

Production

The Coop Group also includes numerous manufacturing companies, chief among them the Bell Food Group, in which Coop is a majority shareholder. The Bell Food Group, which is one of the leading companies in meat processing and the production of convenience products in Europe, gives Coop a strong international presence.

1.5 bn in sales

of sustainable products in Production

Net sales of the Coop Cooperative Production segment came to CHF 820 million in 2021. Added to this are net sales for the Bell Food Group, which increased to almost CHF 4.2 billion. Total sales of sustainable ranges in Production came to around CHF 1.5 billion in 2021. Coop therefore increased its sales of sustainable products in the production area by 2.2% year on year.

Bell Food Group

Thanks to a strong retail business, the Bell Food Group was able in 2021 to build on the previous year's good foundation and reported a successful financial year. Key to this good performance was the core business with meat and convenience products on the domestic market in Switzerland. All business areas contributed to the positive figures.

The Bell Switzerland Business Area once again achieved a good result across all product groups, most notably poultry and seafood, which have been growing steadily for years and made a significant contribution. Although business was boosted by the return of some shopping tourism, tourist numbers remained below pre-pandemic levels in the year under review.

In the Bell International Business Area, the strategic focus on sustainable poultry products and international cured ham specialities is proving a staunch success. The business with organic poultry notched up substantial growth in the year under review. Thanks to an attractive product range of high-quality specialities and innovative packaging solutions, the Bell Food Group also performed well in the cured ham segment despite the overall downward trend on the European cured ham market.

After a previous year marred by Covid, the Convenience Business Area recovered slightly in 2021, again thanks largely to the solid performance of Swiss retail. The business area also benefited from an increase in sales in the food service and to-go convenience areas. Vegetarian and vegan products sold well, posting significant growth in the year under review.

Pandemic affects business

The measures to contain the Covid pandemic have brought about a change in the public's spending and eating habits, greatly affecting the business of the Bell Food Group. Restricted mobility and the closure of catering businesses led to a drop in sales in food service and of out-of-home catering products. Conversely, consumers spent more on products to consume at home, leading to a marked rise in sales in the retail channel. These effects left their imprint on the 2020 financial year and remained very much in evidence in the year under review. With the partial easing of measures, spring and summer brought a degree of recovery in the food service and to-go segment. However, the second half of 2021 in particular was dominated by volatile markets and pronounced, short-lived fluctuations in demand which made it harder to plan ahead.

Setting a strategic course for a successful future

As well as the broad-based business model, the clear strategic focus was vital to another strong financial year for the Bell Food Group. A strong core business on the domestic Swiss market has proved crucial to the Bell Food Group's successful development. Boosting efficiency in Switzerland for the long term and aligning with future customer needs is one of the Bell Food Group's strategic priorities. To this end, it is investing extensively in expanding and modernizing its production infrastructure in order to consolidate the Bell Food Group's strong position on the Swiss domestic market for decades to come.

Highlights from the Bell Food Group

The table below lists highlights from the year under review at Bell Food Group AG. For more information about the Bell Food Group, please refer to the factsheet below and visit www.bellfoodgroup.com.



Bell Food Group AG

- Strong performance with meat and convenience products on the core Swiss market.
- Sales picked up in the food service channel compared with the previous year. The retail sales channel continued to perform well, particularly in Switzerland.
- Once again, measures to contain the Covid pandemic had a significant influence on business, short-term fluctuations in demand being just one consequence.
- The Bell Switzerland Business Area continues to develop well. The partial resumption of shopping tourism had a tangible impact, although pre-pandemic levels have yet to be restored.
- In the Bell International Business Area, sales of sustainable poultry products have increased. The cured ham segment performed well in a market that is declining overall.
- After performing poorly in the previous year, the Convenience Business Area grew thanks to the slight recovery of food service sales and a strong retail business in Switzerland.
- The business with vegetarian and vegan products remains on a growth trajectory. Sales of “The Green Mountain” brand vegetarian and vegan meat alternatives performed particularly well
- The Swiss investment programme is on track. At the Oensingen site, a refrigerated warehouse, a central logistics platform and a slicing centre for slicing and packaging cold cuts are under construction. There are also plans to modernize the cattle slaughterhouse.
- Hilcona’s head office in Schaan is to be modernized and extended in several phases over the next few years. The first phase was completed in the year under review, with the construction of the new pasta manufacturing plant.
- The main sites of Eisberg Switzerland in Dänikon and Essert-sous-Champvent will also be modernized and extended over the next few years. Meanwhile, the smaller sites at Villigen and Dällikon are to be gradually phased out by 2026.

