



Media release

Basel, 19 September 2016

Bell takes over Geiser AG, a specialist delivery company for the food service sector

Bell takes over Geiser AG in Schlieren, a company specialising in deliveries to the food service sector. The company employs 120 people and generates annual sales of some CHF 45 million. All employees as well as the management team will be taken over.

Bell Switzerland strengthens its position in deliveries to the Swiss food service market and takes over Geiser AG in Schlieren/ZH. Geiser AG generates annual sales of some CHF 45 million with 120 employees. In its production plant in Schlieren, Geiser AG produces meat and charcuterie products as well as a number of specialities, mostly for the food service sector. All employees will be taken over and the current management team will continue to manage the business operations. Consolidation with the Bell Group is planned from 1 October 2016. The parties have agreed to keep the details of the transaction confidential.

For Geiser AG, the takeover is the ideal succession solution and safeguards the company's position in a very competitive market. Geiser AG will be managed as an independent unit under the umbrella of Bell Switzerland and will continue to work its own sales markets. The takeover gives Bell a company specialised in the manufacture of products focusing on the food service sector as well as additional access to the important food service market in Switzerland.

As part of its investment planning in Switzerland, Bell is strengthening its focus on customer groups. While the bigger production sites focus on rational and efficient large-scale production, the smaller and more flexible plants should concentrate on regional and customer-specific product ranges.