



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



Net sales 2019
CHF 81 million



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



Online shop
Around 1 400 products and 6 000 recipes



Number of employees
120, including 1 apprentice



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



Offering
Subscriptions to “Betty Bossi Zeitung”, “Betty Bossi Glutenfrei” and “Betty Bossi Mix” with Thermomix recipes, “Betty Bossi Digital”, cookery books and culinary advice, 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” café and take-away concept



Services
Customer service and product advice, culinary advice, online recipe database and recipe app, culinary information, tips & tricks