

Customer and Staff Magazine  
ORIOR Group

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**ORIOR**  
★★★★★  
EXCELLENCE IN FOOD

# FRESH APPETIZER



*30 years of*  
**ORIOR**

**Indulgence, passion,  
team spirit and tavolata**



**4**

ORIOR celebrates its 30th anniversary with a spectacular Food Festival.



**8-25**

The Units present themselves.

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“Building bridges”: that is the central theme for the Top50 event.



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Anniversary Tavolata: indulging in the finest delicacies the ORIOR Units have to offer.



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**36** Look behind the scenes: here something is being created that in the next days will fill guests with amazement.



Dear Reader

30 years of ORIOR! A number that makes us proud. Proud of everything that we have done and achieved during this time. A number that also fills us with gratitude and great respect, because a success story like this cannot be taken for granted.

We celebrated this milestone anniversary joyfully and extensively – with an amazing ORIOR Food Festival at the end of August held at Puls 5 in Zurich. Colourful, multi-faceted, innovative and abounding in culinary indulgence, just as you know ORIOR!

Each individual Unit offered the finest of culinary delights on location, freshly prepared throughout the day. This allowed the Food Festival guests to get to know all the ORIOR Units and their core product ranges and delve into the world of ORIOR – according to the motto, “Try and enjoy everything once”.

Take a stroll with me through the colourful Food Festival from one stand to the next and let us look back on these unforgettable days together. Further impressions of the festivities are provided by the grand Anniversary Tavolata and a look behind the scenes while the Festival infrastructure was being set up and at the back office. And finally, a brief excursion through ORIOR’s fascinating history.

Once again, I would like to express my sincere gratitude to all our employees for their great commitment, their outstanding work, their team spirit and their passion for what they do. A special thank you also goes to the consumers, our customers and our business partners for the confidence they have shown us over many years.

I trust that you will enjoy browsing through this special edition of Fresh Appetizer, which is entirely devoted to the Food Festival and the 30th anniversary of the ORIOR Group.

Daniel Lutz  
CEO ORIOR Group



# Welcome to the ORIOR Food Festival

**What an event! ORIOR celebrates its 30th anniversary with an amazing Food Festival – colourful, multi-faceted, innovative and abounding in culinary indulgence. After intensive planning, all the things that make the ORIOR Group so successful are presented over the period of three days, reflecting 30 years of innovation, entrepreneurship and passion.**



The unique ORIOR Food Festival is held over three days in the spacious Puls 5 event hall. In the centre, a place for conversation and discussion, the Anniversary Tavolata and the Top50 meeting. Framing the central zone are the inviting stands of the various Units with their specialities.



Getting to know people and meeting up again: everyone appreciates the opportunity for a private conversation.



The party can start at any time.

Three action-packed days. The Festival kicks off with the Top50 event, where the key measures and goals for a successful future are discussed with the management staff. In the evening, the occasion is celebrated with a grand birthday party, featuring a large Anniversary Tavolata with specialities and wines from the regions of the ORIOR Units. On the following two days, at ten attractive exhibition stands, customers, partners and employees have the opportunity to delve into the world of ORIOR, to taste the products and to engage in interesting conversations.



No wish is left unfulfilled: a leisurely stroll around the hall, exquisite appetisers or a few minutes of relaxation.



Selected beverages from the regions of the ORIOR Units.



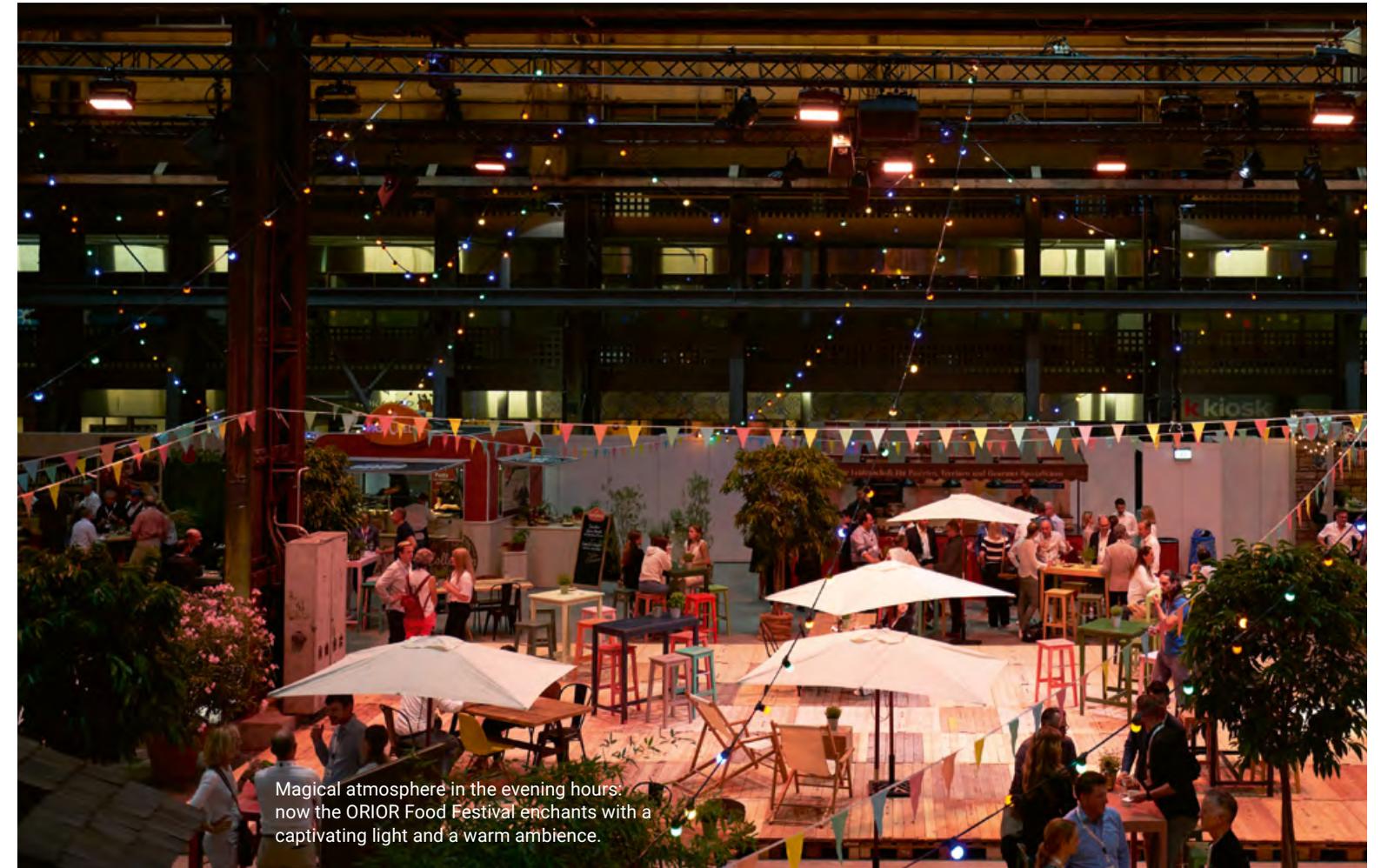
In a cheerful mood: Michele Antonio Cofrancesco, Pastinella (left), enjoying a conversation with a guest.



Toni Giannotto, Le Patron, and Michael Leutwyler, Fredag.

Right:  
Getting around by bike:  
ORIOR provides information  
on all aspects of sustain-  
ability.

Below:  
Event organisers  
Milena Mathiuet, ORIOR,  
Laura Vesti and Jocelyne  
Montredon from the agency  
Standing Ovation and Linda  
Koller, ORIOR, (from l. to r.) in  
front of the beautifully laid  
tables for the tavolata.



Magical atmosphere in the evening hours:  
now the ORIOR Food Festival enchants with a  
captivating light and a warm ambience.



Ursula Weder and Mara Bachmann, ORIOR, (from l. to r.) get ready for the first influx of visitors.

Letter box for the competition entries and greeting cards.



### Competition ORIOR Food Festival

At the ORIOR Food Festival, guests had the possibility to take part in a competition. The answers to the three competition questions can be found below:

Which Unit has belonged to ORIOR the longest?

- Rapelli  Casualfood  Fredag

How many products does ORIOR currently have in its portfolio?

**8,100**

ORIOR is a pioneer in the plant-based and vegi/vegan sector. In which year did ORIOR launch its first vegetarian product?

- 1989  1995  2002

#### The following prizes can be won:

- 1st prize Dinner voucher for 2 persons at the legendary Bottega di Mario in Zurich
- 2nd prize Bumper surprise package containing ORIOR specialities
- 3rd prize Food Festival sports bag with ORIOR snacks

The winners will be notified in person.



*Always searching for something new:  
vegan, vegetarian, meat or seafood*

Woman power at the ORIOR Food Festival! Team Fredag with Shiromy Meier and Claudia Ilicic and Team Biotta with Sandra Fässler and Daniela Schönenberger (from r. to l.).

**Fredag stands for top-quality meat convenience and plant-based products. A tasty selection of Happy Vegi Butcher specialities and genuine Swiss “Ämmitaler Güggle” is presented at the Food Festival and pampers every gourmet palate.**



Fresh sushi variations with vegan tartar and tuna.

Allowing its culinary gaze to wander a little further, discovering new horizons of culinary indulgence and treading new paths in the process – these are the pillars of Fredag’s success. Choice ingredients, flavour-packed recipes and innovative production processes coupled with passion and imagination lend Fredag creations that extra je ne sais quoi. Visitors to the ORIOR Food Festival have the chance to experience this for themselves.



Vanessa Züger presents Mini Taco Bowls with marinated Happy Vegi Butcher Chunks.



This way to the inviting vegan party location.

*Food is our passion. Poultry, meat and seafood, as well as vegan and vegetarian specialities, form the core of our broad palette of products.*



Intense activity at Fredag: Andres Staub can hardly keep up with arranging the delicacies on the plates.



Everyone wants to have a taste: the tender “Ämmitaler Güggle” from natural animal husbandry is particularly popular.



Reviewing an exciting day over an Appenzell Brandlöscher beer.

# Graubünden specialities, matured in the incomparable mountain climate

**Albert Spiess brings the finest cured meat specialities – Bündnerfleisch, raw ham and salsiz – as well as a touch of Bündner Alpine hut feeling to the Food Festival. True to its logo, the ibex is naturally also very much in evidence.**

Festival visitors can embark on a brief culinary trip to Graubünden at the Albert Spiess stand and discover genuine Graubünden specialities. Natural and spontaneous, down-to-earth and likeable. The Graubünden cured meat pioneer, which upholds such values as regionality, tradition and craftsmanship, pampers its guests with heart-felt hospitality and flavour-some culinary specialities from the mountains. Albert Spiess shows how tradition can go hand in hand with innovation.



Viva la Grischa! The team from Graubünden is visibly proud of its rustic mountain hut, adorned with a majestic ibex.



Bündner platter with freshly sliced Bündnerfleisch, raw ham and salsiz.



Pierre Roecker and Cla Lietha with the legendary red Berkel meat slicer.

*From the small village butcher's shop in Prättigau to a market leader. This is the result of fresh Graubünden mountain air, a love of tradition, age-old recipes and a passion for craftsmanship.*



Pure nature: the protein-rich sticks are particularly popular with hikers and sports enthusiasts.



Werner Huber in lively conversation with guests.



A short breather from the many impressions at the Food Festival.



Natural, organic and fresh. The best that vegetables and fruits have to offer.

*Cheers e salute!*  
*Welcome*  
*to the Biotta juice bar*



Our barista mixes everything from earthy roots to colourful blossoms to create the very best mocktail.

**Visitors are immediately imbued with a vacation feeling as they sip the colourful mocktails. Biotta juices contain the best that vegetables and fruits have to offer. Just right for mixing refreshing mocktails.**



There's no better way to pack all the goodness of nature into a bottle.

**Biotta®**  
 The Swiss Organic Pioneer

Amidst a green oasis, Biotta demonstrates how to mix refreshing mocktails with its all-natural organic juices. Jeannette Ruh, cookery book author, food photographer and Biotta ambassador, has developed delicately balanced recipes that can more than hold their own against cocktail classics like Mojito and Mai-Tai. Of course, the entire range is available for tasting.



The Culiner team meet for a refreshing exchange at the Biotta stand.



Pure nature: healthy, fresh and very tasty – all of this can be found in a Biotta mocktail. Take a sip and be transported away on vacation.



As if plucked fresh from the ground: this is what a Biotta carrot should look like.



The Biotta team with an up-beat Food Festival vibe: Sandra Fässler and Daniela Schönenberger (from l. to r.).

***What is a mocktail?***  
***In English, “to mock” means “to simulate” and thus alcohol-free cocktails become mocktails. They are mixed using juices, soft drinks, infused water or non-alcoholic spirits. Fresh fruits and herbs are important, too – after all, a mocktail should taste and look just like a classic cocktail!***



*The world of culinary delights created by the Mastri Salumieri*

Valeria Rizzato and Fernando Premazzi freshly cut Ticino charcuterie with their original Berkel slicer.

Rapelli also passionately lives the “cultura della bottega” at the Food Festival. The Mastri Salumieri treat visitors to specialties based on Mario Rapelli’s original recipes.

Especially for the Food Festival, the Rapelli food truck has travelled from picturesque Ticino to Puls 5, bringing a generous helping of salumieri atmosphere and dolce vita to Zurich. The popular Bottega Rapelli in its street food variant delights with an amazing culinary experience and regional specialties from the Ticino terroir.



A mini burger that has it all: filled with Ticino salsiccia.



Delicious focaccia with spicy, slowly-matured Salame Gran Riserva.



There is plenty to sample and talk about at the Rapelli stand.



Rafael Caballero serves his specialties with pride, élan and a big smile.

*The Ticino culinary experience and the joy of sharing the good things in life.*



The Rapelli food truck with its beautifully filled trailer is one of the eye-catchers at the ORIOR Food Festival.



A highly motivated team presents a first-class show.

*If we want to be different,  
then let us be delicious.*



Bart Serras and Filip De Spiegeleire look on with interest, while Rolf U. Sutter, Chairman of the ORIOR Group Board of Directors, talks shop with a guest (from l. to r.).



Mieke De Cleen and Lies Walcarius (from l. to r.) can relax and smile at the camera after a highly successful day.

**Live cooking at the ORIOR Food Festival: the Culiner chef meal developers in person demonstrate that convenience food can also be enjoyed at the highest level.**



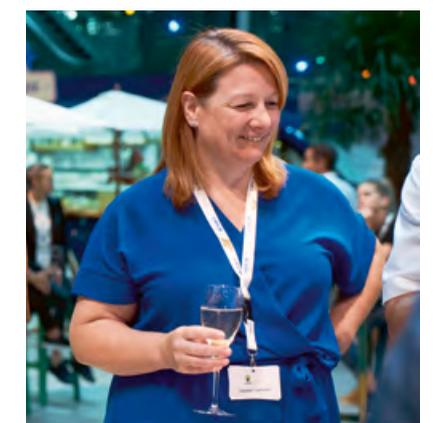
Culiner is at the forefront of the premium fresh convenience market in the Benelux countries – with an innovative and broad product portfolio for the retail and food service sectors and specialising in natural, fresh menus for very different target groups in all age categories. There is always plenty to indulge in and talk about at the Culiner stand.



The Culiner creations clearly go down well with visitors.



The food is plated up ... and critically examined to achieve the best possible result for both eye and palate.



Goedele Tuerlinckx is delighted with the success of her stand.

# Spotlight on the sausage

**Casualfood has made a name for itself with its individually developed brand worlds and concepts for people on the move. It focuses on restaurants, bars, to-go food islands and mobile snack carts. Casualfood has travelled to Zurich with the popular Hermann's snackmobile.**



A cheerful team – Luzia Risch, Dennis Herrmann and Cindy Hartmann (from l. to r.). Casualfood is visited by Albert Spiess employees, who are treated to Hermann's sausage specialities.



Time to celebrate! Rebecca Wolf, Casualfood, and Mirjam Schaffner, Pastinella, raise their glasses in celebration of a successful day.

Hermann's snackmobile is the focal point of the Casualfood stand – and takes the opportunity to demonstrate live its suitability for celebrating and enjoying great food in indoor spaces. On this occasion, the bestseller Currywurst and the legendary St. Gallen Bratwurst are served, fried to perfection with Casualfood's unique cooking and frying technology. The innovative exhaust air system combined with a fat cleaning device ensure zero odour emissions. Visitors are enthralled with both the food and the technology.



Hermann's multifunctional mobile food stand also impresses with its appealing design.



Freshly fried and sizzling hot.



Time for discussions, personal conversations and moments of peace is also necessary.



The concept has been carefully thought out right down to the smallest detail.

*Those who are on the move ... find it hard to resist a quick and tasty stop-off at Casualfood.*

# The perfect pâté in 96 steps

Le Patron has brought a bakery to Puls 5 and provides an insight into the 96 steps involved in the complex production of pâtés. Just like the terrines and gourmet specialities, these perennial favourites prove very popular with the guests. Bon appétit!



*Timeless. Since time immemorial, pâtés and terrines have been among the most delicious foods to be served up. A recipe written in cuneiform script, dating back as early as 1700 BC, bears witness to this.*



Toni Giannotto is visibly pleased with the presentation of his products.

There are always dozens of workers in the pâté bakery, folding dough, adding the forcemeat filling, cutting holes for the brawn, and baking the pâtés until they are golden brown. Much of the work that goes into making mouthwatering pâté is done by hand. At the Food Festival, interested visitors can experience this on a smaller scale directly on site and enjoy the delicacies fresh from the oven.



Despite its great diversity, Le Patron's secret love is terrines and pâtés.



Et voilà! Terrine lovers can now taste the latest Le Patron creations.



This way to the ultimate pâté treats.





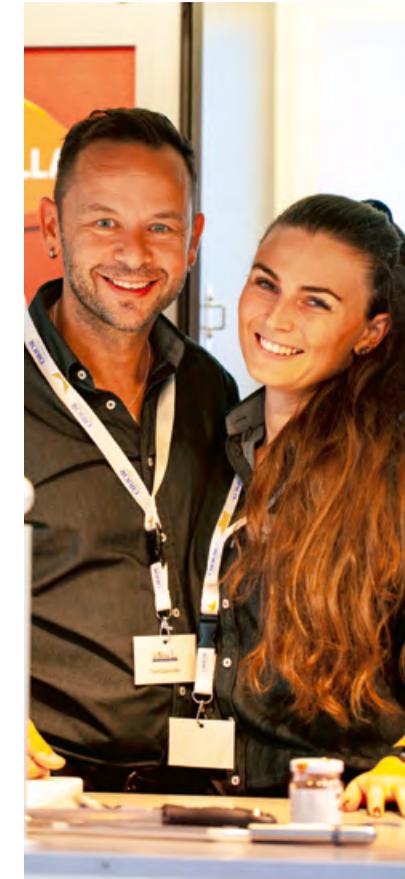
Star chef Antonio Colaianni delights with his recipes, which he has developed exclusively for Pastinella.

The colourful food truck can already be seen from a distance. Small but special – for the pasta recipes have been created by a Michelin-starred chef. Exquisite in taste, with a hint of the south and cooked to perfection. Pasta simply makes you happy!



# Pasta festival

Parlare e mangiare con Pastinella. Dolce far niente, just like on a lively Italian piazza.



This is what makes work so enjoyable! Toni Giannotto, Le Patron, and Mirjam Schaffner, Pastinella, are there to look after interested and hungry guests.



The food truck in a legendary Italo-retro design.



Freshly bought at the mercato ... and added direttissima to the pasta.

With its love for handcraft, Pastinella has been making filled pasta in Switzerland for over 30 years. Selected raw materials from 100% natural ingredients guarantee the amazing taste and the al dente consistency. Pasta enriches every menu as an all-time favourite. The filled pasta impresses with its countless filling variations, the side dishes with a wide variety of possible combinations.



Only natural ingredients are used in pasta from the master's hand.



Guests and colleagues from the other Units are also full of praise for Colaianni's pasta.

*Our passion – pasta in all its variations. A culinary favourite among young and old alike.*





*Our heart beats  
for hearty fare*

Welcome to Eastern Switzerland: Cla Lietha, Walter Koller, Martin Zett, Livia Bodenmann and Marco Zünd (from l. to r.).



An absolute dream: Mostbröckli filled with Cantadou cream cheese and garlic bacon from Appenzell.

*Fürstenländer Spezialitäten:  
this name stands for meat specialities from  
Eastern Switzerland that guarantee  
tradition and regionality.*

**At the Food Festival, Möfag is presenting a hearty selection of its products. Visitors can sample a variety of the popular Appenzell specialities – a rustic treat for the taste buds, full of bite and combined with memories of wonderful experiences in this beautiful corner of Switzerland.**



Anyone who loves Appenzell is also sure to be a fan of its cheese and meat specialities. Möfag is passionately dedicated to refining traditional specialities, like the renowned Appenzeller Mostbröckli, smoking delicatessen cuts of meat or producing delicious ham and bacon variations.



From the smoking chamber: smoked meats are, of course, a must.



Fredri Wirz takes some time out to relax.



Ladies in traditional costume – here Tanja Fuster – serve their delicatessen products with a great deal of charm.



Who knows, maybe the best Appenzell jokes are also being exchanged here.



Everyone is united in anticipation and excited expectation ... you can literally feel the positive energy in the air.



Everything is ready for an inspiring meeting in a unique ORIOR ambience.



Ideas and measures relating to bridge-building are developed together in groups.

**Entrepreneurship, team spirit and the desire to innovate, as well as growth in the face of new challenges, have led to ORIOR's success over all the years. The decisive factors have always been reflecting together, learning from each other and exchanging experiences. As is also the case at the Top50 event held during the ORIOR Food Festival.**

Building bridges is one of three key initiatives anchored in the ORIOR Strategy 2025. The aim is to expand existing, successful product concepts, brands or specialised expertise to encompass other Group Units in a way that adds value. At this event, participants devote themselves to this focal topic in the course of group work and develop concrete measures. The objective is to build bridges between individual Units or segments directly and according to the situation and thus intensify the exchange between them.



There is also time to relax: Sandro Rohrer, ORIOR, and Michael Scheidegger, Le Patron.



Brainstorming, discussing and innovating together.



Daniel Häfliger, Fredag, discusses ideas for common paths.



In his element: Max Dreussi, Fredag.



Smart presentation by Karl Niendorf, Smartseller.



In such an inspiring environment, everyone enjoys listening to the speeches and presentations.

Daniel Lutz, CEO ORIOR Group, is visibly enthusiastic about the presentations.



Full of Bündner commitment: Christoph Egger, Albert Spiess.

*“Inspiration, motivation, enthusiasm, pride and team spirit. ORIOR’s Top50 are ready to tackle the future.”*



Time for the bridge builders: everyone eagerly awaits the presentation of the group work.



Applause from Beni Pfulg, ORIOR, Timo Beyerlein, Fredag, and Dave Garo, ORIOR (from l. to r.).



There is also enough time for informal conversation.



Andreas Förster, Casualfood, is amused by a humorous remark.



Thomas Rüeger, ORIOR, and Dario Ömeroglu, Le Patron. Perhaps they are discussing the current figures?



An opportunity to reflect: Andreas Lindner, ORIOR.



Radiates Ticino joie de vivre: Tazio Gagliardi, Rapelli.



Max Dreussi, Fredag, and Daniel Lutz, CEO ORIOR Group.



Clemens Rüttimann, Biotta, with some juicy ideas.



Oscar Marini, Pastinella and Le Patron – full of enthusiasm as usual.



Philipp Keller, Le Patron, listens with rapt attention.



Noting down ideas on bridge-building and on how to develop them further.



Giorgio Mollo, ORIOR: the topic here is guaranteed to be digitalisation.



Actively involved: Fabio Scartezzini, Rapelli.



Deborah Huber, ORIOR, informative and charming in the name of sustainability.



Motivated, inspired and full of passion: ORIOR's Top50 are ready to tackle the future.



At the centre of the evening event: the sumptuous tavolata with over seventy delighted guests.

**30 years of ORIOR – that needs to be celebrated! And what better way than with a huge tavolata. Informal, relaxed, light-hearted. A chance to get together, enjoy oneself, exchange ideas and taste all the specialities from the ORIOR Units. An Anniversary Tavolata in a class of its own.**

Everyone gets into the swing of things during the walk-about apéro and the positive vibe can be felt everywhere. Participants meet colleagues, have a short chat, and then it's already off to the next appetiser station. Things then really get going at the tavolata, where pure indulgence is the order of the day. The finest that the ORIOR Units have to offer is served in dishes and pots, in bowls and tureens, and on platters and wooden boards. This is the world of culinary enjoyment ORIOR-style.



Eating, chatting, applauding – one attraction follows the other.

A stylishly set table decorated with fresh herbs; in the background, the tavolata menu.



Meeting again or getting to know each other over an apéro riche.



Enjoying themselves: Monika Friedli-Walser and Edgar Fluri.



Table neighbours at the tavolata: Anton Scherrer and Markus R. Neuhaus.



Good conversation with a glass of Crémant: Walter Lüthi and Andreas Lindner.



Monika Schüpbach in conversation.



Daniel Lutz, CEO ORIOR Group, is delighted that the event is a resounding success.



The guests are awaited with great anticipation.





Michael Leutwyler is the new CEO of Fredag. Congratulations!



Rolf U. Sutter, Chairman of the ORIOR Group Board of Directors, delivers an impressive speech.

*Enthusiasm, independence and speed, as well as a tavolata feeling: that is what Rolf U. Sutter wishes for the future.*



Andreas Förster and Michael Schorm, the future CEOs of Casualfood.



A toast to 30 years of ORIOR!



Remo Brunschwiler enjoys the tavolata evening.



Well-deserved applause from the CEO: Milena Mathiuet is appointed to the ORIOR Executive Board.



Beni Pfulg is honoured for his services.



Beautiful setting: the festive tavolata.



Manoela Oppliger, Pastinella.



Edgar Fluri and Markus Voegeli in conversation.

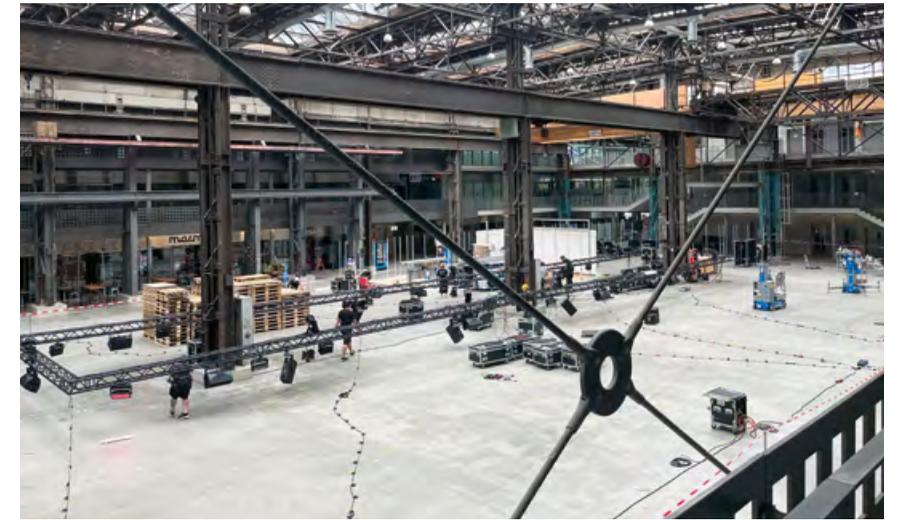


Tribute is paid to Stefan Weber and Michael Weigel, founders of Casualfood.



It doesn't get more festive than this: the birthday cake with 30 sparklers is personally served by the organising committee.

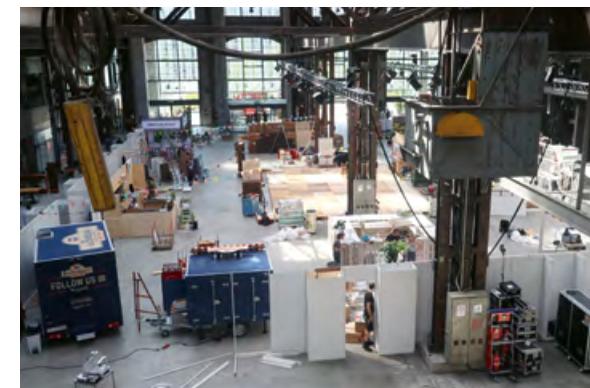




# The making of ... live on location

If you approach Puls 5 in Zurich on Monday, 29 August, you will quickly realise that something special, something big, is going on. Delivery vans bearing the logos of the ORIOR Units are queuing up in the delivery zone. There is lots of activity back and forth.

And suddenly you find yourself caught up in a swarm of craftsmen, exhibition booth builders, sound technicians and numerous ORIOR and Unit employees. All of them are fervently setting up their stands and seeing how their weeks of planning are at last becoming reality. It is clear that each Unit has gone to great lengths to implement a creative concept abounding in charm. You can feel the tension, a quiet hecticness, but above all the thrill of creating something unforgettable to mark ORIOR's 30th anniversary. Take a look for once behind the scenes.





# 30 years of success

**The company's roots, however, date back to the 19th century. At that time, the company was still active in the tobacco industry and was doing business all over the world. After its focus shifted to food production, ORIOR was founded in Vevey in 1992. Since then, the company has been shaped by remarkable successes as well as setbacks, all of which have made ORIOR what it is today: a unique group of food companies. Below you can follow this success story through the years.**

## 1998

Theo Conrad, Chairman and CEO of ORIOR Food, announces his resignation from operational management. The Board of Directors appoints the young Mövenpick restaurateur, Rolf U. Sutter, who had established and internationalised the Marché restaurants, as his successor.



## 1999



The new ORIOR Food CEO, Rolf U. Sutter, launches the company's most expansive strategy process to date under the title, "Setting the Compass", with the aim of achieving number 1 status in all segments. Rapelli launches the regional "terroir" brand, Ticinella. At the same time, an ORIOR subsidiary is opened in Singapore.

## 2000

ORIOR fully owns almost all of its companies and begins to integrate the various production sites into its modernised main facility. The long-standing majority shareholder, Pargesa Holding, acquires ORIOR's entire share capital.



## 1992

ORIOR Holding SA is founded in Vevey, a key step towards the strategic goal of focusing entirely on the production of premium-quality niche foods. At the same time, a small number of shares of the new company, ORIOR Holding, are released for trading on the stock exchanges in Zurich and Geneva.



## 1993



1993 is characterised by its continued focus on the food sector and the withdrawal from the tobacco industry. Highlights include increasing the shareholding in the Rapelli Group to almost 50% and raising ORIOR's interest in Fredag to a majority stake.

## 1994

1994 is the first full year operating without the tobacco processing business segment. ORIOR expands its portfolio by a total of 15 shareholdings in food companies, and its participation in Fredag is steadily increased. Production at Regina Culinaire, which has been part of the Group since 1990, is expanded to meet the tremendous demand.



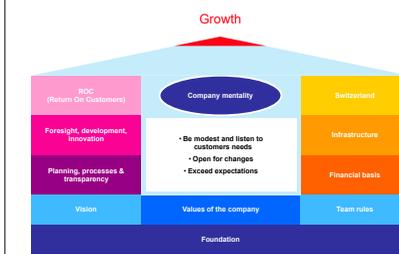
## 2001



Le Patron presses ahead with a new annex to bring the companies, Rieder Catering, Le Patron Regina and Du Martel, closer together. ORIOR succeeds in surpassing the CHF 300 million mark for the first time. ORIOR goes online with its first website, www.orior.ch.

## 2002

ORIOR celebrates its 10th anniversary at its original location in Vevey. The legendary ORIOR "House of our Success" is launched. In the same year, significant additional and new buildings are completed at Pastinella and Le Patron.



## 2003



The Group experiences its first ever decline in turnover. A ban on exporting poultry from China to Japan results in the loss of a key revenue channel. It is also faced with an unprecedented rise in commodity prices. ORIOR achieves success with its ready meals, its BBQ product range and its antipasti line.

## 1995



The existing shares are further increased, including raising ORIOR's stake in Rapelli to 80%. Fredag supplies chicken specialities to Migros for the first time and launches one of the first-ever meat substitute product ranges available in the Swiss retail trade under the Migros Cornatur brand.

## 1996

Purchase of the Rieder Group, to which Le Patron, Pastinella and Rieder Catering also belong. Additional acquisitions include the Trinca pasta company and Du Martel, which specialises in pâtés and terrines for French-speaking Switzerland, transforming ORIOR into one of the leading food companies in Switzerland. ORIOR makes a "lateral leap" with the purchase of the Stern Group, which is active in the watch industry.



## 1997



ORIOR takes over the long-established Zurich company, Traiteur Seiler. The transport departments of the various ORIOR Units are merged to form Lineafresca ORIOR Food Logistic AG. The founding of Fresico Food Industries in China also marks the first major move abroad. Moreover, Rapelli opens a new factory in Stabio, which is considered one of the most modern production facilities for charcuterie in all of Europe.

## 2004

Rapelli proudly celebrates its 75th anniversary. With the poultry crisis in Asia continuing to spread in early 2004, the shareholding in Fresico Food Industries in Weifang is reduced to a minority stake and sold in the middle of the year.



## 2005

*Hungry Eyes.*

The "Hungry Eyes" initiative is launched. It focuses on projects relating to growth, especially in the areas of food service, innovation, brands, exports and profit development. The Cornatur product range, which specialises in meat substitutes, celebrates its 10th anniversary. The vegetarian market continues to grow steadily, but still remains niche. Le Patron and Pastinella are merged under the name of ORIOR Menu AG.

## 2006

Majority shareholder Pargesa sells its entire share capital to the management and to the private equity firm, Capvis. Initial listings of Rapelli and Nature Gourmet products are achieved in the retail trade in Italy and Germany. The Du Martel company is integrated into the main Le Patron site in order to increase efficiency.



2007



Although commodity prices rocket over the course of the year, ORIOR achieves positive year-end results, with growth at all of its competence centres. Years of hard work as an innovation driver in the retail trade are now paying off, and ORIOR is able to shape the market at the very forefront. The inspiring new Group-wide initiative and maxim, "We make it happen!", is another success factor.

2008

ORIOR takes another strategically important step with the purchase of Albert Spiess AG. Steeped in tradition, this company based in Schiers is regarded as the jewel of the Swiss meat refinement industry and is the market leader for Bündnerfleisch cured meat. With this acquisition, ORIOR achieves the necessary size for its subsequent IPO.



2009



The global economic crisis manifests itself to a greater extent in Switzerland, too, but ORIOR's broad product portfolio proves its worth and the year goes down as the best in company history for each individual unit. For the first time ever, the ORIOR Group succeeds in surpassing CHF 500 million in revenues.

2010

ORIOR takes the plunge and goes public on the SIX Swiss Exchange in Zurich in April 2010. It is the first real IPO in Switzerland since the financial crisis of 2008. In addition, ORIOR further expands its food service pillar, unveils its goal of expansion into Europe, and forecasts the fresh convenience and vegetarian product categories as growth drivers of the future.



2011



ORIOR acquires Ticino-based Salumeria Keller SA along with Bernatur, a company specialising in meat substitutes. Rolf U. Sutter, long-time CEO and Delegate to the Board of Directors, is elected Chairman of the Board of Directors. Remo Hansen becomes the new CEO of the ORIOR Group.

2012

ORIOR celebrates its 20th anniversary and acquires the company, Möfag, in Zuzwil. This family-operated business is strongly rooted in eastern Switzerland and supplies both the food service and the retail trade.



2013



ORIOR launches the world's first gluten- and lactose-free fresh pasta. The Nature Gourmet and Albert Spiess lines are rebranded for the Swiss market. CEO Remo Hansen launches the Group-wide "Whatever it takes" initiative to counteract margin pressure.

2014

ORIOR acquires organic tofu specialist Noppa AG. This addition enables ORIOR to further expand its expertise in the vegetarian market. Lineafresca Logistics AG is sold to the Murpf Group. In June, CEO Remo Hansen leaves ORIOR after more than 16 years with the company and hands over to interim CEO Bruno de Gennaro.



2015



Daniel Lutz takes over as CEO of the ORIOR Group. 2015 is characterised predominantly by a fundamental strategy process under the title of "ORIOR 2020", as well as by countless initiatives and measures in line with the newly defined strategic pillars.

2016

ORIOR acquires the Belgian Culiner Food Group, which specialises in the production of high-quality ready meals and meal components. With this step, ORIOR expands its core competence in the fast-growing premium fresh convenience food market beyond the Swiss border and into Europe.



2017



ORIOR marks its 25th anniversary with celebrations for its 1,600 employees at all the competence centres. The company's unique success story is also honoured at a gala dinner with ORIOR's Top100. ORIOR is well-positioned for the future and is already writing a new chapter.

2018

ORIOR acquires Biotta (Thurella AG), a pioneer specialising in all-natural, organic vegetable and fruit juices. In the autumn, ORIOR purchases an interest in Casualfood, giving it a strong foothold in the highly specialised niche of the fast-growing food service to-go market.



2019



ORIOR increases its stake in Casualfood to a majority holding. Casualfood is integrated into the Group as an independent competence centre within the ORIOR International segment. In addition, ORIOR publishes its first GRI-compliant sustainability report.

2020

ORIOR is strongly impacted by the coronavirus pandemic, with measures being put in place to protect employees, overperformance in the retail sector, a massive slump in food service and the virtual standstill of Casualfood. ORIOR presents its 2025 Strategy.



2021



ORIOR achieves its best operating result to date, thanks in part to the "ORIOR New Normal" initiative. Production capacities in Switzerland for vegetarian and vegan specialities are tripled. ORIOR defines a new climate target with its ambition of achieving net zero by 2050.

2022



ORIOR turns 30 and celebrates this milestone with a grand Food Festival at Puls 5 in Zurich. All of the competence centres are represented with their own stands, at which they present their own specialities. It is a major three-day event for employees, customers, suppliers, partners and investors, on a scale that ORIOR has never seen before.



## Simply incredible - tavolata feelings

### What a great festival. 30 years of ORIOR.

I think we should shut out the daily challenges for a moment, forget the global crises, and simply just be grateful. How do I show gratitude so that it doesn't come across as merely a platitude? Each and every ORIOR employee should feel that it is directed at them. Perhaps first of all in concrete terms: thank you to all the exhibitors and thank you to the organising committee – Aline Bass, Toni Giannotto, Linda Koller, Michael Leutwyler, Milena Mathiuet, Fabio Scartezzini, Mirjam Schaffner, Daniela Schönenberger, Goedele Tuerlinckx and Rebecca Wolf – and your teams. You have made these unforgettable days possible. This Food Festival is unrivalled. Partners, customers, guests, investors and friends have spoken to me about our spectacular event, the perfect organisation and, above all, the tremendous joy, the strong commitment and the great passion of the employees present. That fills us with pride. All the Units have exceeded expectations in terms of both their culinary delights and their stands. Fantastic!

Of course, my gratitude goes even further. Thank you to the ORIOR Top50 participants, who built bridges during the day and celebrated so exuberantly in the evening. I witnessed it clearly; during Zuccherò's "Baila", everyone (as well as me) was swinging their hips and merrily clapping along. Happy, high-spirited employees at a large tavolata. That was my best present of all. Thank you for your laughter. **Please don't forget:** it's all about enthusiasm, independence and speed, as well as these tavolata feelings. Carry these wishes for ORIOR's future with you. You are the management team and it is you who carry this spirit to the employees in the Units. This is of decisive importance, because only when these employees also feel this spirit can we make a difference for our corporate success together.

Over 60 nationalities in four countries – so many cultures, from Stabio (Rapelli) to Schiers and Davos (Albert Spiess), from there to Root (Fredag), to Oberentfelden (Pastinella) and to Böckten (Le Patron), to Zuzwil (Möfag), to Tägerwilen (Biotta), to

Neuenstadt-Stein (Gesa), to Frankfurt, Berlin and Düsseldorf (Casualfood), to Destelbergen, Olen and Herselt (Culinor) and to Haguenau (Spiess Europe).

I/we hold all our employees in the highest of esteem. Virtually everything can be copied, but not the spirit – our ORIOR spirit.

*Two thoughts relating to this theme. The UN, leading media publications, presidents, politicians and economic experts are all talking about an unprecedented disruption to our lives. Hardship, war, environmental, energy and economic crises. Dear employees, dear readers: we are not helpless. Everyone can do something. In their own area of work and perhaps a little beyond that. In this way, we can accelerate the action taken and make a real difference. For ORIOR, this situation means that we need to make verifiable improvements every day. In environmental issues, in innovations, in adapting even faster and better to the ever changing needs of customers and employees. And we should go about this with vigor, with a degree of humility and, above all, always with a positive attitude.*

Your Rolf U. Sutter



Not just an event organising committee, but a great team! Milena Mathiuet (ORIOR), Ursula Weder (ORIOR), Linda Koller (ORIOR), Mara Bachmann (ORIOR), Goedele Tuerlinckx (Culinor), Rebecca Wolf (Casualfood), Aline Bass (Albert Spiess and Möfag), Lia Pulgar (ORIOR), Fabio Scartezzini (Rapelli), Mirjam Schaffner (Pastinella), Michael Leutwyler (Fredag), Daniela Schönenberger (Biotta) and Toni Giannotto (Le Patron) (from l. to r.).

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# ORIOR

★★★★★  
EXCELLENCE IN FOOD

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