



BETTY BOSSI

Betty Bossi is one of Switzerland's most famous brands and has been synonymous with culinary expertise for 60 years. Having started out in 1956, with recipes and tips for the home and family, it is now Switzerland's leading culinary company. Betty Bossi's mission is to offer people the simplest route to enjoyment of food, with clever tips, services and products all dedicated to simple, failsafe preparation, cooking and baking.

www.bettybossi.ch



Net sales 2017
CHF 78 million



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



Online shop
Around 1 300 products, recipe database with free download for subscribers



Number of employees
122



Vision
Betty Bossi for everyone, anytime, any place



Offering
Magazines "Betty Bossi Zeitung", "Betty Bossi Zeitung Glutenfrei" and "Betty Bossi Mix" with recipes for the Thermomix, clever kitchen and household aids, fresh convenience products, baking ingredients, food consulting, recipe factory, international licence and product sales, "Zopf & Zöpfl" take-away concept, "Betty bringt's" delivery service with recipes and fresh ingredients



Services
Customer service, culinary advice, nutritional advice