

Bell Food Group acquires ARYZTA Switzerland's sandwich production business

Hilcona, a company of the Bell Food Group, is to acquire ARYZTA Switzerland's sandwich production business. All employees and the production premises will be taken over. With this move, Hilcona will further expand its market position in the growth area of sandwiches that are freshly prepared every day.

By taking over ARYZTA Switzerland's sandwich production business in Schlieren, Hilcona AG, a company of the Bell Food Group, will add to its production capacity for ultra-fresh sandwiches from 1 August 2021 onwards. The new manufactory for fresh products will likewise extend Hilcona AG's market leadership in this growth segment. Hilcona is to take over all the employees involved in ARYZTA Switzerland's sandwich production, around 25 in number, as well as the production premises in Schlieren. The contracting parties have agreed to keep all details of the agreement confidential.

In combination with the Hilcona production site in Orbe (VD) with around 500 employees, this transaction will enable Hilcona AG to respond to the increased demand for a varied range of craft sandwiches, freshly prepared on a daily basis. «Freshly baked bread and the highest-quality ingredients are still the most important recipe for success», says Lorenz Wyss, CEO of the Bell Food Group. «With proximity to the customer, innovation and traditional manufactory quality, we will stand out from our competitors in the growing market for ultra-fresh products.»

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.