

Bell Food Group Investor Day in Marchtrenk

At the Bell Food Group Investor Day 2019, investors and analysts visited the new Eisberg production site in Marchtrenk, eastern Austria, the most modern convenience food processing plant of its kind in Europe.

As part of the Bell Food Group Investor Day 2019, investors and analysts visited the new convenience processing plant in Marchtrenk, near Linz. The Austrian unit of the Bell Food Group, Iceberg Division, opened the new production plant in March of this year.

As part of an extensive visit, the interested attendees were given an impression of the most modern convenience production site of its kind in Europe. A visit to two typical sales outlets also served to highlight the implementation of the company's product range in the market.

During a short presentation, CEO Lorenz Wyss and CFO Marco Tschanz showed what the role of the new plant would be within the strategic direction of the Bell Food Group. The new production 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.

About Bell Food Group

The Bell Food Group ranks among the leading meat and convenience food processors in Europe. Its range includes meat, poultry, charcuterie, seafood and convenience food products. The Bell, Eisberg, Hilcona and Hügli brands enable the Group to cover the needs of a diverse range of customers. Customers include retailers, the food service sector and the food processing industry. Around 12,500 employees generate annual sales of over CHF 4 billion. The Bell Food Group is listed on the Swiss Stock Exchange.