

Fresh Appetizer anniversary edition: 30 years of ORIOR

We are delighted to present you our brand new [Fresh Appetizer magazine](#). It is a special anniversary edition, because this year ORIOR celebrate its 30th anniversary.

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.

We trust 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.

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ORIOR – Excellence in Food

ORIOR is an internationally active Swiss food and beverage group. ORIOR Group represents a family of companies with a strong regional footing and popular brands and products that claim leadership positions in flourishing niche markets at home and abroad. ORIOR's decentralised business model allows every company in the Group to maintain their specific culture and identity, tailored to their workers and customers, and to create unique product, brand and concept worlds. They are joined together by a passion for culinary delights and true craftsmanship, a spirit of innovation directed towards market trends and needs, workforce entrepreneurship and strong common values.

Our management approach combines strategic thought and action at Group level with a high degree of autonomy at each centre of competence. The ORIOR 2025 Strategy with its strategic pillars and the Group-wide key strategic initiatives – the ground-breaking "ORIOR New Normal"; the intradisciplinary "ORIOR Champion Model" and the synergistic "ORIOR Bridge-building" initiative – are critical success factors that will ensure steady value creation for all stakeholders.

Motivated employees who enjoy what they do and who assume responsibility for themselves and their work are the catalyst for unlocking the extraordinary. We embrace uniqueness and premium quality in our quest to surprise and thrill our consumers time and again with delightful and delicious creations.

Our vision is nothing less than **Excellence in Food**.

ORIOR is listed on the SIX Swiss Exchange (ORON, ISIN CH011 1677 362, LEI 5067 0020 I84Z A17K 9522). Learn more under orior.ch.