



## BETTY BOSSI

Betty Bossi is one of Switzerland's most famous brands and has been the country's culinary heart since 1956. With our wide range and decades-long experience we have a considerable impact on how Switzerland cooks and eats. Our mission is to offer our customers the simplest route to dining delights, with recipes, clever products and services dedicated to simple, failsafe preparation, cooking, baking and enjoyment.

[www.bettybossi.ch](http://www.bettybossi.ch)



**Net sales 2018**  
CHF 75 million



**Market position**  
Market leader in culinary media, kitchen and household aids and fresh convenience products



**Online shop**  
Around 1 400 products, recipe database with free download for subscribers



**Number of employees**  
127



**Vision**  
For everyone, anytime, any place – the simplest route to culinary pleasure



**Offering**  
Magazines "Betty Bossi Zeitung", "Betty Bossi Zeitung Glutenfrei" and "Betty Bossi Mix" with recipes for the Thermomix, cookery books and culinary tips, recipe app, clever kitchen and household aids, fresh convenience products, baking ingredients and baked goods, food consulting, food and trend scouting, recipe factory, licences e.g. "Zopf & Zöpfli" take-away concept.



**Services**  
Customer service, culinary advice, nutritional advice