

Bell Food Group vertraut auf TGW

Die Bell Food Group zählt zu den führenden europäischen Herstellern von Fleisch- und Convenience-Produkten. Gegründet 1869 in der Schweiz



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8]Y'6Y``: ccX'; fci d'nÄ\`hni`XYb`Z0\fybXYb`Yi fcdÄ]gWXYb
<YfghY``Yfb`j cb':`Y]gW!`i bX`7cbj Yb]YbW!DfcXi`_hYb"; Y[f0bXYh
%, *-`]b`XYf`GWk Y]nž]gh`XYf`@YVYbga`]hhY`!GdYn]U`]gh`Yi hY`HY`
XYf`7ccd!; fi ddY`i bX`Yfn]Y`hY`ni`Yhnh`Y]bYb`l a gUhn`j cb' (ž&
A`]]UfXYb`GWk Y]nYf': fUb_Yb"

GY]h`&\$%-`[Y\h`9]gVYf[`'2 ghYffY]W!`; a V<`Ua`GhUbXcfh`]b
A UfW\hfYb`_a`]hXYa`GWk Y]nYf`l bhYfbY\`a Yb`6Y``: ccX'; fci d
bYi Yž]bbcj Uh]j Y`K Y[Y``8]Y`DfcXi`_hdU`YhY`'j cb': fYg\!7i h
CVgh!ž; Ya`0gY!`i bX`GU`Uh`7cbj Yb]YbW!Gcfh]a YbhYb`i a ZUggh
i bhYfgW]YX`]W ghY`GbUW_]b[`!5fh_]Y`/`FYUXmhc!\YUh/`!YUh
; Yf]W\hY`V]g`\]b`ni`[Y_0\`hYb`i bX`h]YZ[Y_0\`hYb`j Y[YhUf]gWXYbž

j Y[UbYb'i bX'; YZØ[Y!7cbj Yb]YbW' DfcXi _hYb"

GWX bY`][_Y]h'i bX': `YI]V]`]hÅh'U`g
Yb hgWY Y]XYbXY`? f]hYf]Yb

8 Ug'bYi Y': i `Z`a Ybh'7YbhYf'V]'XYh'X]Y'nYbhfU`Y`?ca a]gg]cb]Yf!
i bX`J YfhY]'d`UhhZcfa `ZØf`Zf]gWYžj Yf_Ui ZgZYfh][`j YfdUW_hY
GY`VghVYX]Yb!`gck]Y`6YX]Ybk UfYbUfh]_Y`. `G]Y`VY`]YZfh'gck c\`
Gi dYfa Uf_hZ]'U`Yb`U`g`Ui WX'; fc»\ÅbX`Yf'i bX`9]bnY`i bhYfbY\`a Yf
`XUg'ghY`h`\ØWghY`5bZcfXYfi b[Yb`Ub`GWX bY`][_Y]h'gck]Y
: `YI]V]`]hÅh`8]Y`DfcXi _hY`k YfXYb`Ui g`XYb`j YfgWY]YXYbYb`6Y`!
DfcXi _h]cbgVYhf]YVYb`Ub[Y`]YZfh'i bX`Yb hgd fYWYbX`]bX]j]Xi Y`Yf
?i bXYbUbZcfXYfi b[Yb`dfY]gUi g[YnY]WYbYhž`nk]gWYb[Y`U[Yfh
i bX`_ca a]gg]cb]Yfh"

: `YI]VY`VY]`Y`bXYfi b[Yb`]b`XYf`5i ZhfU[g!
i bX`?i bXYbghfi _hi f

NYbhfi a `XYf`@Øgi b[`V]'XYh'Y]b`nk Y]hY]'][Yg`G\i hhY!GmghYa `a]h
%- "\$\$\$\$`GhY`d`ÅhnYbž`VYghY\YbX`Ui g`Y]bYa `?ca a]gg]cb]Yfa cXi`
a]h'XfY]nY\`b'; UggYb`gck]Y`Y]bYa `K UfYbUi g[Ub[ga cXi`a]h
UW`h; UggYb" A Y`f`U`g` (\$\$\$`G\i hhYg`ØVYfbY\`a Yb`XUg`gWYbY`Y
i bX`YbYf[]YYZ]n]YbhY`9]b!`i bX`5i g`U[Yfb"

8]Y`nk Ø`Z`DfY]gUi gnY]WYbi b[g`]b]Yb`j YfZØ[Yb`ØVYf`Y]bY`?UdUn]hÅh
j cb`V]g`ni `+\$\$\$`J Yf_Ui ZgY]b\Y]hYb`dfc`HU["Gc`Åggh'g]WY
g]WYfghY`Ybž`XUgg`X]Y`K UfY`]bbYf\U`V`j cb`fi bX`nk Y]'Ghi bXYb
_ca a]gg]cb]Yfhž`dU`Yhh]Yfh'i bX`]a `K UfYbUi g[Ub[`VYfY]h[YghY`h
k]fX``8i fWY`XYb`9]bgUhn`j cb` (&`D]W_7YbhYf`C`bY`5fVY]hgd`ÅhnYb
_Ubb`6Y`Z`YI]VY`Ui Z`Y`bXYfi b[Yb`]b`XYf`5i ZhfU[g!`Vnk`
?i bXYbghfi _hi f`fYU[]YfYb"

⇒a `Ni [Y`XYg`Dfc`Y_hg`k]fX`Ui WY`XUg[YgUa`hY`@YYf[i h\UbX`]b[
nYbhfU`]g]Yfh"6Y`bi hnhY]b[YgWY`cggYbYg`6Y\Å`hYf!
I a `Ui Za cXY`. `6Ybi hnhY`6Y\Å`hYfž`F`c`Wc`b`hU]bYf'i bX`DU`YhhYb
_ca a Yb`j cb`XYb`?i bXYb`ni f`FY]b][i b[`ni fØW`bUWY`CYbg]b[Yb`
5b`Gd]hnYbhU[Yb`VYfY]hYh`6Y`V]g`ni `, "\$\$\$\$`6Y\Å`hYf`Ui Z`G]Y

k YfXYb`ni bÅWłgh`Ui hca Uh]gWł`XYdU`Yhh]Yfhž`ØVYfdfØž`i bX
[YgÀi VYfh"

G5D`9K A`ZØf`X]Y`]bbcj Uh]j Y`@c[]gh]_`Ògi b[

5i Wł`ja`Gcžk UfY!6YfY]Wł`gYmhi6Y``Ui ZH; K !?ca dYhYbn``a]h
Y]bYf`j c``ghÅbX][Yb`G5D!5bV]bXi b["6Y]`G5D`9K A`fØi hYbXYX
K UfY\ci gY`A UbU[Ya YbhŁ`UbXY`hYg`g]Wł`i a`Y]bY
`Y]ghi b[gghUf_Y`Gcžk UfY`ZØf`X]Y`@U[Yfj Yfk U`hi b[ž`a]h`XYggYb
<]`ZY`g]Wł`a Ubi Y``Y`i bX`Ui hca Uh]g]YfhY`5V`Ài ZY`d`UbYbž`ghYi Yfb
i bX`ØVYfk UWłYb`UggYb``8Ua]h]gh`Y]bY`[Ubñ\Y]h]WłY
DfcñYggUVk]W`i b[`a Ò[`]Wł.`j ca`K UfYbY]b!`V]g`ni a
K UfYbUi g[Ub["

K]f`žYi Yb`i bg`gY\fž`XUgg`k]f`6Y``j cb`XYb`JcfhY]`Yb`i bgYfYf
@Ògi b[`ØVYfnYi [Yb`_cbbhYb ž`i bhYfghfY]WłYb`x`Ub b
GhY]b_Y``bYfž`79C`7YbhU`9i fcdY`VY]`**H; K** ž`i bX`H\ca Ug
?fYhnž`A UbU[]b[`8]fYWłcf`H; K`GWłk Y]n`` A]h`XYa
\cWłUi hca Uh]g]YfhYb`i`i`Z]`a Ybh`7YbhYf`dfcZ]h]Yfh`6Y``j cb
cdh]a U`Yf`DYfZcfa UbWł`VY]`\ÒWłghYf`i`YI]V]`]hÀhi bX`VØbXY`h
gY]bY`@c[]gh]_`Ub`Y]bYa`ñYbhU`Yb`GhUbXcfh"

: f]gWł`j ca`i: Y`X.`9]gVYf[`2 ghYffY]Wł

8]Y`k]Włh][ghY`JcfUi ggYhni b[`X]Y`i`hfUž]gWłYb`7cbj Yb]YbWł!
DfcXi`_hY`XYf`9]gVYf[!; fi ddY`]gh`Y]bY`Yfgh`_Ugg][Y`Fc`k UfY``8]Y
GU`UhY`k YfXYb`gWłcbYbX`Ub[YVUi hž`VY`i hgUa`[YYfbhY`h`i bX`j cb
i bg`i bhYf`\ÒWłghYb`\m[]Yb]gWłYb`6YX]b[i b[Yb
k Y]hYfj YfUfVY]hYh``I a`X]Y`HfUbgdcfhk Y[Y`_i fn`ni`U`hYb`i bX`X]Y
GU`UhY`a Ò[`]Włgh`YfbhYž]gWł`j YfUfVY]hYb`ni`_ÒbbYbž`ZØfXYfb`k]f
XYb`c`_U`Yb`5bVUi`VYgcbXYfg"

9]b`GdYn]U`]ghYb!HYUa`XYf`9]gVYf[!; fi ddY`VYfÀh`X]Y`i bg
VY`jYZYfbXYb`5bVUi VYhf]YVY`j cf`CfhVYnØ[`]Wł`[YY][bYhYf
GU`UhhmdYbž`]XYU`Yf`6cXYbVYgWłUZZYb\Y]hž`gWłcbYbXYa`5bVUi
i bX`[YY][bYhYb`9fbhYhYWłb]_Yb"

6Ygi W\Yb`G]Y`i bg`Ui Z.`ZY]gW\i bXWc"Uh