



**Media release**

Basel, 10 February 2016

## **The Bell Group takes over Eisberg, the salad specialist**

**The Bell Group will take over the Eisberg Group specialising in convenience salads on 1 April 2016 and expand its own activities in this product sector.**

The Bell Group will take over the Eisberg Group specialising in convenience salads with its registered office in Dänikon on 1 April 2016. Eisberg employs around 400 people and generates annual revenues of more than CHF 55 million. The company specialises in the production of fresh leaf salads and prepared salads. With production facilities in Switzerland, Poland, Hungary and Romania and a purchasing office in Spain, the Group's customers include the food retail, food service and catering sectors. Organisationally, Eisberg will be merged with the company Gastro Star to form an independent subsidiary of Hilcona. The parties have agreed to keep the purchase price confidential. The takeover is subject to the approval of the relevant competition authorities.

For the Bell Group, the takeover of Eisberg means the strengthening of its convenience salads product segment. In Switzerland, the acquisition will solve capacity bottlenecks. Internationally, the Group will be able to exploit additional potential for growth through Hilcona's great expertise in the fresh convenience food sector. For Eisberg, the sale to the Bell Group offers access to new sales channels and opens up new opportunities for growth.

### **About Eisberg**

The Eisberg Group with its registered office in Dänikon, Switzerland is one of the leaders in Europe and number one in Central and Eastern Europe in the production of fresh convenience salads. Some 400 employees generate annual revenues of more than CHF 55 million. The company, which started as a Swiss farm business, looks back on a history of more than 30 years. With production facilities in Switzerland, Poland, Hungary and Romania and a purchasing office in Spain, the Group's customers include the food retail and food service sectors. [www.eisberg.com](http://www.eisberg.com)

### **About Bell**

The Bell Group is one of the leading meat processors and manufacturers of convenience products in Europe. Its range of products includes meat, poultry, charcuterie, seafood and convenience products. With the brands Bell, Abraham, ZIMBO, M<sup>o</sup>ssieur Polette and Hilcona, the Group meets a diversity of customer needs. Bell counts the retail and wholesale trade, food service sector and food processing industry among its customers. More than 8,000 employees generated consolidated sales of CHF 2.8 billion in 2015. Bell is listed on the Swiss stock exchange. [www.bellfoodgroup.com](http://www.bellfoodgroup.com)