

# FRESH APPETIZER

**Culinor chef meals**

Created by  
top Belgian chefs

**Pure Nature**

Pure, natural meat snacks  
from Albert Spiess

*Happy  
cooking*

Fredag launches the Happy Vegi Butcher line,  
with vegan, plant-based specialities



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Coronavirus has profoundly changed our way of life and purchasing behaviour.



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The ORIOR Group's second sustainability report gives an insight into our goals and initiatives.



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Matured in the fresh mountain air of the Monte Generoso: Prosciutto crudo del Grotto from Ticinella.



**30** Deliciously vegan: curry from Le Patron with Happy Vegi Butcher Strips.

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**38** Casualfood will be represented at the new Berlin Brandenburg Airport with a number of outlets.

# The new normal



Dear Reader

We are experiencing extraordinary times. The coronavirus crisis has affected society and the economy in an unprecedented manner and will have profound, as yet unforeseeable consequences. Our purchasing and consumer behaviour has already changed. Since the lockdown, we have been spending more time at home and are cooking for ourselves again. It is hard to believe that fresh yeast was sold out for weeks and that the pasta shelves were constantly empty! Moreover, consumers are opting more often for proven, regional, sustainable and organic products.

This is the new normal. In order to meet it head on and turn challenges into opportunities, we must think beyond boundaries and horizons and act with foresight – also in order to ensure our further development in the long term. This issue of Fresh Appetizer is devoted to this new normal: the social impact of coronavirus (pp. 4–5), the shift in consumer behaviour (pp. 6–7), and how our business units have already responded to this – such as Albert Spiess with its Pure Nature Sticks (pp. 12–13) or Fredag with the premium vegan specialities from Happy Vegi Butcher (pp. 28–29).

Culinor has set another milestone in terms of culinary excellence in natural, freshly-prepared meals and has elevated Belgian cuisine by restyling dishes by Michelin-starred chefs (pp. 34–37). Our youngest subsidiary, Casualfood, a company specialising in travel catering,

has been hit particularly hard by coronavirus. However, the motivated team from Frankfurt is resolutely pursuing its path and is set to open additional locations at the new Berlin Brandenburg Airport (pp 38–39). Biotta is presenting itself in a new look (p. 25) and has launched the ultra-fresh, trendy B-Ready drink – vegan and organic, of course (p. 24). With its focus on Ticino's food culture and tradition, Rapelli continues to surprise with newly interpreted specialities from the sunshine canton (pp. 16–19). These and many other highlights await you on the following pages.

I would like to thank all ORIOR employees for their remarkable achievements and great commitment in what still remains an extraordinary situation. This requires a great deal of perseverance, strength and identification. You have earned my heartfelt gratitude and great respect.

On behalf of the entire ORIOR Group, I wish you an enjoyable read.

Daniel Lutz  
CEO ORIOR Group



# The world is turning more slowly and changing more quickly

**The coronavirus crisis has had a radical impact on our culture, society and economy – the most extreme since the Second World War. The long-term consequences are almost impossible to foresee. But one thing is certain: coronavirus will profoundly change our values, behaviour and lifestyles, as well as our eating and shopping habits.**

## **Covid-19 has turned the world upside down**

Changes that probably would have taken years have happened in a matter of weeks due to coronavirus. This has placed the economy and businesses under enormous pressure – among other things, because no one can gauge the development and duration of the pandemic. At the same time, we should not lose sight of the fact that, from a global perspective, this is first and foremost a humanitarian crisis of unprecedented dimensions.



## **The coronavirus crisis is a deep crisis**

The renowned German futurologist Matthias Horx describes coronavirus as a deep crisis that is affecting all dimensions of our existence. Deep crises have a lasting impact or trigger a lengthy process of change. During the coronavirus pandemic, many people have experienced the dual effect of a crisis: it has destroyed something, but at the same time it has made way for a new beginning. Some people respond to this by becoming anxious and withdrawing into their private lives, while others develop resilience to tackle difficult life situations, such as a lockdown.

## **Online shopping: a 25-fold increase in food purchases**

A consumer survey conducted by the global management consultancy, Kearney, shows how coronavirus has changed our purchasing behaviour and that these changes will last. When asked whether they intend to continue shopping online more frequently after the measures have ended, 52% answered yes – and this despite the fact that delivery has not always run smoothly due to the enormous demand. The greatest growth rate was recorded in the food retail sector, where demand rose an incredible 25-fold. This shift in purchasing priorities requires the food industry to make major changes and could also boost regional digital sales platforms.





### **Decelerated lifestyles**

Coronavirus has triggered a decelerated way of life: with people being subjected to stringent restrictions, they have discovered the joys of a minimalistic life, such as cooking for themselves. Changes in personal lifestyle and working culture, with many people working from home, mean that they are spending more time at home and no longer eating out in restaurants or on the move with take-away food, for example.

### **Gastronomy and event sector hit hard**

Thanks to the fine summer weather and permission to expand their outdoor areas, many restaurants were able to open again with certain restrictions in place, despite contact tracing and physical distancing. Naturally this is not nearly enough to compensate for the losses of the past months. Events and sporting activities can still only be held with government restrictions in place. Economic recovery and a return to normal life are unlikely to happen until well into 2021 or even 2022.



### **Retail is the big winner**

The demand for food in the Swiss retail trade has generally risen sharply. However here, too, a shift can be identified: for example, in these times of do-it-yourself cooking, ready-made products are less sought after, and vegetables and fruit wrapped in protective film are also favoured over unpacked fresh produce for hygiene reasons. Familiar and regional products are becoming increasingly popular.

### **Home delivery is discovered**

During the coronavirus pandemic, many people have ordered a pizza by phone or online and had it delivered to their door for the first time in their lives. Eat.ch, the leading Swiss platform for food delivery, expects the domestic market to grow to CHF 1.4 billion. Delivery services have boomed and acquired countless new customers. Many restaurants are now considering expanding their services in this direction or have already done so.



### **Tourism with a question mark**

Switzerland is lacking one million foreign tourists. Although Swiss nationals have actively used the holiday offers in their home country, this is not sufficient to replace the smooth-running machinery of group tourism from Asia and the USA. Business at city hotels has virtually come to a standstill. Trade fairs and congresses have been cancelled until further notice, and business meetings are being replaced by video conferencing, a trend that looks set to increase, for both ecological and economic reasons. The tourist and services industries are now having to face the enormous challenge of finding solutions and reorienting themselves.

# Food trends in Covid times

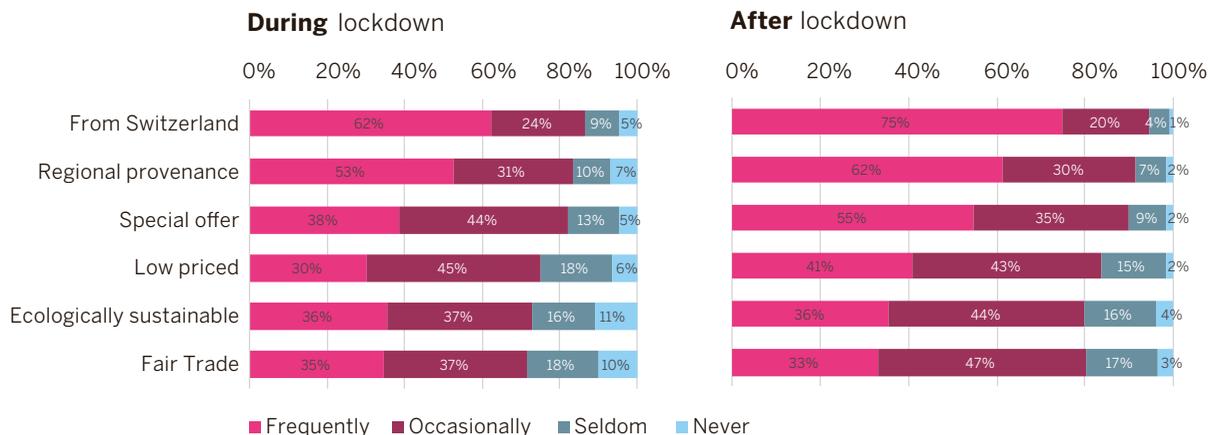
**Eat more consciously. Consume more sustainably.**

**The coronavirus pandemic has proved to be a catalyst for sustainable consumption. The demand for Swissness and regionality, organic produce and healthy food made from natural ingredients, has risen dramatically. In addition, people are favouring familiar, proven ingredients and cooking their own meals again – using traditional recipes from the Internet, interpreted in a modern way. The topic of sustainability has generally increased in importance.**

A research team at the Lucerne University of Applied Sciences and Arts has examined the behavioural changes brought about by coronavirus in two surveys conducted among more than 1,000 people in April and June – that is, during and after lockdown. Among other things, they

asked themselves the question: Will we return to the “old normal” after lockdown? The survey shows that reality looks very different. Even now, after lockdown, major shifts can still be seen in many areas of life compared to the time before the outbreak of Covid-19.

## After lockdown: even more Swiss products



95% of respondents indicated that since the end of lockdown they have frequently or occasionally consciously opted for staple products of Swiss origin. This is considerably more than before the coronavirus outbreak and also more than during the lockdown – in April, the figure was 86%.

**International trends**

A recent survey conducted by Accenture in 15 countries at the beginning of April also concludes that the Covid-19 pandemic could permanently trigger a shift towards healthier and more mindful consumer behaviour. It shows that the crisis is causing consumers to take the impact of their purchasing decisions on health and the environment more seriously.

**My home is my castle**

As a result of the coronavirus crisis, many people have become accustomed to staying at home. The pandemic has not only led to a significant increase in the number of people working from home; the proportion of those wanting to spend more time with their family is also continuing to rise. The impact of this shift in behaviour on the catering trade is already manifesting itself: since many people now have more time and desire to cook their own meals again and also feel safer from coronavirus at home, they are no longer eating out in restaurants and the amount of food eaten outside the home, such as take-away or ready-to-eat meals, has also fallen drastically. As a result, a historic decline is expected for the catering industry this year, which will continue well into 2021.

**ORIOR systematically responds to food trends**



*Pure Nature Sticks by Albert Spiess: without additives and E-numbers.*



*B-Ready juices: functional food and beverages.*



*Culinor: conscious consumption with Natural Healthy Meals.*

- Increase in snackification: fast, healthy food to eat alone
- Preference for what is familiar and proven
- Scratch cooking – preparing everything with basic ingredients
- Less willingness to experiment and try out
- Desire for local and regional organic food
- Greater focus on mindful eating



*Biotta: organic vegetable and fruit juices from natural farming.*



*Chicken specialities from Fredag: directly from the region.*



*Happy Vegi Butcher by Fredag: meat-free culinary enjoyment.*



*Rapelli: home delivery.*

# Coronavirus: stress test and opportunity



## Interview with Daniel Lutz, CEO ORIOR Group

### *How does a CEO of a company with around 2,300 employees react to a pandemic?*

This crisis came with such force that it was truly shocking. Of course, you're very worried – about the company and its employees, but also about your own family and their health. The way you respond, how you act, what you radiate and what you decide as a member of management is of key importance for the entire team. It's all about clarity and orientation. About optimism and about tackling the problem together. Setting the right priorities, showing understanding yet at the same leading and making and implementing decisions. However, this is only possible if the entire management pulls together as part of the crisis team.

### *Were you able to draw on proven scenarios from past experiences with bird flu or mad cow disease?*

We have a well-established crisis management model and a pandemic plan. Already at the end of February, we started to draw up scenarios and prepare multi-stage action plans and precautionary concepts. This systematic and anticipatory approach has helped us to swiftly implement the adjustments in our logistics operations, organisation and operating processes.

### *Were you concerned?*

Of course, I was very concerned. The most difficult thing was the

uncertainty about what might lie ahead. But fundamentally I was always optimistic. It was important to make decisions and take action in a focused manner. Our top priority was to protect our employees. The working conditions were far from easy for anyone, and on top of that there was the psychological strain. But thanks to the commitment and tenacity of each and every employee, we were always able to manufacture and deliver our products, even in the acute phase of the pandemic. Together, as a systemically important food company we were able to make an important contribution towards supplying the Swiss population during this crisis. We are proud of this, and for this we owe every single member of staff a huge vote of thanks and our great respect.

***“It's all about clarity and orientation. About optimism and strong leadership.”***

***The retail trade has registered strong growth during the crisis, in contrast to the gastronomy and travel industries.***

***What are the consequences of this development?***

In some areas, changing consumer needs have led to a massive slump in sales, as well as changes in the product and sales channel mix in the food service sector and at Casualfood. Thanks to our flexible structures, our proximity to the market and our strong management teams at the competence centres, we were able to adapt the product ranges very quickly. After lockdown restrictions were eased, the gastronomy sector performed better than expected, but still at a low level. A full recovery is not likely until well into 2021.

***Many people have discovered online shopping and home delivery. A future business for ORIOR?***

Online is indeed one of the winners in the coronavirus crisis. Of course, this is something ORIOR is looking at. We are pushing online sales of our products via third-party channels, but are also consistently pursuing our own paths – such as with our first online shop for Albert Spiess products. Here customers can order Graubünden dried meat products and choose from a whole range of other Bündner specialities, from nut cake and gift baskets to local beer. The decisive factor is that the assortment differs from what is sold in the supermarket by offering special products or services.

***Every difficult situation also opens up opportunities. What positive things are you taking with you?***

The Chinese word for crisis, 危機 (Wei-Ji), has a double meaning: danger and opportunity. I try to live by and pass on this fundamental idea. The impact of the coronavirus crisis will continue to challenge us for a long time to come. Accordingly, we must find new ways to take advantage of the numerous chances that arise. This means translating impulses and developments into positive opportunities. When I see how we have mastered the last few months, I am confident that there is much that we can create and achieve as a team. We need to think outside the box and act accordingly. This is demanding, difficult and, in the context of the current situation, strenuous. But it is also motivating and essential for our successful development. I am very confident about the future!

## Precautionary measures



The BAG requirements are precisely implemented at all units.

During normal operation, too, all ORIOR production units comply with the highest hygiene and safety regulations, which are constantly monitored and optimised. The more stringent measures and social distancing restrictions introduced by the Federal Office of Public Health (FOPH) due to coronavirus were meticulously implemented by the units in record time.



Temperature-taking is now part of everyday life.



Employees are equipped with additional personal protective equipment such as visors.



The canteens are converted to comply with the official requirements.



Staff are kept a safe distance apart thanks to plexiglas partitions.

## Communication

In times of crisis, swift, transparent and motivating information is of key importance. It conveys a sense of security and creates a feeling of trust. The units have communicated – digitally whenever possible – with their employees and partners creatively and informatively.



Regular newsletters inform about the latest situation.



CEO Daniel Lutz speaks to all employees in a video message. Up-to-date information is exchanged via the staff app.



### Annual General Meeting in the times of Covid-19

Due to the extraordinary situation surrounding coronavirus and in order to protect shareholders, physical participation in the 2020 Annual General Meeting was not possible. As a result, the Board of Directors decided, in accordance with official regulations, that the voting rights should be exercised solely by means of independent proxy. Thus the 10th Annual General Meeting was held on 4 June 2020 in a meeting room at the ORIOR headquarters in Zurich, attended by a minimal number of people. All of the motions proposed by the Board of Directors were approved. Naturally, ORIOR would have much preferred to celebrate the 10th anniversary of its IPO together with its shareholders with refreshments and giveaways. However, there will no doubt be the opportunity to make up for this at the AGM in 2021.

# Responsibility and commitment

## Publication of the ORIOR Group's second Sustainability Report

**Sustainability is a strategic pillar and basis for excellence in food for the entire ORIOR Group. The conscientious use of natural resources and our social responsibility are central issues in this regard. The Sustainability Report 2019 provides a comprehensive insight into what has already been achieved and outlines which initiatives are being used to reach the ambitious targets along the entire value chain by 2025. The following succinct examples illustrate just some of these initiatives.**

### Product responsibility



#### Vegan & vegetarian

The aim of the Happy Vegi Butcher products from Fredag was to develop a sustainable and tasty alternative to meat that comes as close as possible to the real thing. The result is a 100% vegan range that shows promising potential for the future. The products have been awarded the climate-neutral label from myclimate.

### Environmental responsibility



#### Biodiversity

As pollinators, honey bees are indispensable for nature, biodiversity and high-yield crops. For this reason, five bee colonies have been pollinating the fields and parks around the Biotta juice plant for four years now.

### Social responsibility



#### Safety

A first key component of the new safety concept was the mission statement drawn up Group-wide in 2019. It was accompanied by specific training courses and numerous practical training sessions. The development work will continue in 2020 with motivation and speed.



#### High in protein, low in fat

The myEnergy snacks from Albert Spiess are high-quality natural products with essential ingredients, no additives or carbohydrates, low fat and zero sugar. They were developed for people who eat consciously and want to re-energise with a concentrated load of protein between meals.



#### Packaging

Innovation in Rapelli grilled meat packaging: the two sheets of plastic film have been replaced by a flat FSC cardboard base covered by a close-fitting, removable and ultra-thin plastic layer or "skin". Up to 70% of this packaging is recyclable and has been well received by the market.



#### Further training

Pastinella has drawn up a series of training courses to develop a trustworthy and holistic performance and leadership culture at all production levels. The focus here is on the clear definition and allocation of responsibilities and the ongoing cultivation of respectful communication.

# Interview on responsibility

## with the sustainability expert



**Deborah Huber is responsible for sustainability at ORIOR. She is considered a specialist in this field and has already advised companies from the retail, food, automobile and energy industries. Deborah Huber is tasked with reporting and strategy implementation and supports the competence centres in matters concerning sustainability. The interview on today's number one topic.**

*These days, everybody wants – or is required to – openly declare their commitment to sustainability. Is this just corporate PR or is it really a concern close to their heart?*

Nowadays, it is true to say that most companies are actively trying to become more sustainable. The question is how strongly this conviction is already embedded in the company's DNA. Only when environmental and social consequences are consistently taken into account in all major decisions can significant changes be implemented. In addition, many companies are still unsure how to deal with conflicting objectives relating to sustainability. This requires practical experience and strong sustainability leadership.

**What are the biggest challenges faced by the food industry?**

This is neatly summarised in the nine

fields of activity in our sustainability strategy, "The ORIOR Responsibility". They are most complex in the sphere of products, as they do not just involve our own operations, but also the origin and the production sites of our raw materials. From an ecological perspective, it is important that the global food system reduces the emission of greenhouse gases, causes less pollution and uses less water. From a social point of view, it is of central importance that the conditions for employees and external partners are right. Food waste is also a major challenge and affects everyone concerned all along the supply chain.

**How did you come to be involved in sustainability?**

After my Master's degree in Development Cooperation, I realised that I didn't want to work in a different country and context every few years. I wanted to apply my knowledge of global interrelationships for a "better future for everyone" from within Switzerland. Corporate sustainability – or Corporate Social Responsibility (CSR) – is the obvious area to combine economic, social and ecological issues and to influence them positively.

**Your personal tip on what we can all do on a small scale?**

I recommend starting with things where you can really make a difference: wherever possible, travel by public transport or bicycle, pay

attention to regionality, sustainable quality and seasonality, and before buying anything new ask yourself: "Do I really need this?"



**Sustainability Report 2019**

Download: [orior.ch](http://orior.ch)

A printed copy can be ordered by e-mail ([nachhaltigkeit@orior.ch](mailto:nachhaltigkeit@orior.ch)) or by phone +41 44 308 65 00.

# Pure Nature

100% natural pleasure

**Indulge yourself? Yes! But indulge healthily? Yes again! Culinary enjoyment and a healthy diet can easily be combined. For many people, a nature-based, responsible lifestyle has become an important fundamental value. More and more consumers pay attention to their well-being and critically question what is in the products on offer and from where they originate.**



## Nature-conscious consumers

Interest in natural foods is constantly increasing. The natural meat snacks in the new Pure Nature line by Albert Spieß meet this customer demand exactly. This is, among other things, because consumers have become more critical and discerning with regard to origin, processing methods and ingredients.

## Transparent information

The Clean Label, Pure Nature, directly addresses the consumer need for more transparency and communicates information about ingredients and provenance in a clear and concise manner. In addition, a study by the European Food Information Council (EUFIC) has shown that consumers automatically consider products with "free of" claims to be healthier.



Pure Nature  
Chili Sticks.

Pure Nature  
Classic Sticks.

Pure Nature  
Ginger Sticks.



## The new snack with a pure taste

Pure Nature products completely dispense with artificial additives, colourings, preservatives and flavour enhancers. Beetroot and acerola, for instance, are used, whose natural nitrate and acid content ensure that the products are preserved. The Pure Nature Sticks are produced by Albert Spieß in Schiers. Only Swiss meat is used.





## Question time

**Head of Marketing Erwin Brägger, together with the ambitious development team, is the brains behind the innovations that contribute to Albert Spiess' success.**

### *Product developments ...*

We are a small, very agile innovation team, with members from the spheres of quality assurance, operations, sales and marketing. They all monitor current trends and follow changing consumer and nutritional habits. We set great store by regional raw materials and ingredients. The team work very closely together on a daily basis, so we are able to exchange information about the latest status quickly and easily.

### *Customer feedback ...*

We particularly appreciate suggestions from our customers. Once the product idea has been adopted, we create the recipe. Taste is of top priority. Texture, the feel in the mouth, smell and regional, sustainable ingredients are also important. In the search for the most mouth-watering flavour, consumer tastings are the key to success.

### *Intensive work ...*

The development of our Pure Nature Sticks took a long time. The Quality Assurance department, in particular, was heavily involved and concerned itself intensively with the challenging issue of product safety. For example, how can we replace nitrite curing salt with purely natural ingredients? We also received advice on this matter from external specialists. We are proud to have created a purely natural, E-number-free product line, which also promotes the well-being of the consumer and is a joy to eat.

### *Clean Labelling ...*

Yes, exactly. We try to keep the wording on the packaging as simple and comprehensible as possible and inform openly and transparently about the ingredients used.

### *Storytelling ...*

We take the visual language of the paper-look packaging and continue it in a narrative, atmospheric world. The product and the core message are playfully presented in the form of a collage. The tonality is natural and young. The form of communication is very independent and clearly sets itself apart from the competition. In the digital media, the elements can be animated.



### **Clean Label project**

Consumers are becoming increasingly discerning in their choice of food. They want simple, comprehensible and concise lists of ingredients on food products. This is precisely what the ORIOR Group's Clean Label project is focusing on: it comprises products with the shortest possible list of ingredients, without flavour enhancers, artificial flavouring, colourings and preservatives, and with as few allergens as possible. It also aims to reduce the addition of salt or additives by using natural spice blends and modern manufacturing processes. The Clean Label project reflects the spirit of the times, for interest in healthy food and concern about its origin has become an integral part of our food culture.



myENERGY

# Endless Power

A demanding everyday life, sports activities, strenuous training or fraught meetings can only be successfully managed with a balanced diet. This also includes nutritious snacks. They provide energy, satiate your hunger, and reduce the desire for calorie-rich snacks.



**New in the range:**

*Original Chicken Sticks ... with even more protein. Made solely from chicken breast meat. Ideal for supplying protein after sport or as light snack between meals.*

**36%**  
protein

**3%**  
fat

**46%**  
protein

**4%**  
fat

**Chili Beef Sticks**  
*... the spicy variant. Lean, gently cured Swiss beef spiced with chilli. Contains plenty of natural protein.*

**Original Beef Sticks**  
*... the energy kick. Lean Swiss beef is finely seasoned and air-dried. Natural protein and hardly any fat.*

*Even more energy...*



**Beef Jerky**  
*Strength from pure beef.*

**Beef + Nuts**  
*Power pack and superfood.*

**Balls + Dips**  
*In four delicious varieties with mild or spicy dips.*



## Discover and gift a real taste of Graubünden



### Albert Spiess opens its first shop

True to the credo, "Our tradition, our culture", the new store in Landquart convinces with a choice range of culinary delicacies from the most beautiful corner of Switzerland. Besides a variety of Graubünden dried meat specialities from the highest meat-curing facility in Davos Frauenkirch, there is also aromatic Prättigau cheese directly from the Alpine farms, Casanna and Rona.

These are accompanied by nut tart and pear bread made according to time-honoured secret recipes, Grischun honey, craft beers from small breweries, wines from the Bündner Herrschaft, and homemade Capuns and Maluns from the Val Lumnezia. It is best to browse through the shop yourself, for the regional specialities from the region famous for Heidi and Schellen-Ursli are well worth exploring!

## Gift ideas from the holiday canton

Now you can surprise Bündners who are homesick for their native canton or lovers of Graubünden specialities with an original gift. Popular local delicacies are imaginatively packaged and, on request, also sent by post. There are various themes to choose from, such as Bündner Marena, Afternoon Tea Platter, Davos Basket or Power Pack. Individual gifts can also be compiled out of anything the store has to offer together with your own personal items.

**Orders via: [albert-spiess.ch](http://albert-spiess.ch)**



### Handbag for men

*Everything a real man's heart desires – perfect for a fun day out or for a get-together with friends.*



**Popular souvenirs:**  
Graubünden specialities with a wooden serving board.

### HCD fan shop

Of course, HCD supporters will find everything that a hard-core fan could possibly wish for in the Albert Spiess shop – for Albert Spiess has been the official sponsor of Davos Ice Hockey Club for many years.




**Albert  
Spiess**  
seit 1906

# Hot and spicy

## Peperoncino from the sunny south of Ticino



### Popular classics - with a pinch of spice



*Salame - spiced up with peperoncino.*



*Salametti - the fiery mini-salamis.*

*Salsiccia - hot off the grill.*



*Tartare - classically refined with regional salsa made from Ticino chilli.*

### Picturesque Mendrisiotto

The southernmost region of Ticino is known for its hilly vineyards and picturesque villages – and for an amazing product: the Peperoncino Ticinese. The mastri salumieri solely use this special chilli pepper to give their specialities a delicate, spicy note.



*Out of love for terroir specialities, Rapelli works together with local producers.*

### Picked by hand

The peperoncino is cultivated by the Azienda Agraria from Mezzana and carefully picked by hand. The growers are proud of the distinctive temperament and the authentic quality of the pods. Thanks to the slow ripening in the warm southern climate and the optimal air drying process in Melano, the chilli peppers develop their hot, typically pungent flavour.

### Did you know ...

... that the peperoncino probably came to Italy in the early 16th century, after Christopher Columbus had brought samples from the New World back to Europe in 1492? Like the tomato, it was initially considered a decorative and possibly poisonous plant before it became a key component of Italian cuisine.



## Slices of goodness



*Rapelli snack:  
Salametto  
pretagliato.*

The popular Salametto – finely grained and slowly ripened – can be taken anywhere: to the office, school, home office or on a hike. Now it is available in practical snack-size packaging: ready peeled and pre-sliced. Buon appetito – including on the move.



## Invite friends to a spontaneous snack



*Simply delicious:  
Aperitivo  
Ticinese.*

An apéro is the trendy way to meet up quickly and without hassle. Often the appetisers even replace dinner, which leaves more time for chatting and flirting. The Aperitivo Ticinese offers a selection of popular specialities from the sunny canton: Prosciutto crudo del Grotto, Formaggio Gottardo, Salamini Snack and Pomodori secchi.



## Brewing up new ideas



*Real craftsmanship:  
Luganiche alla Birra.*

Salute! The new, coarse-grained Luganiche alla Birra are refined with light Premium Lager from the Birreria San Gottardo in the Leventina region. This gives them their characteristic, fresh flavour with a hint of citrus fruits and pepper. A perfect combination of innovative idea and traditional recipe, wrapped up in eco-friendly, recyclable packaging.



Matured in the mountain air  
of the Monte Generoso  
*Prosciutto crudo del Grotto*



**To this day, this raw ham made from premium Swiss pork is produced by the mastri salumieri with the passion and knowledge that is ingrained in the Ticino tradition. Carefully salted and seasoned with garlic, juniper, nutmeg and pepper, the cured ham speciality is perfectly prepared for its special maturing process.**

**The curing cellar in the grotto in Mendrisio**

The raw ham is taken by the mastri salumieri to a typical grotto maturing cellar on the famous Viale alle Cantine in Mendrisio, where it is left to ripen and unfold its flavour. Fresh, humid air currents that sweep around the rocky slopes of the Monte Generoso penetrate through special openings in the cave, which dates from the 19th century, and help give rise to the ham's distinctive, full-bodied taste. During this natural ageing process, the Prosciutto crudo del Grotto develops its tender texture, delicate flavours and subtle red colour. A gift from Ticino's nature and the salumeria tradition.



*Here in this old, natural cellar, the Prosciutto crudo is lovingly cared for and has all the time in the world to mature and unfold its unmistakable flavour.*



*The Viale alle Cantine in Mendrisio was built in 1869 on an avenue lined with horse chestnut trees. Nowadays, this culinary street, with its six grotti and numerous wine cellars, is one of the most famous in Ticino.*



# Buon appetito e salute!

The Prosciutto crudo del Grotto stands for Ticino zest for life and can be combined according to taste: with a crispy ciabatta and ripe Ticino cheeses or a büscion cream cheese made from goat or sheep milk. It also lends a special touch to typical Ticino dishes. Here are a few original recipe ideas:



*Genuine wholemeal pizza with crème fraîche, caramelised onions, fine slices of pumpkin and Prosciutto crudo del Grotto.*



*Crispy Parmesan cheese baskets with asparagus salad, pickled tomatoes, pine nuts and Prosciutto crudo del Grotto.*

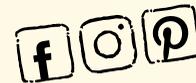


*Tasty panino with aubergine, thin slices of smoked cheese, crispy salad and Prosciutto crudo del Grotto.*



## Our recipes

These Ticino dishes are quick and easy to prepare. They are refined with authentic ingredients and typical herbs. All Ticinella recipes can be found at [ticinella.ch](http://ticinella.ch) or on social media.



## Grotto – from the storage cave to a popular meeting place

Around 1900, Ascona, Locarno and Lugano were still poor villages. The inhabitants of the valleys could barely feed themselves from the little that the barren, rocky terrain could provide. Farming and cattle breeding were hardly possible on the steep slopes, and so there were frequently widespread famines. The grotti, or natural rock caves, were essential for the rural population's survival, for they were used to store their provisions. When the construction of the Gotthard Railway, industrialisation and tourism put an end to the misery, and modern cooling and preservation methods made this type of stockpiling superfluous, many farmers transformed their storage caves into social meeting places, where people could taste their wines or products. The first licences to serve alcohol were granted in the 19th century, and in the course of the following century, the caves became public inns that were hardly distinguishable from a trattoria.

# Culinary delights for the grill

**According to statistics, one of the most popular summertime leisure activities is barbecuing with friends. The men spend a relaxed evening chatting and discussing their BBQ techniques and which charcoal is best. Meanwhile, the ladies devote themselves to preparing trendy, healthy side dishes, such as quinoa & sweet potato salad, and talking about power yoga ... Too much of a cliché? Maybe so, but there is certainly a modicum of truth in this.**

## **It doesn't always have to be sausage**

Barbecuing on the grill is quick and easy. With the best cuts of horse, ostrich and lamb. Möfag marinates them in an allergen-free mix comprising high-grade rapeseed oil, spices and herbs. The tender meat should be taken out of the refrigerator about an hour beforehand and then cooked covered – over very hot coals or on the gas grill at the highest setting – for two minutes each side. Do not pierce the meat with a fork, but turn it over with tongs and leave it to rest briefly before serving, so that the natural meat juices can spread.

## **Believe it or not ...**

Barbecuing has played a key role in the development of humankind. It was only with the method of roasting meat over a fire that hunters changed their habits. Raw food did not provide enough energy for the development of a larger brain. Thus cooking made our ancestors smarter.

## **Horse**

Horse meat contains only half as much fat as beef. At the same time, it provides the body with twice as much vitally important iron and almost three times as much calcium. Horse meat is one of the oldest foods in our history.

## **Ostrich**

The ostrich is a special bird. Not to be compared with other poultry species, the meat is juicy and low in fat and cholesterol. Visually it is reminiscent of beef or game, in taste a little like duck or turkey. When grilled, it remains tender and melts on the tongue.

## **Lamb**

Lamb is rich in high-quality protein and an excellent source of all B vitamins, especially vitamin B12, which is not present in vegetable foods. It contains many important minerals, above all iron, zinc and niacin, which are important for the formation of blood and cells, reinforcing the immune system, energy production and for the nervous system.



*Horse steaks from certified equine husbandry in Germany.*



*Ostrich steaks from sustainable farms in South Africa.*



*Lamb loins from countries where sheep have grazed since time immemorial: Ireland and England.*

## A versatile *all-rounder*

### Energy and flavour

All those who have a guilty conscience simply at the sight of bacon can now breathe a sigh of relief. Bacon is more versatile and much easier to digest than it is reputed to be – a negative association that was fired by the low-fat hysteria. Bacon contains not just saturated but also more than half of unsaturated fatty acids and also provides a good amount of protein. Dietary fats are not only a source of energy; as an indispensable nutrient, they also function as structural building blocks in the body. Our grandmothers were aware of this and used bacon as a pick-me-up or to enhance the flavour of the dishes that we all know and love.

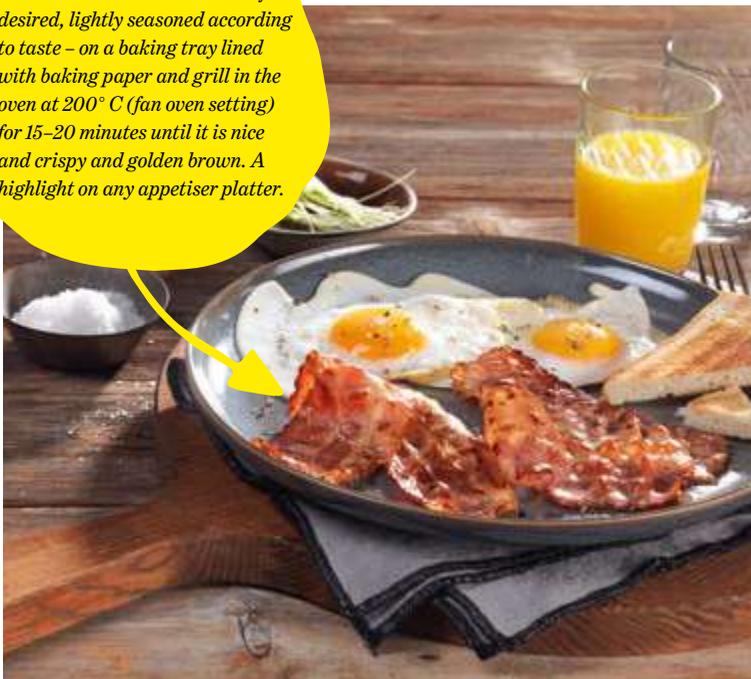
### All-rounder

The mildly salted breakfast bacon from Möfag is a real jack-of-all-trades: fried until it is crispy it is ideal for Sunday brunch, makes a popular crunchy topping on salads, and is an indispensable side dish to go with a hamburger, a spicy accompaniment for fillets, or an interesting counterpart in fish dishes.



### Crispy tip

*Distribute the bacon rashers – if desired, lightly seasoned according to taste – on a baking tray lined with baking paper and grill in the oven at 200° C (fan oven setting) for 15–20 minutes until it is nice and crispy and golden brown. A highlight on any appetiser platter.*



*Tasty bacon with eggs for an energy-packed start to an enterprising day.*

## BBQ masterchef



### Time to party

Celebrate in style and feast to your heart's content with good friends. Möfag's specialities are perfect for occasions such as this. Traditional, authentic and abounding in flavour.

### Never fails to be a success

Every avid barbecue enthusiast can create a masterpiece with the October and Viking knuckles of pork for the grill, refined with mouth-watering marinades. Already pre-cooked, the knuckle of pork is heated through in the oven at around 80–100° C without a bag or in a bag in a water bath at 80° C for 30–40 minutes. Then continue to roast in the oven at 250° C for a maximum of 10 minutes until it is crispy brown. Guaranteed to be a success!



# The power of nature

**Biotta's Vital line offers a natural boost to your vitality and well-being and supplies the body with valuable vitamins and minerals. Whether to regulate the acid-alkaline balance, protect the cells, aid digestion, or follow a juice fasting programme, the Vital line is a proven way to stimulate your body's natural defences. There are four new juices on offer.**

## **Vital Digest: start the day as light as a feather**

Biotta Vital Digest is ideal for getting your day off to a lively start. Juicy organic plums and prunes containing valuable fibre help you get going and can have a positive effect on your bowel movement. We recommend a 2 dl glass before breakfast.



## **Vital Sauerkraut: it's good for you**

A thousands-of-years-old superfood: sauerkraut. Finely sliced raw white cabbage is naturally fermented to produce the wholesome Biotta Vital Sauerkraut. This process gives rise to lactic acid, which can aid the absorption of minerals in the gastrointestinal tract. The juice is also a natural source of vitamin C.



## **Vital Kartoffel: for a good gut feeling**

An overly acidic environment in the body can be exacerbated by an unbalanced diet or stress – which can lead to heartburn or acid reflux. Thanks to their acid-binding properties, potatoes are a time-tested household remedy for counteracting hyperacidity. Only the best organic potatoes from Thurgau are used to make Biotta Vital Kartoffel – rounded off with organic fennel, a particularly mild and easily digestible vegetable juice.



## **Vital Sellerie: for the nervous system**

Only the best Thurgau celeriac finds its way into Biotta's Vital Sellerie. Celery is rich in potassium, which helps to maintain a healthy blood pressure and is important for the normal functioning of the nervous system. An interesting fact for fasting fans: because of its diuretic effect, celery is also excellent for juice fasts.



## Biotta redesigned

# A strong brand builds on continuity

The Biotta juice factory in Tägerwilen has been producing natural juices since 1957. 100% organic. Without compromise. This core philosophy has been successfully upheld to this day, even though in the early days Biotta was considered somewhat exotic. Traditional, but not out-dated: Biotta is constantly developing new products that incorporate the latest findings on well-being and health, but also respond to current nutritional trends and interpret the spirit of the times in a modern way.



## Authentic and informative

The Biotta philosophy has been underscored from the very beginning. Thus the core of the brand has always been preserved, but the logo, packaging and appearance have constantly undergone moderate modernisation. In the latest redesign, the logo, labels and visual appearance are now fresher, more emotional and considerably more animated.

When redesigning the classic juice bottles, the aim was to ensure that they were recognisable on the shelf. The labels were modernised with a reworked organic logo, fresh images and colours, as well as clear information on content and production on the front label.

## Watch the film – Biotta corporate video

“Why Biotta” is a short, much clicked on, lively and emotional image video on YouTube. Find out what makes the Swiss organic pioneer so special.



You can go to the “Why Biotta” video on YouTube [here](#).

# B-Ready

Juicy vitamins

and liquid energy for on the go

**Ready for the good things in life? With the new B-Ready drinks, the vitamin and energy suppliers for on the go, you are always prepared for anything. The delicious juices combine aromatic fruits with at least 20% vegetable juice and are the ideal companion for the office, university, sports and leisure time.**



## **#kickstartyourday**

with B-Ready Energy. Thanks to guarana, the natural energy supplier, you are guaranteed to be wide awake for your morning lectures or meetings. The blend also contains raspberry, grape and black carrot juice.



## **#meettheexotic**

with the B-Ready Vitamin C blend. The passion fruit meets the Swiss yellow carrot. Mango, acerola and cucumber join the mix. Like a refreshing holiday feeling in a bottle, with extra vitamin power. The next cold won't stand a chance.



## **#getyourvitamins**

with the B-Ready Vitamins drink. Supercharge your immune system's natural defences. Mango and the superfruit, acerola, provide plenty of vitamin C, while yellow carrot also supplies vitamin A from beta-carotene. Energy to the max.

**The new Biotta B-Ready drinks are  
*Organic. Vegan. Made in Switzerland.***

# Vivitz water

## Refreshingly new



*Unsweetened – only 5 kcal per bottle.*

### Ginger-Apple-Lemon

Flavoured water – the water with a difference! Sweet, sour and spicy complement each other perfectly and quench your thirst in an unconventional way.

### Lime-Mint-Cucumber

Mint for refreshment and cucumber for the health factor. Excellent for feeling deeply relaxed and full of life at the same time.



### Now in recycled PET

Your taste of freedom is more sustainable than ever before. The entire Vivitz range is now available in bottles made of 100% recycled PET, saving 30 tonnes of plastic per year. The empty Vivitz bottles are collected at recycling stations. They are then sorted together with other PET bottles, pressed into bales and processed into flakes or granules. These flakes are made into new PET bottles.

## My taste of freedom

Vivitz iced teas and spritzers are honest, authentic, 100% organic and pure nature. Carefully prepared using high-quality ingredients and containing zero refined sugar, they stand for maximum flavour and a fresh lightness. The low-calorie drinks are sweetened simply with a dash of agave syrup. They are also completely free of preservatives and artificial colouring. The naturally refreshing thirst quenchers are vegan and guaranteed 100% Swiss made!

**#meinschluckfreiheit**





# Us Ämmitaler Güggle

Emmental chicken –  
mouth-wateringly tasty

© Emmental Tourismus

**The Emmental – or in local dialect, Ämmital – region stands for untouched nature and age-old tradition. Even the writer Jeremias Gotthelf (1797–1854), who spent many years here as a pastor, described in his novellas the beautiful, green, hilly landscape and the headstrong people whose hearts were in the right place.**

## Far-sighted worldwide success

The Emmentalers have carried their culinary specialities out into the big, wide world. A Swiss export hit par excellence is the well-matured Emmental cheese with its characteristic holes. Not to be forgotten are also the giant meringues or the butter pretzels for people with a sweet tooth.

## At home in the Emmental

Fredag considered various locations for its new Swiss chicken meat line, “Us Ämmitaler Güggle”, including the Seeland and Baselbiet, before it finally decided on the Emmental. Here the chickens are reared in unspoilt countryside on larger farms under strict BTS regulations.

## Chicken always goes down well

Chicken in all its forms and recipes is always popular, as it is low in fat and high in protein. It is versatile and easy to prepare and also appeals to people who otherwise rarely eat meat.



## Authentic design in black and white

The visual language of the new meat line captivates with its traditional Swiss silhouette design depicting an Emmental farmhouse with a lace border by Regina Martin, one of Switzerland's most famous paper-cut artists. All the descriptions were created in close collaboration with an Emmental book author.



# Tender, crispy chicken treats

Only tender breast and thigh meat is used. The entire assortment is E-number-free. The breadcrumb coating consists simply of flour, fresh Swiss eggs and breadcrumbs.

Just like at home, everything is lovingly made by hand – a crispy treat beyond compare!



**Ämmitaler Güggu Cordon bleu**  
Stuffed with cheese from Sumiswald



**Ämmitaler Güggu Chnusperli**  
Premium nuggets made of breast and leg meat, cut by hand



**Ämmitaler Güggu Schnitzu**  
Schnitzel cut from the whole breast



**Ämmitaler Güggu Flüggele**  
Chicken wings – spicy and crispy



## Animal welfare

Animal welfare is a matter of great importance for ORIOR: animals should be kept in a manner that is as appropriate to the species as possible and have the best possible lives. ORIOR is constantly expanding its range of animal-based products with added animal-welfare value. When it comes to its own brand products, new certified products are launched in the market every year. The situation is more challenging in the contract segments, where the requirements are strongly influenced by customers, as well as in the food service channel, where the demand for certified organic products is significantly lower than in the retail sector. This shows once again the importance of working closely with partners and raising awareness for animal welfare.

One of the goals of the ORIOR Responsibility is to only supply the domestic market with meat that originates in Switzerland or from other producers abroad whose practices comply with Swiss animal protection laws.

ORIOR is already producing a wide range of products with labels such as Knospe/Bio Suisse, IP-Suisse, Terra Suisse, Naturaplan, Naturafarm or Migros Bio. Also important are the government-run animal welfare programmes, RAUS (Regular Outdoor Exercise) and BTS (Particularly Animal-Friendly Housing).



Tastes

like meat,  
only  
better...

**More and more people would like, at least occasionally, to do without meat – but without compromising on taste. It therefore comes as little surprise that scarcely any other trend is keeping the food industry so busy as the growing demand for meat alternatives. According to consumer researchers, this phenomenon is not a flash in the pan, but a need that will play an increasingly important role in future. Here the focus of attention is placed on the health-conscious consumer and their desire for more ecological, animal-friendly and digestible products.**

#### Successful launch

The Happy Vegi Butcher line – featuring burgers, nuggets, chunks, strips and vacon (vegan bacon) – was developed as a genuine alternative to chicken strips, beef burgers or bacon and launched on the Swiss market at the beginning of 2020. The latest Happy Vegi Butcher creation is "chunks", with rustic, chunky pieces of chicken. The huge success of these vegan products is attributable to the meat-like consistency and virtually identical taste.

This is achieved by wet extrusion, a highly complex process which Fredag specialises in. All five products are vegan, based on pea and soy protein, and are produced from beginning to end in Root. The product line already speaks for itself in terms of taste: tests with the nuggets and burgers recently showed once again that even avid meat lovers could not distinguish the products from the real thing.



*Purely vegetable ingredients provide a juicy consistency, a firm bite and a meaty flavour. Available as nuggets, chunks, strips, burgers and vacon.*





*Love chicken. Eat plants. The new chunks – the latest Happy Vegi Butcher creation.*

### The gastronomy trade comes on board

The interesting target audience of flexitarians is becoming increasingly important for restaurateurs who want to keep up with the times and expand their menus. Flexitarians are well-informed, mindful food lovers who enjoy eating, are open to culinary innovations and prefer sustainable products. According to trend reports, around 60% of consumers belong to this group, who set great store by healthy food packed with flavour.



*Attractively presented for true gourmets – because we also eat with our eyes.*

### Swissness and sustainability

This still young segment is characterised by a booming market and a strong drive for innovation. Whether multinational companies or small, agile start-ups: everyone wants to benefit from this shift in consumer habits. Here, too, Fredag is focusing on Swissness and sustainability, and is working together with the myclimate Foundation. This makes Fredag the first Swiss company to offer a vegan product line that is certified as climate-neutral – manufactured in Switzerland and largely from Swiss raw materials. Fredag is at the forefront in the development of meat-free products. Happy news!



*The icing on the cake: vacon gives salads that extra touch.*

### Click ...

... and stay informed. You can find out all about the ultimate in alternative food overflowing with joyful moments on Instagram, Facebook and at [happyvegibutcher.ch](http://happyvegibutcher.ch).



*Fantastic in bite and flavour. A real burger with everything that goes with it.*

### Unbeatable taste

Happy Vegi Butcher products taste fantastic and are characterised by a firm bite and a meaty flavour. They can be prepared in exactly the same way as meat. Thus restaurant classics can be “veganised” or interpreted as a meat-free dish in a flash: from lamb’s lettuce salad with bacon to Geschnetzeltes, and from Thai curry to Caesar salad.

### Top results from direct mailing

A direct mailing to 15,000 Supercard customers showed a historic response rate. The 2-franc voucher for the entire Happy Vegi Butcher range was redeemed by no fewer than 1,507 customers, which is equivalent to 10%. 71% of those using the vouchers were new Happy Vegi Butcher customers.





# Vegan on trend

**Delicately seasoned. Packed with flavour. Plenty of bite.**

**Le Patron is expanding its vegan ready meals with Happy Vegi Butcher Strips – plant-based chicken Geschnetzeltes. They are perfect for using in fresh meals for the retail trade or as menu components for the catering sector.**

## **Vegan food for food service and retail**

The perfect consistency of the meat and the authentic bite give rise to a top-quality, freshly-made meal, which even the most ardent of meat-lovers will enjoy. A real enrichment for every menu and every vegan supermarket shelf. Only authentic ingredients are used in the recipes.

## **Spoilt for choice**

It started with a Yellow Thai Curry and was soon followed by Sweet&Sour, Butter Chicken, Riz Casimir, Red Thai Curry and Züri Geschnetzeltes. A first in-out promotion of the Yellow Thai Curry was successfully placed with the SV Service catering group.



## **The following applies to all ready meals:**

- free from additives
- no artificial flavourings
- no flavour enhancers
- rich in protein, but without wheat protein
- wonderfully light

## **Curry – a miracle mixture**

The word “curry” comes from the Tamil word “kari”, which means “meat”, “sauce” or “relish for rice”. The English term was adopted during the British colonial era. The spelling “curry” established itself in the 19th century. Curry powder – a blend of various spices – was created in England so that members of the British Colonial government and army returning home could easily cook the popular dishes. Since then, curry has conquered the world. Curry powder is not commonly used in Indian cuisine itself, but instead individual spices are added to dishes according to traditional recipes.

The spices contained in curries as well as their level of hotness vary from region to region. However, the basic ingredients are always the same: turmeric, cumin, coriander, chilli, ginger, black cumin, fenugreek, asafoetida, mustard seeds, green or black cardamom, star anise, fennel seeds, cinnamon, cloves, amchoor and pepper.



# Premium pâtés and terrines

**Pâtés and terrines come in all shapes and sizes, and are made with the finest vegetable, meat, fish or poultry-based forcemeat. They can be enjoyed as appetisers, finger food, spread on a crispy slice of bread, as a tasty morsel to accompany a glass of wine or as a surprise for a weekend gourmet breakfast.**



## Delicate short story

Poultry pâté is thought to have existed in Mesopotamia as early as 1700 BC. Nevertheless, France is considered the inventor of pâtés and terrines. Here, the noble art of pâté-making was already celebrated in the 11th century. Due to its complex production method and the in those days very costly spices, which were brought to Europe from far-off continents, pâté was regarded as a culinary rarity. Initially, it was reserved for members of the nobility and clergy. The practical dough casing played a major role in the widespread popularity of pâté – it prevented the filling from falling apart and served as a means of preservation, as it kept the inside fresh for a long time.

## Morel

### The king among mushrooms

Tender meat and exquisite morel mushrooms take centre stage here. The interplay between aromatic spices and fruity apple cubes creates a hearty forcemeat filling of classic elegance for the terrines and pâtés.



## Game classics

### Harmoniously layered

For true gourmets: wild boar millefeuille, carefully layered with a hearty wild boar forcemeat made from tender game meat and an aromatic mousse with extra-large pieces of porcini mushroom. And crowned with aspic jelly with the finest chanterelles.



### Did you know?

*Chestnuts originally come from the Middle East. They were an important staple food in Europe before the arrival of the potato thanks to their valuable nutrients.*

### Delicately autumnal

The venison pâté convinces with caramelised chestnuts and cranberries added to forcemeat made of venison and pork. With apple and chestnuts as additional choice ingredients, food lovers are treated to an autumnal gourmet creation which never fails to delight.



# Firm to the bite, full to bursting and packed with taste



... that's how filled pasta should be! With great flair, imagination and skill, Pastinella's chefs are constantly developing new creations and refined recipes. The fillings are made daily by hand with fresh ingredients, mainly sourced from small, regional producers. Thus Pastinella not only meets the high expectations of food lovers and the convenience requirements of modern-day gastronomy, but also important sustainability criteria.



#### Moitié-moitié reinvented

A lot of Switzerland is crammed into this pasta! The wonderful taste of a soft-melting fondue made from tangy Gruyère and creamy Vacherin Fribourgeois is now also available encased in a dough made from Swiss free-range eggs.



#### The perfect duet for Agnolotti

The harmony between the earthy porcini mushroom flavour and the incomparable fragrance of saffron gives rise to a pleasurable and sensual experience. Enclosed in a firm dough made from Swiss free-range eggs.

#### Superfood, delicately packed

Sauerkraut is a real vitamin bomb, and is also probiotic and low in calories. This makes it the Swiss superfood of the day. The Triondo's creamy filling gives it its characteristic taste, which is subtly rounded off with apple, thyme and pepper.



#### Advantages of Pastinella pasta at a glance

- ✓ High filling content – well over 50%
- ✓ Tasty, creamy and chunky fillings
- ✓ Firm-to-the-bite dough with a high egg content (20%)
- ✓ Largely raw materials from sustainable Swiss production
- ✓ 100% natural – without any additives
- ✓ 100% Swiss free-range eggs and Swiss meat

# A place on the podium

## Setting new standards globally



### The Triondo Moitié-Moitié wins silver

Bravo! Monde Selection and its renowned experts grant awards to consumer goods of outstanding quality worldwide. In 2020, the silver medal was awarded to Pastinella's Triondo Moitié-Moitié. With its Signature Suisse line, Pastinella has set new standards in terms of pasta quality: a delicate dough made from Swiss wheat coupled with local free-range eggs and Swiss-inspired fillings.



### Superior Taste Award for Pastinella

The Agnolotti Porcini Saffron has been awarded the highly coveted Superior Taste Award 2020 by the International Taste Institute. This is an outstanding achievement – and also recognition of the fact that Pastinella is constantly working on out-of-the-ordinary creations and looking out for new regional suppliers, and on doing so is making a significant contribution to achieving its sustainability goals. Congratulations!



### Enormous jury of experts

The International Taste Institute, founded in 2005, evaluates and certifies the taste of food & drink products from all over the world. The jury comprises over 200 renowned chefs and sommeliers.



*A jury member explains: "It's a very rigorous process. The products are tasted blind, which means that the samples are anonymous – we don't see the packaging and know neither the brand name nor the name of the manufacturer. We don't even know which country they come from. This guarantees us a sensory analysis that is completely objective. Only the very best products are certified."*

## Truffle – the black diamond

It is the most expensive edible mushroom in the world. With its unique and unmistakable taste, it seduces gourmets the whole world over. The summer truffle can be enjoyed in our delicious tagliatelle made with free-range eggs.



*Indispensable for every gourmet: the unmistakable truffle aroma.*



Cook quickly.

*Eat healthily.*

During the lockdown period, people suddenly spent much more time at home. They realised the importance of healthy eating and started cooking for themselves. They had more time and inclination to chop vegetables and try out new recipes. A balanced diet supplies all the important nutrients, minerals and vitamins and is vital to keep both body and mind healthy. Even with the gradual return to everyday life, this requirement has not simply disappeared. Culinor has developed a simple, innovative and very natural solution that is tailored to this need.



*Whether at home or in the office: a healthy meal can be prepared in a few minutes.*

**Natural, healthy and sustainable meals**

Culinor's new Natural range comprises healthy, balanced fresh meals for meat, fish and vegetable lovers. The ideal solution for a quick, crunchy and well-balanced lunch or dinner, prepared in a matter of minutes in the microwave, steamer or oven. Convenient but without compromising on taste, healthiness or sustainability. The concept is based on three pillars: "Food is a lifestyle", "Let's get healthy" and "Let's protect our planet". These maxims run like a common thread through the selection of ingredients, the recipes and the preparation of the dishes.

**Food is a lifestyle**

Natural was conceived for people who regard nutrition to be a major part of their lifestyle. Healthy, balanced and authentic food is important to them, but they cannot or do not want to devote much time to it.



*Tips for a healthy lifestyle can be found on Facebook and Instagram.*

**Let's get healthy**

All Natural dishes are certified with an A on the Nutriscore scale. The emphasis is on plenty of vegetables (50% on average) and pure flavours (roughly chopped and grilled vegetables) with no preservatives or flavour enhancers. Within the range, there is a combination of animal (meat or fish) and vegetable proteins that are ideal for a flexible lifestyle. Some of the meals are gluten- or lactose-free.



*The Nutri-Score food label with its clear-cut traffic light system creates trust and brings a sense of security.*

**Let's protect our planet**

Sustainability is of great significance for Natural meals. Seasonal and local products guarantee a minimal CO<sub>2</sub> footprint. All meals are sold in eco-friendly packaging to reduce plastic waste.

LET'S GET HEALTHY!

# NATURAL

healthy meals

#HEALTHY  
#TASTY  
#SUSTAINABLE



NUTRI-SCORE



WWW.NATURALHEALTHYMEALS.BE

FOOD IS A LIFESTYLE

# Culinor *chef meals*

created by top Belgian chefs

## Belgium: much more than moules frites

Who would have thought it! Belgium has the most Michelin stars per capita in Europe. That alone shows the importance that is attached to cooking and culinary enjoyment here. The small Benelux country is considered to be the place where French fries originated and is famous for its chocolate, Belgian waffles and over 500 types of beer – but its gastronomy has much more to offer. It is strongly influenced by French cuisine and is characterised by the culinary differences between the Flemish and the Walloon Regions. The coast offers typical fish and seafood dishes, while the inhabitants of the Ardennes favour meat and game.

## Reach for the stars on the shelves

The chef meals are created in close cooperation between renowned top chefs and the specialists at Culinor. When developing dishes, the main focus is placed on the ideas and requirements of the award-winning culinary virtuosos. The chefs provide the original impulse and supply the basic recipes. This is followed by testing, tasting and fine tuning. Thanks to this close collaboration, the customer can find ready-made culinary highlights on the supermarket shelves.

## Gourmet cuisine in a matter of minutes

There is a wide range of gourmet meals to choose from. Everything is arranged in an appetising and colour-coordinated manner. Just a few minutes in the steamer or microwave and the star-studded meal is ready to enjoy.

## A selection of the versatile new chef meals:



*Wout Bru*

Filet de poulet au lard  
– chicken breast  
wrapped in bacon



*Peter Goossens*

Médaille de porc sauce  
Piccalilli – pork  
medallion with piccalilli  
sauce



*Lionel Rigolet*

Loup de mer et mélange  
des légumes – sea bass  
with mixed vegetables



**culinor food group**



# The culinary magicians

Et voilà! The elite chefs – all decorated with Michelin stars and Gault Millau points – that are behind the current chef meals are presented below.



**Bart Desmidt**

We know Bart

Desmidt from his 2-Michelin star restaurant, Bartholomeus, in Heist-aan-Zee. Bart is the grandson of a fisherman, but his cuisine is even more diverse than the best the sea has to offer. The top chef likes pure products and makes no distinction between fish, meat and vegetables. At the end of 2019, after 25 years in the business, he gave up his restaurant, Bartholomeus, and decided to create a new restaurant concept that focuses on the product and the art of cooking. He has shared with Culinor his recipe for pork cheeks with a white wine sauce.



**Lionel Rigolet**

As the successor of

his father-in-law, Pierre Wynants, Lionel Rigolet is the fourth generation to manage the famous Comme chez Soi, and his cooking skills have guaranteed the restaurant 2 Michelin stars for many years. He runs his kitchen with a high degree of discipline, passion and creativity. His elegant and refined style is the result of a balance between tradition and gastronomic innovation. For Culinor, he has created, among other things, the excellent Liège lentil salad.



**Peter Goossens**

Peter Goossens

is practically the godfather of Belgian gastronomy. Already at a young age, he ran his own restaurant. In 1992, he opened the legendary Hof van Cleve in Kruishoutem. Since then, he has won almost every prize there is. With three Michelin stars, the Hof van Cleve continues to be an exquisite gourmet temple. For Culinor, Peter Goossens has reinterpreted, among other things, the Pain de Viande Sauce Rodenbach and the Filet d'Eglefin ostendais with chicory.



**Sergio Herman**

Sergio Herman is renowned for his flawless sense of beauty and his love of Zeeland products.

Herman was the chef at the 3-Michelin star restaurant, Oud Sluis, and opened the 2-Michelin star restaurant, The Jane, in Antwerp in 2014. Since then, he has launched a number of other projects, such as the Pure C, the AIRrepublic and the Blueness Bar in Cadzand. In July 2020, Herman opened his fifth restaurant, Le Pristine, in Antwerp. On the menu are many fish and shellfish dishes, which are prepared with Italian flair.



**Wout Bru**

After learning his trade at Ter Groene Poorte in Bruges, Bru worked in Eygalières on the Alpilles,

where he transformed various restaurants into top addresses. After his successes in France, he opened Le Sanglier des Ardennes in Durbuy, where he reinterprets classics with a surprising and original touch. With La Bru'sserie, also in Durbuy, he runs a trendy restaurant serving international tapas. Among his signature dishes at Culinor is Filet de Poulet au Lard, tender chicken fillets wrapped in bacon.



**Ready to head for new gastronomic heights? Or to embark on a culinary journey?  
At Goodman & Filippo, you become an epicurean globetrotter.**

**From the Big Apple to Rome**

Pleasure-loving globetrotters from around the world meet at Goodman & Filippo. The concept unites specialities from two of the most popular styles of cuisine and their beverages: the varied range of dishes from the USA and the irresistible culinary delights of Italy.

**Lots of freshness, pure indulgence**

The focus is on fresh and high-quality products. Trendy bestsellers like the

Pastrami Burger NY Style, Posh Pasta, the Chicken Club Sandwich Goodman's Style, freshly prepared sandwiches, Happy Grains breakfast, vegetarian and vegan bowls, and crispy salads make travellers' mouths water. Fresh fruit and detox smoothies, as well as choice wines, long drinks and spumantes, round off the concept. Everything is available to enjoy in the cosy vintage ambience of the Italian-American restaurant or quickly and easily to take away.

**Successful at five locations**

The Goodman & Filippo delis are already operating successfully at four different locations: Frankfurt, Düsseldorf, Cologne/Bonn and Ljubljana, Slovenia. The company is also looking forward to a further outlet opening at the new Berlin Brandenburg Airport.



## “Let’s get back to business!”

**Stefan Weber and Michael Weigel on the major challenges during the lockdown.**

### *Coronavirus struck Casualfood right in the heart ...*

Yes, Casualfood almost came to a complete standstill during the lockdown. The travel industry and therefore also travel gastronomy have suffered tremendously due to the coronavirus pandemic. It is an absolutely mammoth task to overcome such a situation, for there is no past experience to base our decision-making on. The fact that we are part of the ORIOR Group was a great help.

### *Communication with the staff ...*

Not only the financial situation was and still is a challenge. It is also important for us to communicate openly and quickly with our employees, who after all are being confronted with an uncertain situation. Logically, we do this mainly online.

### *Remain optimistic ...*

We anticipate a slow positive development as soon as air traffic in Germany has recovered a little from the coronavirus crisis. Fortunately, some of our outlets have been open again since July. We expect that at least half of all our locations will be up and running again by the end of 2020.

### *Projects give new energy ...*

And we are still holding firm to our big project this year – the opening of our new islands of treats at Berlin Brandenburg Airport. Preparations are in full swing and we are very much looking forward to inaugurating these new outlets!

## Hello Berlin, here we come!

Casualfood will have a presence at the new airport in Berlin with restaurants, stores, bars and mobile food islands. Travellers can look forward to popular existing concepts and new brands, such as Deli Berlin, basta!, east side berlin, Goodman & Filippo, Hermann’s, Beans & Barley and a Berlin pub. Due to the coronavirus pandemic, not all the new to-go food islands will be opened at once, but gradually. But they will definitely come, all of them!



*Beans & Barley offers more taste and enjoyment, more freshness and craftsmanship, more ambience and creativity, more exclusivity and originality. And all this in a home-to-home atmosphere.*



*Deli Berlin. The fresh green oasis in the middle of what will soon return to being bustling airport life. Here you can get the fastest sustainable snacks and organic drinks in the entire airport.*

Post,  
like,  
share,  
chat



The ORIOR brands are successfully expanding their fan communities on a daily basis by means of skilful and engaging activities, and they are using digital media in keeping with the latest trends. Especially when they want to catch the attention of younger buyers or groups interested in nutrition, fitness, health or a balanced lifestyle. A primary communication channel, too, particularly in these times of coronavirus.

## Happy Vegi Butcher expands its community



On an attractive microsite, users can find out everything that is important and exciting about the vegan Happy Vegi Butcher products. The digital community on Facebook and Instagram is provided with three to four posts per week. Follow now: **#happy\_vegi\_butcher**



## Energy-laden microsite



myEnergy also enjoys a dynamic presence on the web. An action-packed short video shows how people can consume protein in its pure form to produce extra power and endurance. An on-going hit with numerous clicks, which can be viewed on the myEnergy microsite: **myenergysnack.ch**





## Cooking online with Rapelli

Rapelli has set great store by social media since the early days and posts delicious recipes from the Bottega Rapelli on Instagram, Pinterest and Facebook for followers to try out. The most recent addition featured players from Ambri-Piotta Ice Hockey Club who love cooking. An inspiring and very successful post in the days of lockdown. An increasing number of up-and-coming chefs are finding inspiration online.

## Wellness and power via the internet



The Biotta Wellness Week community is attracting new fans and ambassadors by the day. Users can exchange their thoughts and ideas in a forum at biotta.ch and share their experiences before, during and after their Wellness Week. It is professionally managed by a Biotta team and a long-standing user. In addition, a newsletter takes users through each day and provides guidance and tips on how to make the juice cleanse easier. Creative posts from fans inspire people to participate.



### Power-Duo



Based on its positive experiences, Biotta is also digitally presenting the power duo, Essence Ingwer (ginger) and Vital Immun, which fortify the immune system.

## Did you know?

71% of Swiss nationals currently use social media, according to a study by onlineKarma. This represents a sharp increase: in 2011, it was 53%. The most popular platforms are Facebook (with WhatsApp, Facebook and Instagram), Google (with YouTube) and Microsoft (with LinkedIn). Also of relevance are ByteDance (with TikTok), Pinterest and Snapchat. The central function of social media is the interaction between users – the continual and unlimited exchange with others. In addition, nowadays people prefer to inform themselves independently via forums, communities or blogs.

### Traditional media

The internet is the most important medium and is used more often via the smartphone than the PC. However, in times of crisis such as the coronavirus pandemic, the greatest trust is placed in the traditional media across all age groups.

### Second screen nation

While watching films and TV series, people are constantly looking at their smartphones. Almost half of those surveyed chat or surf the internet on the side. Women multitask more often and achieve significantly higher scores than men in almost all parallel activities. In contrast, a quarter of men claim not to engage in any other activities while watching TV.

Sources: onlineKarma, Social Media Statistics Switzerland 2020 / MUI Study by Wunderman Thompson

# Wonderful moments of culinary indulgence

**ORIOR is an internationally active Swiss food and beverage group that combines craftsmanship with a pioneering spirit and thrives on entrepreneurship and strong values.**

The ORIOR competence centres hold leading positions in fast-growing niche markets at home and abroad. ORIOR's main goal is to continually create added value for all its stakeholders. Proximity to the market, strong partnerships, a lean, agile group structure and the intra-disciplinary ORIOR Champion Model form the basis for taking a leading role in shaping the market with innovative products, concepts and services.

Motivated employees who take pride in their work and assume responsibility for themselves and for what they do are the key to creating the

extraordinary. We tirelessly strive for uniqueness and the very best quality in order to surprise consumers time and again with indulgent culinary experiences.

Our ambition is nothing less than: **Excellence in Food.**

Founded in 1992, the ORIOR Group is organised into three business segments, Convenience, Refinement and International, and specialises in fresh convenience foods, meat processing, organic vegetable and fruit juices and to-go food islands. With Rapelli, Biotta, Ticinella, Albert Spiess, Möfag, Fredag, Pastinella,

Le Patron, Gesa, Culinor, Vaco's Kitchen and Casualfood, ORIOR has a portfolio of established companies and well-known brands with operating facilities in Switzerland, Belgium and Germany. The Group headquarters is located in Zurich.

ORIOR specialities are sold to the retail trade, specialist retailers, at airports and train stations, as well as through various food service channels, such as restaurants, cafeterias, care homes and children's nurseries.

## Our business segments

### Refinement

#### Competence centres:

- Rapelli
- Albert Spiess
- Möfag

#### Products:

- Refined meat and charcuterie specialities
- Salumeria
- Bündnerfleisch
- Protein snacks
- Various ham products
- Mostbröckli
- Meat convenience specialities

### Convenience

#### Competence centres:

- Fredag
- Le Patron
- Pastinella
- Biotta

#### Products:

- Fresh pasta
- Organic vegetable and fruit juices
- Pâtés and terrines
- Fresh ready meals and meal components
- Poultry products and delicacies wrapped in pastry
- Vegetarian and vegan specialities
- Fish and seafood

### International

#### Competence centres:

- Culinor Food Group, Belgium
- Casualfood, Germany

#### Additional locations:

- Gesa, Germany
- Spiess Europe

#### Products and services:

- Fresh ready meals and meal components
- To-go food islands
- Organic vegetable juices B2B
- Sale of dried meat specialities and snacks





Share the good things in life. Since 1929, Rapelli has embodied delicious Ticino salumeria specialities, an actively lived bottega culture and the passionate handicraft of the mastri salumeri.



“All the goodness of nature in a bottle.” 100% natural, organic vegetable and fruit juices, as well as trendy creations made from choice raw products.



Typical Ticino specialities strongly rooted in the region. Here pride for and love of Ticino tradition and eating culture merge to create first-rate cuisine.



Delicious Bündner meat specialities, characterised by the unique Alpine climate, a passion for craftsmanship and age-old tradition.



The Swiss pasta! Fresh and deep-frozen pasta in all its tastiness and diversity. Ravioli, tortellini, Triondo and spätzli – made using the best natural ingredients, classic or seasonal.



“My taste of freedom.” Refreshing, young and bold Swiss organic ice teas and organic spritzers in a surprising and creative variety of flavours.



The smoothie pioneer, Traktor, stands for incomparable taste and top quality. Natural, organic, vegan and fresh.



Pure indulgence. Swiss hemp extract mixed with refreshing ice tea: long since cult among young people. Open and enjoy!



“The taste of travelling” – grab-and-go food islands and mobile food carts with self-developed products and brand concepts for travellers.



Italian-American deli concept with a varied range of exceptional dishes and drinks.



The healthy and natural snack oasis. 100% healthy food, 100% fresh and tasty, everything freshly made and convenient to take out.



Here everything revolves around the sausage. Hermann's combines the iconic retro sausage stand with the contemporary styling of a modern snack bar.





Premium beef sticks, high in protein and low in fat. The energy kick for sports enthusiasts and active pleasure-seekers.



Smoked delicatessen products, Mostbröckli, and ham and bacon variations: Fürstentländer Spezialitäten means pure and hearty enjoyment.



The king of pâtés and terrines and manufacturer of premium meals and specialities of incomparable taste and outstanding quality.



Brand portfolio

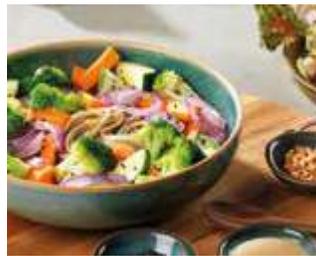
Fredag is synonymous with high-quality poultry and meat specialities, as well as a wide variety of vegan and vegetarian products, for delicious meals at home and in the gastronomy sector.



With its burgers, nuggets, chunks, strips and vacon, Happy Vegi Butcher offers a 100% vegan alternative to meat – virtually identical in consistency and taste.



Swiss premium organic tofu creations. The innovative range comprises vegetarian and vegan specialities to suit each and every taste.



High-quality fresh meals and meal components for the premium fresh convenience food market in the Benelux countries.



Ready meals of the best quality and in a well-balanced diversity, for older people who cannot or no longer want to cook. Delivered direct to the home several times a week.



Benvenuto Mondo! Authentic Italian cuisine and coffee specialities, served in the stylish ambience of a typical Italian coffee bar, with original terrazzo floors and stuccoed ceiling.



Quicker's – We make your day! Here you can find all the last-minute things you need for your journey: from tasty snacks and aromatic coffee to travel accessories, souvenirs and small gifts.



Everyone loves pretzels – the internationally renowned, perfect snack for when you are on the move. Sweet and spicy, filled and plain – all freshly baked and topped by hand.



Healthy food at its best. Everything in keeping with the notion of health-conscious nutrition. A wide variety of fresh snacks. Creative, fast, healthy and to-go.





## Big lines, small details

When I read the first report by the **Club of Rome** 30 years ago, I was truly impressed. “The Limits to Growth” had a major impact on various areas of my professional life. The expertise and intellect from a wide range of disciplines and from over 30 countries, all brought together in one report, gave rise to a concentrated charge of valuable knowledge about the possible long-term future of humanity. However, the consequences of some development scenarios in the report were so enormous, so extensive and so devastating that people simply did not dare to believe them to be probable.

In 2003, just after the new airport in Beijing opened, **SARS** made me experience just what it means to stand alone in a huge arrival hall. The usually buzzing metropolis of Beijing was deserted. No one shook hands, everyone wore a mask. “What in the world is happening here?”, I asked myself. Back home in Europe, everything was business as usual. A little bit of temperature-measuring here and mask-wearing there. SARS was swiftly followed by avian influenza (bird flu), bringing with it the challenges relating to antibiotics in poultry farming. The export of poultry from China came to a complete standstill. ORIOR was hit head-on and we were forced to close our production plant in Weifang. It was a tremendous loss, particularly because we had built up and run a very successful operation there that was exemplary in terms of its exacting standards.

The **environmental movement** – probably never as large-scale and loud as in autumn 2019 – is protesting

that the issue of climate change caused by humans is not being tackled sufficiently at a fundamental level. I am impressed by this. And then suddenly **coronavirus** arrives, a pandemic of unprecedented dimensions. There is no country in the world that has not been affected by this crisis and is continuing to be dramatically impacted on a daily basis. I would argue that never before in world history has anything felt so threatening – a mood that is exacerbated by modern-day mobility and communication channels. Global, unrelenting and omnipresent. Shortly before the outbreak of Covid-19, I attended a wedding in Mexico – an unforgettable experience. During conversations with friends, I learned that around 50% of the working population in this country live from hand to mouth. It is inconceivable what the consequences of Covid-19 must mean for these people. Many people are trying to push it to the back of their minds, including here in Switzerland. Only when you experience it at first hand can you truly understand the impact it is having.

In the first phase of this **pandemic**, our CEO, Daniel Lutz, focused on two main aspects: employee safety and supply capability. Countless measures were implemented to protect our staff and maintain production. The social changes that materialised triggered the “New Normal” and “New Horizons” initiatives, which are determining the fundamental future development of our company. Thank you for this engagement.

The newly coined abbreviation, **ESG** (Environmental, Social, Governance), refers to the three key factors when measuring the extent to which a company assumes responsibility for the environment, social issues and governance and discloses this transparently to stakeholders. I believe that there are definite signs of movement in this direction. Banks are now offering ESG-certified funds. We at ORIOR have been concerning ourselves with these issues for many years. Our Sustainability Report is just one example of many. Our task now is to collate all the information, present it clearly, and document and communicate our responsibility in a comprehensible manner, as well as to address new aspects, consolidation possibilities and the wishes of our stakeholders. Let us hope that the “consultant universe” does not overreact and allow the whole thing to degenerate into a paper tiger. We will pursue this path with concrete measures and thereby generate genuine added value. And in all these parameters, Excellence in Food must be actively lived and promoted with passion and professionalism. This issue of Fresh Appetizer proves this once again in an impressive way. **Big lines, small details – exceed expectations.**

On this occasion, I have for once not enthused about our innovations, our employees and our *raison d'être*. I will do so again at the next opportunity.



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★★★★★  
EXCELLENCE IN FOOD

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