

## Production

The Coop Group has several manufacturing companies, including Bell Food Group, Halba, Steinfels, Reismühle Nutrex, Pearlwater and Swissmill. The Bell Food Group, in which Coop is the majority shareholder, is one of the leading companies in meat processing and the production of convenience products in Europe.

Net sales of the Coop Cooperative Production segment came to 894 million Swiss francs in 2023. Added to this are net sales for the Bell Food Group, which grew to 4.514 billion Swiss francs. Total net sales of sustainable ranges in Production totalled 1.625 billion Swiss francs in 2023. Coop therefore increased its net sales of sustainable products in the production area by 12.1% year on year.

## Bell Food Group

In the 2023 financial year, the Bell Food Group achieved a pleasing result despite persistent high inflation. EBIT amounted to 164.7 million Swiss francs, an increase of 1.1% on the previous year. The persistent high inflation in 2023 had an impact on the business of the Bell Food Group. On top of this, difficult weather conditions, volatile market conditions and geopolitical tensions all had an effect on consumer sentiment.

Against this challenging backdrop, the Bell Food Group was able to gain market shares and continue to grow. The annual result rose by 1.4% to 129.6 million Swiss francs. Net sales grew by 5.5% to CHF 4.5 billion after adjusting for exchange rates. With these results, the Bell Food Group shows that it has finally left the difficult pandemic years behind. All business areas made a positive contribution to this very pleasing result.

The unstable weather conditions led to increased purchasing prices and reduced planning capability within purchasing processes. Purchasing raw materials – especially fruit and vegetables – in the required quality proved to be challenging. In Europe, prices for pork continued to rise during the reporting year. Thanks to the strategic focus on the cured ham segment, it was possible to offset the higher purchasing prices on the market.

In terms of the energy market, the situation remained generally tense due to inflation, with electricity prices rising further, for instance. Added to this were the ongoing war in Ukraine, the renewed conflict in the Middle East, and dwindling purchasing power, which all had a negative effect on consumer sentiment. Inflation also meant that consumers increasingly opted for more affordable product ranges, which impacted on the sales of premium products, notably in the convenience segment. These consumer habits had an impact on the product selection and sales in the various business areas. Shopping tourism resumed in the core market of Switzerland, although not yet at pre-pandemic levels.

Net sales of Bell Food Group

**4.5** CHF billion



### Highlights at Bell Food Group

The Bell Food Group is one of the leading processors of meat and convenience products in Europe and is market leader in Switzerland. The table below lists highlights at Bell Food Group.



#### Highlights in 2023

- Bell Germany was able to expand its leading position in the cured ham market in Germany during 2023. In a declining overall market we were able to buck the trend and to grow, partly thanks to a 360° campaign for the brand "Abraham". The focus of this campaign was the Spanish cured ham speciality "Abraham Serrano" in its folding packaging. The campaign slogan "Schinken ist Abraham" ("ham is Abraham") was a focal point.
- Eisberg refined the positioning of its own brand and developed its market presence. In Hungary and Romania in particular, Eisberg is a popular, widely known brand.
- In early 2023, Hilcona launched a selection of premium frozen pasta products for the food service industry under the label "La Pasteria".
- Hilcona has strengthened the positioning of its brand "It's Vegic" and considerably expanded the product range.
- At Anuga 2023, the world's leading trade fair for food, representatives of the Bell Food Group welcomed customers from Germany and abroad. The Bell Food Group also participated in Igeho 2023 – Switzerland's largest and most significant food service trade fair.
- In Switzerland, Bell is the largest meat brand by a considerable margin. Through our own extensive market research, we have greatly expanded the data basis of Bell Switzerland's marketing techniques and further refined our marketing strategies on the basis of data analyses.



New products



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More information:

[www.bellfoodgroup.com](http://www.bellfoodgroup.com)