack of professionals in the commercial sector – increasingly fewer trained chefs are present in restaurants and hotels.
 - Increasing cost pressures in the care sector – in nursing homes and hospitals there is an increased focus on overall cost and investment considerations.
 - A need for integrated partial solutions in system catering, i.e. coffee chains, bakery chains etc.
- Each customer segment has different, individual needs and requirements and the trend is towards «total solutions».



Development of the Food Service Market: Switzerland, Germany and Austria



- The following relevant customer segments were defined in a segmentation study:
 - Care sector
 - Commercial sector
 - Food service industry
- The new customer segments require a high degree of flexibility in batch size production.
- With the «Smart Cuisine» initiative, the necessary framework conditions are being created to serve these markets and to tap this potential.

*Quick-Service Restaurants / Full-Service Restaurants

Summary.

Summary

Bell Food Group is commissioning the most modern convenience food plant in Europe in Marchtrenk, Austria.

The new plant will support the strategic direction of the Bell Food Group by developing its market share in the high-growth and high-margin convenience food segment.

As a result, the Bell Food Group will progress to become an important European supplier of Fresh and ultra-fresh convenience foods.

The «Smart Cuisine» initiative will help to create the essential basic conditions to enable sales to be made to the food service markets in Switzerland, Germany and in Austria.



Thank you for your kind attention.

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