

Customer and Staff Magazine  
ORIOR Group

No. 26 Autumn 2021/Spring 2022

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

# FRESH APPETIZER

**Vuna:**  
plant-based tuna  
caught in the garden

**Rapelli:**  
with the food truck  
through Switzerland

*Innovative  
diversity*

freshly served by ORIOR

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Plant-based products are currently on trend. ORIOR also demonstrates the highest level of competence in this sector.



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Pasta at its finest: Pastinella teams up with top chefs, Antonio Colaianne and Gabriel Heintjes.



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The “La Bottega Rapelli” food truck makes its way through Switzerland.



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For gentle steam cooking at home: Culinor Steam Meals.



*This symbol indicates an initiative or measure in the sphere of sustainability.*

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ORIOR Campus is launched with the first training module on the subject of “Project Management”.





Dear Reader

I love Bündnerfleisch. I love an authentic Rapelli Salami Gran Riserva even more. Or best of all, everything served together on a hors d'oeuvres platter with a glass of Ticino Merlot. And if I really want to secretly treat myself to something, it is – I'll admit it – a bratwurst, with a bread roll and without mustard.

So how fortunate I am that some of our units actually specialise in refining meat products such as these! I consciously eat meat of good quality and sustainable origin and really enjoy it.

However, at the same time, I'm also a convinced flexitarian, because I don't need to eat meat every day. For example, I often prepare Zürcher Geschnetzeltes using the vegan Chunks from our Happy Vegi Butcher meat substitute line and it tastes fantastic.

We are currently experiencing a real boom in vegetarian and vegan products, and the demand from consumers for meat substitute specialities is steadily growing.

Our competence centre, Fredag, recognised this trend more than 25 years ago, when "plant-based" was not the commonplace term it is today. As a pioneer in the sphere of vegetarian/vegan food products and a major manufacturer in the Swiss market, Fredag's enthusiasm and energy for constantly coming up with new, visionary innovations have remained undiminished to this day.

The exciting market development of plant-based foods, the social aspects and their significance for ORIOR are featured in the following pages of this magazine. You should definitely browse through it anyway. Our cover picture provides just a small foretaste of what is awaiting you. Despite the continuing impact and the unforeseeable future course of the coronavirus pandemic – or precisely because of this – you can look forward a plethora of culinary delights, innovation and inspiration from all our units. Quite in the spirit of: the table is set and everything is ready for serving!

I would like to thank all our employees for their great commitment, their outstanding work, their team spirit and their passion for what they do.

A big vote of thanks also goes to the consumers, our customers and our business partners for their confidence and loyalty.

Daniel Lutz  
CEO ORIOR Group

### *The set ORIOR table:*

- 1 *Biotta Demeter Carrot, Orange & Ginger.*
- 2 *Ravioli Herb Pesto from Pastinella.*
- 3 *In-house Pâté and Morel Pâté, Le Patron.*
- 4 *Vegetarian Steam Meal from Culinor.*
- 5 *Happy Vegi Butcher Chunks, Fredag.*



- 6 *Biotta Fresh Carrot, Pineapple & Beetroot.*
- 7 *Tapas with Rapelli Raw Ham and Mjöfag Mostbröckli.*
- 8 *Panino from Goodman & Filippo by Casualfood.*
- 9 *Graubünden Salsiz, Albert Spiess.*
- 10 *Vivitz Assam Black Tea and Vivitz Green Tea.*



# Plant-based.

**Much more than a trend.**

**Sustainable. Vegan. Vegetarian. Climate-neutral. Meat-free. Organic.**

**Terms that are increasingly shaping the food world and prompting consumers to rethink and reflect on what they are eating. We have compiled some interesting facts and figures that illustrate the history, background and outlook of plant-based food in a concise manner.**



## **Beetroot instead of duck**

At Eleven Madison Park in New York, Daniel Humm serves the first purely plant-based menu in a three-Michelin star restaurant worldwide. For months, he experimented with his creative team, brought in Buddhist monks as advisors and, with the aid of a laboratory, set up a fermentation database. Now, hanging in the glass-fronted refrigerators where the world-famous Humm ducks with honey and lavender used to be air-dried are beetroots. They are smoked, wrapped in clover, baked and finally rubbed with mustard and horseradish to create a rich, extraordinary taste that is reminiscent of meat without using animal

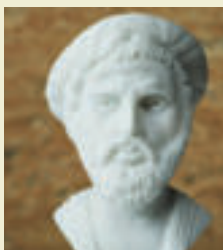
ingredients. He is not vegan and does not see himself as a spokesman for the vegan movement, says Humm. He is much rather interested in giving new impulses to haute cuisine. On doing so, he adheres to the four principles of his cuisine: each one of his dishes must be delicious, beautiful, creative and intentional, i.e. have a story.

## **Vegan cookbooks are bestsellers**

The vegan trend does not stop at bookshops either. ProVeg has been observing the development for several years: while in 2010, only three vegan cookbooks were published in Germany, in 2017 this had already increased to 620, and today vegan cookbooks generate over 50,000 hits on Amazon. There is everything from guides on plant-based cuisine for beginners to recipe collections for absolute professionals. Top Swiss chefs have also published vegetarian cookbooks so that everyone can easily prepare the mouth-watering dishes at home.

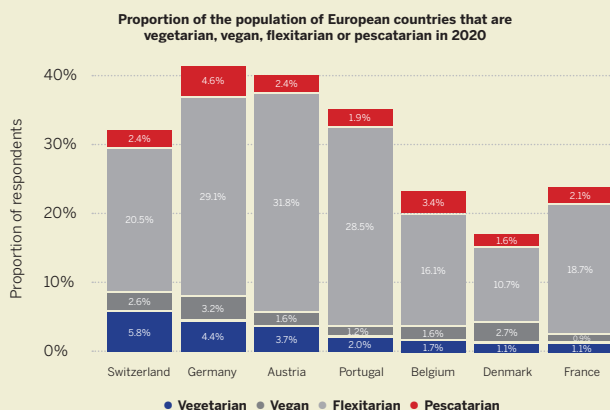






### Where did the vegetarian movement originate?

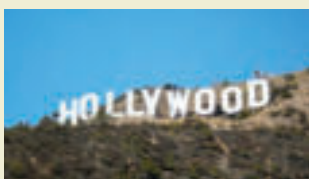
Vegetarianism can look back on a long history. These days, the very first prominent vegetarian is considered to be the Greek scholar, Pythagoras (ca. 570–500 BC): “Everything that humans do to animals comes back to them.” A rather modern notion, already expressed some 2,500 years ago. He and his followers not only abhorred the religious sacrifice of animals, but also believed that humans should not eat meat because it made them wage war on each other. In Asia, especially in India where 38% of the population are vegetarians, a meatless diet has a long tradition.



Source: Veganz © Statista 2020 2,600 respondents; 15 years old and over

### Vegetarian on the winner's rostrum

According to a survey on eating habits in selected European countries conducted in 2020, Switzerland had the highest percentage of vegetarians. The study showed that around 5.8% eat a vegetarian diet, 2.6% a vegan diet and around 2.4% a pescatarian diet, i.e. they also eat fish. A further 20.5% consciously abstain from eating meat on a regular basis and are so-called “flexitarians”. Taken together, about one quarter of the Swiss population eats mainly or exclusively vegetarian or vegan products. Looking at the language regions, the proportion of vegetarians and vegans in German-speaking Switzerland is more than twice as high as in French- and Italian-speaking Switzerland. In addition, vegetarianism and veganism are significantly more widespread in younger age groups than in older ones. Three-quarters of vegans are women.



### Stars and celebrities live a vegan lifestyle

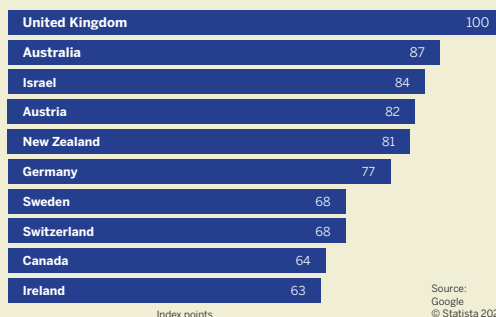
An increasing number of Hollywood stars, musicians, athletes and other famous people are advocating a

vegetable-based lifestyle. Miley Cyrus, Pamela Anderson, Johnny Depp and Natalie Portman are just some of the well-known vegetarians. Bill Clinton and Al Gore are also now part of this movement.

### Countries where veganism is most popular worldwide

According to a Google Trends analysis, in 2020, veganism was most popular in the United Kingdom. An index score of 100 indicates that a vegan lifestyle is most popular here.

**Countries with the highest popularity of vegan nutrition worldwide in 2020 (reference value United Kingdom = 100)**



### Vegan fashion and cosmetics are in demand

Fashion magazines are responding to the current trend and the number of vegan boutiques is rapidly growing. Hip fashion labels are also switching to plant-based fabrics and there is a clear trend towards vegan products in the cosmetics industry. Vegan clothing is free of animal-derived materials such as leather, wool, silk, down or fur. Buttons are not made of horn or mother-of-pearl and rainwear is not impregnated with beeswax. Instead there are many innovative materials – such as leather made from mushrooms or pineapple and soylilk. Manufacturers are increasingly using plant-based fibres such as cotton, bamboo, linen, cork, hemp, lyocell and viscose.

ORIOR also demonstrates the  
*highest level of competence*  
in the plant-based sector.

**ORIOR has always responded swiftly to food trends and consumer requirements. For over 25 years, it has offered a wide portfolio of vegetarian and vegan products, which is constantly being expanded with new ideas.**



Top-quality, tasty  
tofu creations, made  
from Swiss soy in

Fredag's own tofu manufactory, offer a special taste  
experience.



**Biotta®**  
The Swiss Organic Pioneer

Biotta contains only  
the very best that  
vegetables and fruits

have to offer. As a sustainable manufacturer, Biotta  
has been producing sip after sip of purely natural,  
organic vegetable and fruit juices since 1957.



The vegan alternative  
to meat. The finest

plant-based products in premium quality. Thanks  
to wet extrusion, purely plant-based ingredients have  
an authentic look, a juicy consistency, a firm bite and  
a meaty flavour.



Nature Gourmet com-  
prises variations of

popular, classic vegetarian specialties based on  
vegetables, high-quality natural ingredients and  
exquisite spices. Juicy, spicy and tender to the bite.



In addition, the ORIOR units, Fredag, Pastinella and  
Culinor, specialise in the production of customer  
own-brands, such as V-Love, Cornatur, Karma, Yolo,  
Lidl Vegi and Delhaize Veggie.



## What types of vegetarians are there?

### *Ovo-lacto vegetarians:*

They dispense with meat and fish, but eat dairy products and eggs. **This is the largest group of vegetarians.**

### *Ovo-vegetarians:*

They also cook without meat and fish, refrain from eating dairy products, but do consume eggs – a dietary form that is often chosen for health reasons, for example, due to a lactose intolerance or lactose allergy.

### *Lacto-vegetarians:*

They do not eat meat and fish, and also do without eggs, but they do consume yoghurt, cream and other dairy products.

### *Vegans:*

Since milk and egg production is inextricably linked to animal husbandry and the disadvantages associated with it, the logical extension of vegetarianism is veganism. Vegans abstain from eating all foods derived from animals, including eggs, milk products, cheese and even honey. They also refrain from buying products made from leather, silk or wool.

### *Frutarians:*

Frutarians strive towards a diet of exclusively plant-based products that do not result in damage to the plant itself. Eating a carrot, for example, involves the destruction of that single plant and is consequently not compatible with the frutarian diet. With apples, however, these concerns do not arise as harvesting them does not harm the apple tree.

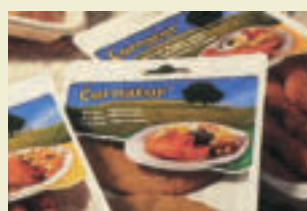
### *Pescatarians:*

Pescatarians are vegetarians who eat fish, i.e. salmon, trout, tuna and seafood.



### **Fredag expands its production capacity for plant-based specialities**

ORIOR has a more than 25-year track record of craftsmanship and pioneering achievements in vegetarian and vegan specialities – namely at its Fredag competence centre – beginning with the introduction of the possibly first meat substitute product to the Swiss market in 1995. Since then, Fredag has continually expanded its skills and abilities in step with steadily growing demand and now markets a vast range of products through all the various channels. Today, Fredag is one of the largest producers of vegetarian and vegan specialities for the Swiss market with its portfolio of proprietary brands such as noppa's, Nature Gourmet and Happy Vegi Butcher, as well as customer private labels. It exports a small but rapidly growing share of its products. In order to ensure its supply capability for plant-based products, ORIOR is investing in the expansion of its production capacity. The new full-scale wet extrusion production lines will go into operation in 2022.



### **Fredag's pioneering achievement**

In 1995, Fredag started producing vegetarian specialities for Migros under the Cornatur brand. The new products met the need for a conscious, meat-free diet. Only natural, purely vegetable fresh products based on soy and wheat were used in the production process. Within just a few months, sales of meat substitutes increased and Fredag was able to establish itself in the market as a pioneer in the production of vegetarian specialities.

# ORIOR 2025 Strategy

ORIOR's decentralised business model allows the individual competence centres to maintain their specific culture and identity, tailored to their employees and customers, and to create unique product, brand and concept worlds. This high level of identification and personal responsibility at the competence centres, combined with strategic development and direction-setting at Group level, make us resilient and unique.

The ORIOR 2025 Strategy is built around five strategic pillars. At the same time, additional, shared potential will be unlocked by the three Groupwide key strategic initiatives. Our aim and ambition is the steady creation of value added for all our stakeholders.



## VISION

With untiring dedication, we are striving for uniqueness and outstanding quality in order to surprise our consumers time and again with enjoyable culinary experiences. Our ambition is nothing less than: **Excellence in Food.**

### Strategic pillars

#### House of Innovation

Innovation is deeply embedded in our corporate culture. Inspired by trends, our closeness to the customer, and our understanding and feel for the market, coupled with the passion we have for our culinary craft and traditions, we develop out of conviction and with pride unique culinary experiences for all our consumers.

#### Brand Experiences!

We view ourselves as a creative workshop for our brands, products and services and are constantly developing culinary worlds for our own brands and those of our customers. That and our passion for what we do enable us to delight customers time and again.

#### Strong Foundation and Operational Agility

We are working hand in hand to further strengthen the foundations of the company and to increase our operational agility. Our decentralised business model keeps us close to the market. Our broad portfolio enables us to generate value added between the units and to share know-how.

#### The ORIOR Responsibility

Sustainable business practices form the basis for Excellence in Food. Every day, we strive to improve our performance across the entire value chain in keeping with our clearly formulated sustainability strategy and the objectives contained therein.

### Key strategic initiatives

#### ORIOR Champion Model



The intradisciplinary Champion Model is a network for knowledge transfer and staff development that brings together specialists from different competence centres. This exchange of expertise and experience acts as a catalyst for creating value added across the Group.

#### ORIOR Bridge-building



ORIOR Bridge-building comprises direct links between specific units or segments on a situational basis. The objective of our bridge-building efforts is to capture new sales potential by expanding successful existing product concepts, brands or specialised expertise to encompass other business units.



## The development of the new strategy

In autumn 2020, ORIOR presented its strategic road map for the next five years. The ORIOR 2025 Strategy marks the evolution of the previous, successful strategy and is also characterised by the Groupwide initiative, "ORIOR New Normal".

The previous strategic pillars were honed in terms of content and significantly more broadly underpinned by the involvement of in-house teams of specialists. Inputs were also given by senior staff and specialists from throughout the Group in the course of interactive workshops. This broadly based approach and the common understanding of the way forward provide a firm foundation for the successful implementation of the ORIOR 2025 Strategy.

## The ORIOR World

### We Are ORIOR

"We are ORIOR" is based on common corporate values, open and direct communication, and ethical and respectful business conduct. We support and promote the cultural diversity of the individual competence centres and provide our employees with opportunities for growth and development in their day-to-day work.



### ORIOR New Normal

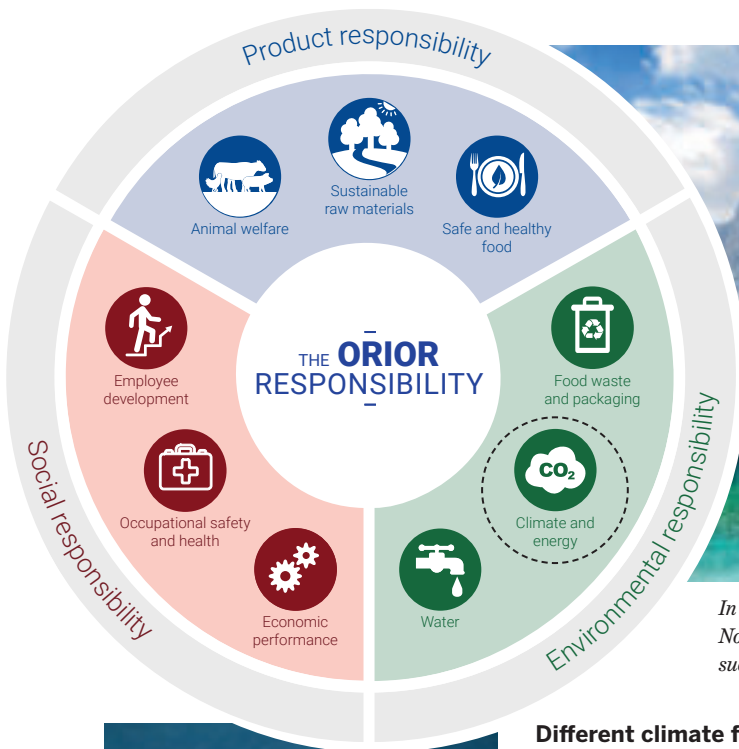
ORIOR New Normal refers to activities that are high on our list of priorities. This is our instrument for addressing new opportunities in a structured, systematic and focused manner and for generating value added.



# Water. Life. Energy.

ORIOR intends to consistently  
rely on hydropower in future.

The respectful use of natural resources and the environment is ORIOR's declared corporate goal. Targets, measures and achievements are recorded annually in a comprehensive sustainability report. ORIOR has made an important decision in the area of activity, "Climate and energy", and in future intends to rely on hydropower for the whole of ORIOR Switzerland.



*In Switzerland, hydropower is mainly generated in mountainous regions. Nowadays, great attention is paid to the environmental sustainability of such plants.*



*Worldwide, agriculture uses almost 70% of freshwater resources.*

## Different climate forcers

Through the use of fossil fuels, deforestation and livestock farming, mankind is increasingly impacting the Earth's climate and temperature. This increases the amount of naturally occurring greenhouse gases in the atmosphere, which intensifies the greenhouse effect and global warming. Greenhouse gases are also emitted during the processing of food: for example, through energy consumption during the various manufacturing processes and

maintaining the cold chain during storage and transport. As a manufacturer in the food processing industry, ORIOR is very aware of its responsibility and actively contributes to reducing emissions.

## Electricity accounts for 50% of energy consumption at ORIOR

Electricity is a fundamental source of energy. Not only in people's everyday lives, but also for our units. More than half of the energy consumed by ORIOR is due to our use of electricity





*Every drop counts. Even though water is not a scarce commodity in our country, we should still use it with care.*

– for operating the plants, for heating and lighting all production and storage areas, and for cooling the products. This makes the type of electricity we use all the more crucial. Whether this is produced from fossil fuels such as natural gas or coal or from renewable sources like wind or water makes a huge difference to CO<sub>2</sub> emissions.

### **ORIOR opts for hydropower**

In addition to various operational efficiency measures, ORIOR has decided to invest in 100% low-CO<sub>2</sub> hydroelectric power for all its Swiss locations. This is a conscious strategic measure that contributes to the “Climate and energy” area of activity within ORIOR’s sustainability strategy. This will enable ORIOR to make a major leap in reducing greenhouse gas emissions.

### **Eco-friendly green electricity**

In concrete terms, this means that all the Swiss locations will be supplied solely with electricity from renewable hydropower. Instead of the previous electricity mix, which already contained renewable components but also fossil energy, we are now buying environmentally friendly green electricity from hydroelectric power plants.

**With this decision, ORIOR has succeeded in reducing CO<sub>2</sub> emissions in Switzerland by over 65%, thus exceeding the set target by far.**

**We are currently working on formulating a new target for greenhouse gases.**

**2025 target of  
-10%  
achieved and  
exceeded by far**



*Water is an incomparable source of energy. For our electricity needs ... and for our lives.*

## **Water – blue gold**

### **Only 2.5% fresh water**

About two-thirds of the Earth’s surface is covered with water. Most of it is salt water (97.5%) and is found in our seas and oceans. Fresh water accounts for just 2.5% of the world’s reserves. It is mainly bound as ice in the glaciers in the Arctic and Antarctic or occurs as groundwater deep under the Earth’s surface.

Whether it is used as drinking water or for irrigation, only a very small part

of the freshwater reserves in lakes, rivers and reservoirs is actually accessible to us humans: namely 0.3%.

### **The demand for water is rising**

Clean water is a vital resource for all people and ecosystems. As a result, the global demand for water is rising sharply with the increasing world population and economic growth. This is increasingly putting pressure on the freshwater resources. According to the United Nations World Water Development Report 2020, today 2.2 billion people do not have access to safely managed drinking water.

### **Agriculture uses the most freshwater**

Agriculture accounts for almost 70% of global freshwater withdrawals, especially through field irrigation.

### **Water as a source of conflict**

For decades, experts have been predicting that wars in the 21st century will no longer be fought over oil, but over water. For in arid regions, rivers usually provide the drinking water. But rivers – such as the Nile, Jordan, Euphrates or Tigris – pay no heed to national borders and trigger conflicts relating to water supply and energy production.

# Natural culinary enjoyment for at home.

All the family loves Biotta Fresh.

**Biotta Fresh are the new fresh juices to be enjoyed at home. Available in three delicious varieties, they combine fruit and vegetables to create a real treat for the taste buds – a tasty contribution to providing a balanced diet for the whole family.**

**Biotta®**  
The Swiss Organic Pioneer

*Carrot, mango and apple. With Swiss organic carrots.*



*Yellow carrot, orange and lemon verbena. With lemon verbena from Switzerland.*

*Carrot, pineapple and beetroot. With beetroot and carrots from Switzerland.*



## Natural goodness

The fruity blends have a vegetable content of at least 20%, thus ensuring the unmistakable Biotta experience. With less fructose, the juices are ideal as a well-balanced energy booster for all the family. Biotta Fresh juices are produced naturally and gently and are best kept in the fridge. The very best thing about Biotta Fresh is the great feeling of well-being, of doing something good for yourself and the environment, and of having time for the beautiful things in life.

## Demeter. Organic through and through.

Demeter – the most stringent and oldest organic label of all – guarantees a holistic approach to agriculture and is becoming increasingly popular in Switzerland. Biodynamic agriculture views each farm as an individual organism in which the soil, plants and animals, as well as humans, are all part of a natural cycle and support one other. The label was named after the Greek goddess of fertility.

### Biotta Demeter carrot, orange and ginger

The Swiss organic pioneer also offers a Demeter juice: premium Demeter carrots from Thurgau combined with a hint of orange and ginger for a touch of exotic flavour and spiciness. The result is a healthy energy source with 60% vegetable content and valuable vitamin A. As a modern take on the classic carrot juice, this blend is ideal for a balanced breakfast or as a nutritious energy boost between meals.



### Demeter, goddess of fertility

Demeter's main symbols are the ear of wheat and the poppy.

The animals representing her are the pig and the dolphin on which she rode. The bee was also associated with Demeter.



# Breuss -

## a pioneer of his time

Often it is happy coincidences or tragic events that lead to new insights or ground-breaking inventions. This was also the case with Rudolf Breuss, who during the First World War was drafted into the army at the age of just seventeen and was seriously injured.



### Self-tests lead to the goal

Breuss refused to accept his subsequently impaired health and the limitations it brought with it and searched for alternative healing methods in daring self-experiments. He found what he was looking for in naturopathy. He devoured countless books and immersed himself above all in the teachings of Sebastian Kneipp.

### Detox is not a new invention

Anyone who thinks of detox today is unlikely to associate this trend with Rudolf Breuss. However, as early as the middle of the last century, the naturopath from Vorarlberg in Austria discovered how fasting can have a positive impact on health. He found that fasting for several days can relieve the organism of minor ailments, as well as chronic diseases. Long before the terms, body purification, cleansing or detoxification were adopted, Breuss created a vegetable juice mixture that was suitable for juice fasting or interval fasting.

### Long-standing friendship

In 1978, Breuss granted Swiss organic pioneer Biotta the exclusive right to manufacture his vegetable juice blend. Biotta undertook to protect the Breuss Vegetable Juice Blend trademark under trademark law, which still applies today. Rudolf Breuss enjoyed a long-standing friendship with the founder of Biotta, Hugo Brandenberger, which stemmed from their shared conviction that nature supplies everything we need for a healthy life filled with vitality. Rudolf Breuss died on 17 May 1990 shortly before his 91st birthday.



### Breuss Original - juice fasting made easy

The Original combines the best of five vegetable types and uses the positive properties of beetroot, carrot, potato, celeriac and radish. The result is a unique combination of plant-based vitamins, minerals, antioxidants and secondary plant substances that is excellent for fasting cures or interval fasting.



### Breuss Blood Pressure - pleasure and well-being

This Breuss original blend is supplemented with apple and orange. A flavoursome source of potassium as a natural alternative to maintain healthy blood pressure.

### Breuss Antioxidant - cell protection from a bottle

Every day, we are exposed to influences that can accelerate the ageing process of our cells and promote the development of diseases. Rudolf Breuss's blend is combined with powerful dark berries that have a high antioxidant potential. One glass (200 ml) covers 20% of the daily requirement of vitamin C and can help to protect cells from oxidative stress.



Discover a new feeling of lightness.

# My Biotta Wellness Week



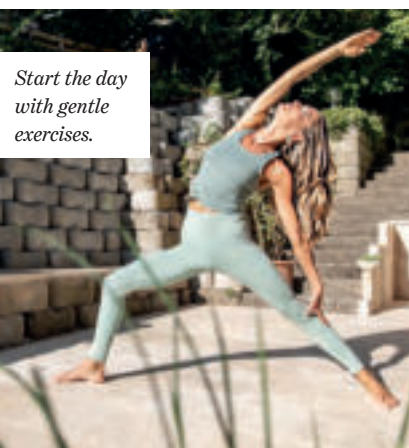
**Leisure activities were scarce in spring and a snack trip to the fridge all the more popular. Biotta wanted to do something to counteract this and called on the Community to join in a juice fast.**

## **The all-round feel-good package**

The Biotta Wellness Week was developed in collaboration with nutrition specialists and has been the juice week per se in Switzerland for over 20 years. The package comprises eleven natural juices in organic quality. As always with Biotta, there is no added sugar or preservatives, and everything is produced in a climate-friendly manner. The all-round feel-good package also contains organic linseed and organic herbal tea. After a conceptual overhaul of the Wellness Week in spring, the package now also includes recipes by the young Swiss celebrity chef, Ralph Schelling, for an optimal preparation day before and successful recovery days after the juice week, as well as alkaline bath salts for an even greater feeling of well-being, and exclusive yoga tutorials by yoga instructor, Martine Barro.

## **“We’re juicing things up!”**

“In spring, fasting is very popular among our Community – as a kind of internal spring cleaning – and we wanted to take advantage of that. And also of the desire for a shared experience,” says Priscilla Müllhaupt, Product Manager at Biotta. Juice fasting is easier together and Biotta wanted to tackle the juice challenge with the help of the Biotta Community. It is not about rigorously abstaining from eating, but rather about discovering a new feeling of lightness and a way to achieve a conscious, healthy diet.



*Start the day with gentle exercises.*



*Be pampered from all sides.*



*Plan for relaxing hours.*



# Successful 360° campaign

Biotta

## Small breaks for between meals

If you do not want to do without solid food for a whole week, you can still join in and schedule in some individual juice days during the campaign week to give your body and mind a rest. Biotta has developed two juices for this purpose.

Pure indulgence:  
well-balanced blends  
specially for  
individual juice  
days.



**Biotta My Juice Day #1** for the first half of the day is a light and fruity blend of mango, orange and carrot, enriched with turmeric. Turmeric has long been prized in naturopathic medicine and thanks to the pepper included in the mix, the spice can be optimally absorbed by the body.

**Biotta My Juice Day #2** is for the second half of the juice day and is high in fibre. The blend of two types of carrot, acacia fibres and a dash of ginger is rich in natural vitamin A and a good source of potassium.

Aromatic herbal  
tea to support you  
during the fast.



A great way to  
relax: simply  
hanging around.

The newly conceived Wellness Week was launched with a veritable plethora of activities and was accompanied above all online.

### POS

Presence in display windows and promotions in specialist stores.



### PR campaign



### Radio

For a whole week, Aargau residents feverishly followed the popular presenter, Bisang, on his morning radio show: will he hold out until the end or not?

### B2B communication

A video with customer consultant Sandra Fässler presents the new Wellness Week. For drugstore and pharmacy employees.



### Online marketing

This was based on a special landing page for the Wellness Weeks. Information was intensively communicated on all social media channels. The Community was provided with new content on fasting and well-being on a daily basis and members were able to exchange experiences and advice with others – which was vigorously used.



### Landing page



### Social media

Pastinella teams up with top chefs  
Colaiani and Heintjes.

Antonio  
Colaiani

creates exclusive filled pasta for Pastinella.



**Antonio Colaiani is one of the most renowned Italian chefs in Switzerland.  
The multi award-winning chef, who hails from southern Italy but  
grew up in Bern, has a huge gourmet fan base.**

He describes his style as Mediterranean-Italian. His creations are full of energy, temperament, passion and sensuality. Pastinella has joined forces with Colaiani to develop filled pasta based on authentic Italian recipes for the gastronomy trade. Lovingly made with choice ingredients according to Antonio Colaiani's original recipes, which are without doubt also inspired by his mamma Maria from Apulia.

His fans will be delighted with the first four culinary masterpieces, which restaurants can serve up with little effort but with a high degree of success:

- Cappellacci Pomodori-Burrata
- Cappellacci Spinaci-Burrata
- Cappellacci Ossobuco
- Cappellacci Taleggio e Cipolla

These products are now available in Pastinella's frozen range under "Antonio Colaiani per Collection".

**"I grew up with pasta. My father wasn't at all pleased if we didn't have pasta once or twice a day. My mother always made fresh pasta at the weekend. I was born with the pasta gene, and to this day I can't do without it. Pasta simply makes you happy! So working with the Swiss pasta specialist Pastinella was an obvious choice for me."**

Antonio  
Colaiani



*Perfect duet for a sensual taste experience:  
creamy burrata with sun-kissed tomatoes.*



# Passionate about pasta

**Gabriel Heintjes, the reigning Pasta European Champion and Vice World Champion, is creating innovative recipes for Pastinella.**

"My interest in pasta is of a passionate nature and everlasting. It enjoys a prominent place at work, after sport and in my private life. I like to take guests on a journey through culinary diversity. Honesty and flavour are the cornerstones of every menu. In line with the credo, "Nothing is impossible", my motivation is to continually create something new. This passion finds new expression in the collaboration with Pastinella. Together we want to create new ideas, and enrich and facilitate the everyday professional life of pasta-loving chefs."

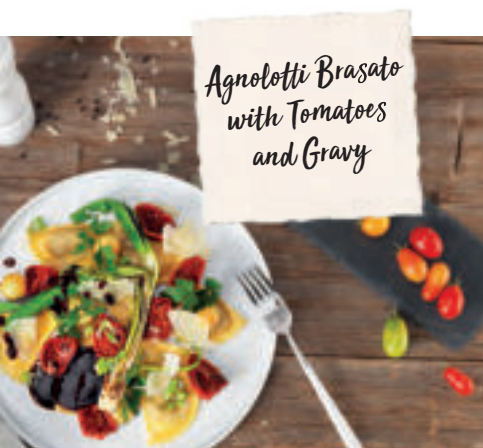
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## Frozen pasta at its finest

Promoting Swissness in food is not only a key issue for Pastinella, but also particularly important to the talented young chef, Gabriel Heintjes. For this reason, the reigning Pasta European Champion and Vice World Champion has teamed up with Pastinella – and the result is a unique collection of recipes that offers restaurateurs a variety of

culinary ideas for every occasion. From down-to-earth to out-of-the-ordinary, and from timelessly classic to exquisitely festive – chefs will find on the Pastinella website around a dozen mouth-watering, easy-to-make pasta dishes, all bearing the signature of the successful young chef.



*Agnolotti Brasato  
with Tomatoes  
and Gravy*



*Triondo Jersey  
Blue Walnut with  
Baked Apple*



*Triondo Beetroot  
with Rosemary  
and Mushrooms*

## Regionality and sustainability

Pastinella generally dispenses with additives and preservatives, as well as with the use of palm oil. Instead, the pasta specialists focus on fresh and, whenever possible, local raw ingredients. The eggs, which ensure a good, firm bite in the dough, all come from free-range production. However, at Pastinella, sustainability is not limited to the raw products, but is consistently promoted in all business areas of the company.





Pastinella presenta

# Selezione Dangi. Pasta Artigianale Italiana.

PASTINELLA

Already the variety of shapes makes your mouth water:  
**caramelle, tortellacci, medaglioni, fazzoletti or quadrato.** The fillings call to  
mind Italian films from the cinécity with mammas and nonnas in the kitchen:  
**brasato al Barolo, funghi porcini, pomodoro e mozzarella and zucca.**

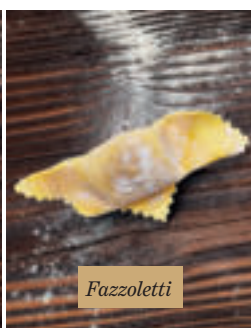


The Dangi brand stands like no other for an authentic Italian way of life and fresh pasta of the highest quality. The pasta is also available in special large sizes, which makes it particularly attractive to present on the plate.

The al dente creations are offered in eight standard and four seasonal varieties over the counter in selected Migros shops. In addition, Dangi pasta is also available for the food service trade. Further information at **dangi.ch**



Caramelle



Fazzoletti



Tortelloni



Tortellacci



Medaglioni



Quadrato

The launch of the high-quality Dangi fresh pasta was extremely successful – after all, a real feeling of Italy at home is simply unbeatable. In addition to the over-the-counter products, the three varieties, Tortelloni al Limone, Caramelle Pomodoro Mozzarella and Tortelloni Brasato, in 250g trays were featured in an in and out promotion throughout Switzerland.



## Spar brands in a new look

Many people's lives have been turned upside down in recent times and this has permanently changed consumers and their shopping behaviour. This is one of the reasons why Spar has adapted its brand strategy.

As an own brand, Spar offers top-quality products at attractive prices – such as the popular fresh pasta line.



As the vegan trend is also perceivable at Spar, the brand-new Vegan Organic Ravioli with Spinach and Lemon Oil was added to the range. An excellent product, which will also appeal to many non-vegans with its mouth-watering taste.

### Chicken Wan Tan

Chinese dumplings are currently all the rage. Whether steamed, added to soups, baked or deep-fried – they are delicious no matter what the occasion.

Anna's Best Chicken Wan Tan are filled with tender chicken meat, mushrooms and spicy hoisin sauce.



### Dream pasta: gnocchi medaglioni filled with burrata

M-Sélection's festive range has been enhanced with a very special creation. The new M-Sélection Medaglioni Burrata is only available from November until the end of the year, as well as in the weeks leading up to Easter.

The Medaglioni Burrata are a kind of large gnocchi filled with delicious burrata and are an absolute novelty in the Swiss pasta market.



## Tasty vegan and veggie pasta



The vegan products are certified by Swissveg and the European V-Label.

The trend is clear: an increasing number of people are opting for a meat-free or flexitarian lifestyle. The vast majority of Pastinella's pasta specialities are already vegetarian and/or vegan, and its chefs devote themselves to creating additional delicacies with great passion. Thanks to first-class ingredients and refined recipes, food service customers can offer their guests unadulterated culinary pleasure and plenty of variety.

### Vegan: demand is growing

Both the purely vegetable fillings and the dough for the vegan pasta are based on natural raw ingredients, whenever possible sourced from within Switzerland. Everyone will find their uncompromising vegan pasta moment of happiness in the new Tortelloni Tomato & Mozzarisella or Tortellini Spinach. Also new in the frozen range: vegan spaetzli and gnocchi.



# Happy Vegi Butcher

## Love Meat. Eat Plant.

The success story of plant-based products continues with plenty of bite.



**Success is a great motivator. That is why the resourceful food developers at Fredag have spared no effort to fine-tune the popular Happy Vegi Butcher brand and add more top sellers and classics. They have also come up with some fresh ideas in terms of communication.**

### *Happy all along the line*

The Happy Vegi Butcher products have become real favourites with the public. This is because they taste like meat and can also be used to create a wide variety of vegan dishes. The entire range is now packaged in a more attractive manner: a transparent heart shape provides a clear view of the contents and all the key information is immediately visible to the consumer. In addition, the burger recipe has been optimised – as before, it is juicy and firm to the bite, but now has a more meat-like texture. It is now produced based purely on pea protein, which further increases the protein content.



*Chunks*



*Vacon*



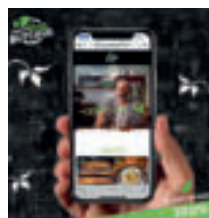
*Nuggets*



*Burger*

### *Happy online Shop now live*

New is the easy-to-navigate Happy Vegi Butcher webshop, where you can have everything easily and conveniently delivered to your home. You can choose from four appetising Happy Vegi Butcher products or



*New webshop at  
[happyvegibutcher.ch/shop](http://happyvegibutcher.ch/shop)*

order a taster pack. There are also delicious and easy-to-follow recipes.

### *Social media keeps fans up to date*



is being exploited to the full: news, recipe videos and pictures are regularly posted on Instagram, Facebook and LinkedIn. And a monthly newsletter provides the many fans with personal insider news.

Communication should also make people happy! The entire range of social media options

*Available as chunks, nuggets, vacon and burgers.*

### *Sustainable enjoyment also makes people happy*

Sustainability is just as important as taste. The vegan specialties are produced in Root, in the heart of Switzerland. Fredag focuses on Swissness and sustainability and has brought the myclimate foundation on board. This makes Fredag the first Swiss company to offer a climate-neutral certified vegan product line.





# Vuna – veggie fish is here!

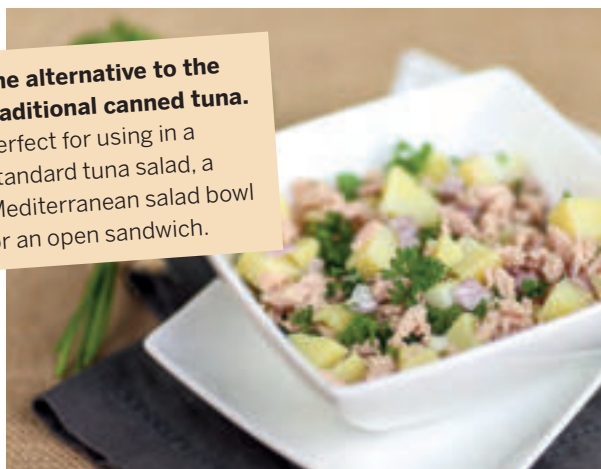
**A revolution that is making waves in terms of flavour and also helps to sustainably protect the oceans in all their diversity and stop them becoming completely depleted of fish stocks.**

## A milestone in culinary enjoyment and sustainability

Nowadays, meat alternatives are a common sight on shop counters and private tables. Now Fredag has scored yet another coup, this time for fish lovers: tuna that tastes just like it should and is fully identical in consistency to the popular all-rounder from the can. An important step towards protecting marine mammals and preventing the world's oceans from becoming emptied of fish.

### The alternative to the traditional canned tuna.

Perfect for using in a standard tuna salad, a Mediterranean salad bowl or an open sandwich.

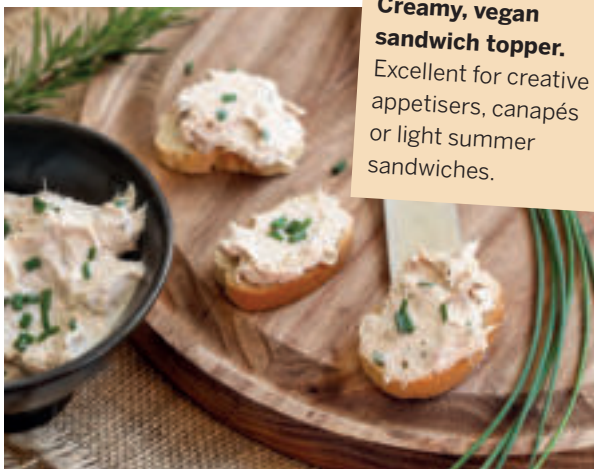


## Vuna – the tuna alternative

Who doesn't love the versatile tuna, which always brings variety onto a slice of bread or the plate. Now vegans can enjoy it, too. Or those who have given up eating tuna due to questionable fishing methods. Happy Vegi Butcher Vuna is made from soy and wheat protein and then delicately seasoned.

### Creamy, vegan sandwich topper.

Excellent for creative appetisers, canapés or light summer sandwiches.



# Plant-based belongs on every menu

**Meat-free alternatives in restaurants or in staff canteens are increasingly in demand. For this reason, the Happy Vegi Butcher assortment has been expanded to include additional 100% plant-based products.**

## Mmmm ... vol-au-vents with Brätkügeli

Some dishes outlast every trend. Like the puff-pastry vol-au-vent with Brätkügeli (mini balls of sausage meat), cream sauce and peas. The popular Brätkügeli are now also available as a purely vegetable-based variant.



*Just like grandma used to make.*

## Succulent vegan ham cubes

Ham cubes belong in or on many popular dishes. With this meat substitute, you can successfully and effortlessly expand your repertoire of vegan foods.



*Now everyone can enjoy ham again: vegan ham croissant appetisers.*

# Meatballs

can be found all over the world.

Much loved by young and old alike.

The appetising, iconic meatballs can be found in many variations throughout the world. Now Fredag has reinterpreted them and given them a new lease of life. This popular round-shaped finger food is now filled with jalapeños, cream cheese or curry.



## Meat- & chicken balls

The meatballs stuffed with jalapeños and cream cheese or chicken balls filled with curry sauce can be enjoyed hot or cold. They are great as hors d'oeuvres, invariably go down well as a quick and easy main meal, and can be snacked on between meals. Other delicious chicken balls with caprese or ricotta & spinach are planned.



Meatballs Jalapeño.

Chicken Meatballs Curry.

### Did you know?

The mouth-watering meatballs are popular all over the world. Spaghetti with meatballs in tomato sauce is just about as popular in the USA as schnitzel and fries is here in Switzerland. From North Africa to India, there are countless variations of kofta or köfte. They are mainly made with lamb, but also with vegetables or fish. In Indonesia, bakso made of minced chicken or beef is served in a broth with noodles and vegetables. The Swedish version is famous worldwide – what would a visit to Ikea be without the obligatory portion of köttbullar? With freshly-made French fries, lingonberry sauce and a thick gravy. The Danes, on the other hand, love their frikadeller deep-fried and served on a slice of rye bread with cucumber salad. In the Balkans and in Turkey, people rave about cevapcici or köfte.

## Ämmitaler Guggle

### Where does my food come from?

More and more people want to know where their food comes from and like to read background stories about how a particular product is made. The coronavirus pandemic has also been instrumental in raising consumer awareness of regional products and producers.

### Successful launch

The “Us Ämmitaler Guggle” line – comprising cordon bleu, schnitzel, battered chicken pieces and chicken wings in premium quality – was launched in the Swiss food service market in autumn 2020. And with resounding success. It focuses on natural poultry farming and prime quality birds, as only the tender breast and thigh meat is used. The entire range is also E-number-free and stands for unspoilt nature and deep-rooted tradition. Another

“Ämmitaler Guggle” delicacy is chicken in piccata dough, harmoniously refined with Emmental cheese.



Ämmitaler cordon bleu.

## Rather baked than deep-fried?

**Fredag is launching “never fried” schnitzel & co., which are cooked without deep-frying. We asked Michael Leutwyler, Head of Food Service at Fredag, what trends most appeal to consumers.**

*You deal directly with the customer on the front line. To what extent has demand changed in the food sector?*

We can look back on a turbulent time in which nothing was as it was before. We had to unlearn and relearn and adapt to the new situation as quickly as possible. This situation is ongoing and the new normal will not stabilise for another few years. Most people are probably aware of the shift from food service to retail. Everyone was under stress and we didn't even consider presenting new products. Instead, the demand for plant-based products, regionality and handcrafted products rocketed. Fortunately all product groups in which we are strongly represented.

*Conscious and low-calorie nutrition is playing an increasingly important role. How did the never fried product line come about?*

Eating consciously is a long-term and relevant social trend, and not just since the coronavirus. From the beginning, we have fried our products for only about 40 seconds and then cooked them gently and fat-free in hot air. Our goal is to contribute everything we can to providing a balanced diet. After a year of development, we have now succeeded in producing a non-pre-fried, breaded product that looks and tastes just as good and has the same consistency as the popular classics. Only with fewer calories. We are really proud of this innovation!



- Michael Leutwyler
- Head of Food Service Fredag
- Married and father of three sons aged 20, 16 and 10 years
- Trained chef with many years of experience at home and abroad, eidg. dipl. Hotelier qualification, as well as various training courses in business management
- Hobbies: member of the barbecue sport club. Likes to relax at amusement parks

*What is the production process?*

I'm sure you understand that I can't reveal any trade secrets. But what I can say is that, similar to a hot air fryer, the product is cooked by means of a combination of hot air and steam without any deep frying.

*Be honest: does it really taste as good as a conventionally pre-fried piece of chicken?*

Yes, of course. The most honest testers are my three children and all the products have passed the blind taste test with flying colours.

*Are there generally differences in demand in the retail trade and the food service sector?*

In the past, the trends came mainly from the food service sector. Recently, however, things have changed. The food service industry still has some catching up to do, especially in the organic and plant-based spheres.

*What's your favourite dish?*

For me, it's all about variety. Eating the same thing every day would be boring. What's important is that it's good quality and prepared with love and devotion.

## Chicken never fried

**– it doesn't get any crispier than this**



Nothing beats a freshly fried nugget, a crispy schnitzel or a golden-brown cordon bleu – but those who prefer baked rather than deep-fried will love these latest products. After a long period of experimenting, improving and tweaking, Fredag has succeeded in developing a new never fried product line that is cooked without deep-frying, yet still promises 100% enjoyment and crispiness. This is also in line with the current health trend of hot air frying at home. Another benefit for consumers: thanks to the special cooking process, the never fried products contain fewer calories. Enjoyment all along the line!



*Schnitzel, cordon bleu and nuggets no longer need to be pre-fried.*





**They share a mutual passion for wonderful culinary experiences, top quality, creative compositions and Swissness: David Geisser, successful food influencer, becomes brand ambassador for Le Patron.**



**YouTube star and bestselling author**

David Geisser is a Swiss TV and YouTube celebrity chef and author of several cookbooks. He trained as a chef at various Swiss gourmet restaurants. This was followed by his own YouTube channel, cooking studio and TV cooking show.

#### **More than a brand ambassador**

David Geisser will also work with Le Patron specialists on further developing core products, innovations and new creations. The aim of this long-term partnership is to develop and bring to market first-class products and innovative concepts for Swiss consumers in response to the latest trends. His expertise and refined palate will be incorporated into the recipes.

#### **Full of passion for his new task**

David Geisser has been won over as an inspirer not only for Le Patron but also for all the other units and he is clearly enthusiastic about the ORIOR Group: "I'm very impressed by ORIOR's competence centre philosophy. Each unit has its own culinary world and culture – everything resolutely revolves around its specialities. Pioneering spirit, craftsmanship and great food are always at the forefront, and these are my passions, too. We're perfectly suited to each other. I'm really looking forward to this new task."



*Everyday food pepped up.*



*The finest of fingerfood.*



*Great attention to detail.*

## Asia and pasta boxes: *Simply good food.*

**For Le Patron, consumers and their needs are always at the centre of everything it does. The products should inspire, pamper the palate and relieve the stresses and strains of everyday life. The Asia and Pasta Boxes were developed with precisely this in mind.**

Le Patron's Asia and Pasta Boxes are ideal for the office or as a quick meal when working from home. The boxes are freshly portioned by hand – which can be seen, tasted and smelled immediately.

### Did you know?

The name of the sauce, Cinque P, refers to the first letters of the ingredients: pomodoro (tomato), parmigiano (cheese), panna (cream), prezzemolo (parsley) and pepe (pepper).

Rigatelli Bolognese, Farfalle Cinque P (vegetarian) and Vegetable Curry with Rice (vegan).

Quickly heat up in the microwave or steamer, briefly stir – and a fresh and tasty meal is

ready to enjoy. In addition, the box is very easy to hold without burning your fingers. And if eaten directly from the box, you do not even have to wash up afterwards. The Boxes are available in some 250 Coop stores.



*Rigatelli Bolognese.*

*Vegetable Curry.*

*Farfalle Cinque P.*

## Le Patron goes glocal



In its latest creations, Le Patron combines authentic and local with exotic: the Red Thai Curry Apéro Pâté and the Chickpea Cranberry Terrine convince with local ingredients and the taste of wanderlust. They stand for cosmopolitanism and the excitement of discovery. The modern style and bold design appeal above all to a new and younger target audience.





# The food truck “La Bottega Rapelli” makes its way through Switzerland.



The mastri salumieri from Rapelli surprise time and again with their innovative ideas – and now with a “La Bottega” food truck. Here they cook the finest, innovatively interpreted Ticino street food specialities at festivals, fairs or events.



Perfect street food:  
panino with  
Prosciutto crudo  
Pioradoro.



The on-trend bowl  
newly interpreted  
with succulent,  
grilled Rapelli  
Luganighetta.



It tastes best freshly  
sliced.



This is how the  
real Ticino burger  
is made ...

... simply delicious!

## Street food recipes by the mastri salumieri

The appetising meals are freshly prepared with popular Rapelli specialities, refined with local and seasonal ingredients, and embrace current food trends. The menu includes the Ticino burger, the bowl with Luganighetta, and the panino with Prosciutto crudo Pioradoro. In this way, Rapelli is also able to reach young people and families in an experience-oriented and emotional way and show them just how delicious its products are. At the same time, it acts as a culinary ambassador for Ticino and the entire region throughout Switzerland.

## Eco-friendly production and packaging

The tableware and packaging are environmentally friendly, recyclable or reusable, while the paper and cardboard are FSC-certified and made from recycled plastic and renewable raw materials.

## Constantly on the move

The Rapelli food truck celebrated its premiere in front of an enthusiastic public at the Locarno Film Festival. Further appearances followed at street food festivals in Thun and Biel.

The latest dates can be found at [rapelli.ch](http://rapelli.ch)



# Ristorante Montalbano –

## a legend enjoys a spectacular revival.



*At the history-steeped Ristorante Montalbano, Ticino food culture is still actively celebrated.*

### A symbol of the handicraft of the mastri salumieri since 1929

The link between the Montalbano and Rapelli goes back a long way. Mario Rapelli grew up here together with his brothers and his uncle Giusepin da Muntalban, who at the time owned a typical Ticino grotto. In 1929, Mario opened his own bottega and the Montalbano enabled him to express his great passion for gastronomy. He brought with him the best salumeria delicacies and meat products, and success was not long in coming.



*Promising team: Mirko Rainer and Andrea Bertarini are now responsible for the fortunes of the Montalbano.*

The Montalbano became one of the most renowned culinary establishments in the region. Guests came from far and wide – from Ticino, from all over Switzerland and even from abroad. Now, just as then, this connection to Rapelli's history makes the Ristorante Montalbano a place where the typical gastronomic culture of the region is celebrated and the good things in life are shared.

### Mirko Rainer and Andrea Bertarini

A new chapter is now being written under the expert management of Mirko Rainer. The award-winning chef and sommelier has worked in numerous hotels and restaurants around the world, as well as in Ticino. Here he will pamper his large and loyal clientele with his characteristic heart-felt hospitality. Andrea Bertarini is the name of the new chef at the Montalbano. The gifted top chef is very well-known in Ticino and has a large following. In 2017, he was named "Rising Star of the Year" by Gault-Millau and his culinary prowess has already been recognised with 17 Gault-Millau points and 1 Michelin star.

### Refinement and simplicity

The Ristorante Montalbano by Mirko Rainer stands for quality and hospitality. The South Tyrolean-turned-Ticinesi combines natural, local products with culinary excellence. The Coscia di Pioradoro – Rapelli raw ham from the leg –, for example, already enjoys cult status. Mirko Rainer sets great store by traditions and age-old recipes, which he expertly marries with futuristic ideas. Seasonality and organic farming also play an important role.



### The true story

Mario Rapelli led a fascinating and exciting life. He was a Ticino icon who was known and loved far and wide. He celebrated great successes, but also experienced strokes of fate. Now you can learn the full story in a film.



# *Delicate, unique in flavour, made by hand.*

**Rapelli authentically presents the best that Ticino has to offer.**



**Yet again, the mastri salumieri are demonstrating their professional skills at the highest level. Choice ham, spicy tartare with Ticino chilli, and a salsiccia that will elicit the hottest of compliments from any BBQ expert.**



*Leg ham refined  
by hand with  
IP-Suisse  
quality label.*



### **Prosciutto cotto Gran Riserva**

This prime piece of leg ham with aromatic spicy notes ranks in the topmost echelons among Rapelli's cooked hams. For its production, the mastri salumieri solely use Swiss pork, which they process by hand. Drawing on experience that has been perfected over a period of decades, they refine the ham and allow it to cook slowly in the oven. This gives rise to its full-bodied and intensive flavour, as well as the typical colouring in various shades of pink.

### **A tartare full of temperament**

Premium tartares made from tender Swiss beef are an absolute treat for the taste buds. And those who like their food to be really "piccante" will love this ready-to-eat delicacy. The hand-picked Ticino chilli from the Azienda Agraria in Mezzana adds a special spiciness. Thanks to the slow ripening in the warm southern climate and optimal air-drying in Melano, the chilli peppers develop their typical flavour.



*Spicy thanks to the hand-picked chilli peppers from the Mendrisiotto region.*



*Porcini mushrooms  
also taste great in a  
salsiccia.*

### **Salsiccia con Funghi Porcini**

Enjoying a barbecue with friends on a mild autumn evening is one of the most relaxing ways to bring the summer to a pleasant end. For such special moments, the mastri salumieri have created a salsiccia with porcini mushrooms, which unfolds completely new aromas on the grill and on the palate. It can also be prepared perfectly in a pan.



# Committed to sustainability



Rapelli has been producing prime-quality Ticino specialities in Stabio, in the very southernmost part of Switzerland, for over 90 years. Ever since the days of its founder, Mario Rapelli, the company has been committed to upholding important values: taking care of people, the environment, animals and nature, as well as the region and its traditions. Acting in a sustainable manner in all areas of the company has always been part of Rapelli's philosophy ... even if this used to be called something else.

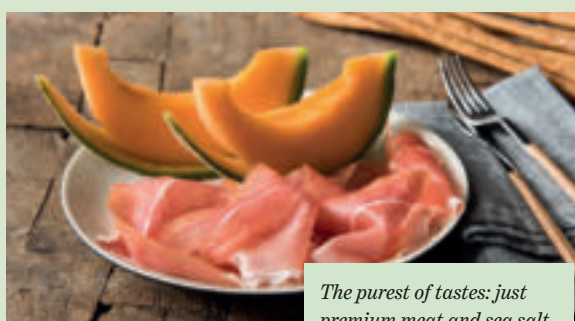
## Some examples of what has been achieved so far:

### Alternative, renewable materials

Rapelli reduces the amount of plastic by increasingly using separable paper and cardboard in its packaging, and opts for FSC-certified raw materials. This helps to sustainably protect our natural resources.



*Natural fibres replace plastic.*



*The purest of tastes: just premium meat and sea salt.*

### Clean Label San Pietro raw ham – free of additives

San Pietro raw ham is a masterpiece of inimitably full-bodied flavour. Its secret: premium ingredients, the skilled handicraft of the mastri salumieri and a 12-month maturing period. It comprises just two key ingredients – the finest ham meat and a little sea salt. Thanks to the sophisticated fine-tuning of the production process, additives such as antioxidants have been completely eliminated.



*The Rapelli canapés do not contain any palm oil.*

### Canapés without palm oil

One of Rapelli's main ambitions is to completely remove palm oil from all products. The modernised recipe management system makes it possible to analyse and manage product constituents more precisely – even when purchasing compound ingredients. One example is Rapelli's canapés, whose bread dough used to contain palm oil. In close collaboration with the supplier, the palm oil was replaced by rapeseed oil; at the same time, certain additives such as emulsifiers and an acidifying agent were also removed. Step by step, the recipes – also with a view to becoming more sustainable – of the Rapelli products are being refined in culinary terms.

### IP-Suisse

The IP-Suisse label stands for close-to-nature, integrated, environmentally friendly farming. This range is constantly being expanded – for example, with the Nostranella salami from Rapelli.



*Close to nature and sustainably packaged.*



# Out and high up into the nature.

The Alpe Piora offers unforgettable experiences for both the eye and the palate.



The Alpine landscape of the Val Piora, with its lush pastures and many small mountain lakes, is considered to be one of the most picturesque hiking regions in Ticino. Here, in the pure mountain air at 2,000 metres above sea level, the incomparable raw ham, Prosciutto crudo Piora, is left to ripen. Now visitors can watch it being refined on site in one of the maturing cellars.

## A steep climb

A short ride on one of Europe's steepest funiculars – with a gradient of 87.8% – takes ardent hikers or walkers close to the Ritom dam, from where a spectacular panoramic view over the Leventina valley takes their breath away.



*The maturing cellar in Cadagno, in the Val Piora.*

## On foot or by bike

From the top station, it is a one-hour walk – or slightly longer via the nature trail – along the shores of Lake Ritom to Cadagno and the Alpe Piora. Bikers can follow the road to the north of the lake. In summer, up to 500 calves and cattle graze here on mountain pastures strewn with aromatic Alpine herbs. And it is precisely here that the unique Prosciutto crudo Piora is left to mature. The delicate Piora cheese, a popular Swiss Alpine cheese speciality, is also produced on the alp.

## Watching the ripening process

In one of the three maturing cellars in Cadagno, it is now possible to watch how the Piora raw ham is refined at 2,000 metres above sea level. Two small windows allow visitors to observe the ripening process from outside. During this important phase, the aromas of the surrounding pastures and the pure mountain air give the ham its suppleness, tender consistency, delicate pink colour, and refined, nutty note. The observation windows are always open and freely accessible from June to September. The route is well signposted along the hiking trail and can also be found on Google Maps.



*Unobstructed view of the legendary raw hams as they are left to slowly mature at around 2,000 metres above sea level.*

More details at  
**[ticinella.ch](http://ticinella.ch)**



① Maturing cellar with observation windows.

② Ristoro Taneda.

③ Maturing cellar on the alp.



Amidst the picturesque landscape of the Val Piora, near Lago Cadagno, lie the Ristoro Taneda, the maturing cellar with its observation windows and the maturing cellars on the alp.

# Ristoro Taneda

**The mountain restaurant next to the maturing cellars, where guests can enjoy the Piora raw ham in the middle of the Ticino Alps.**

At an altitude of almost 2,000 metres, in the middle of one of the most popular hiking regions in Ticino and next to the maturing cellars of the Prosciutto crudo Piora, lies a great destination for hikers and bikers: the Ristoro Taneda in Cadagno. It is run by hosts Guerino and Giovanna Coldesina, who are well-known throughout the canton and have made a name for themselves not only with their imaginative Ticino cuisine, but also with their warm hospitality.

A partnership, therefore, was really a matter of course and came about quite spontaneously. At the Ristoro Taneda, guests can now enjoy freshly sliced raw ham in the invigorating mountain air or delectable creations by chef Guerino, featuring pasta, risotto or fresh meat from the mastri salumieri.

**ristorotanedach**



*The welcoming hosts, Guerino and Giovanna Coldesina.*



*Pure delight: freshly sliced Prosciutto crudo Piora.*

## Did you know?

The Ritom-Piora region in the Leventina valley is ideal for hikes or for excursions by mountain bike or e-bike. A magnificent and virtually untouched Ticino landscape awaits admiring visitors. The impressive mountain lakes and the rich diversity of flora and fauna make every excursion an unforgettable experience.

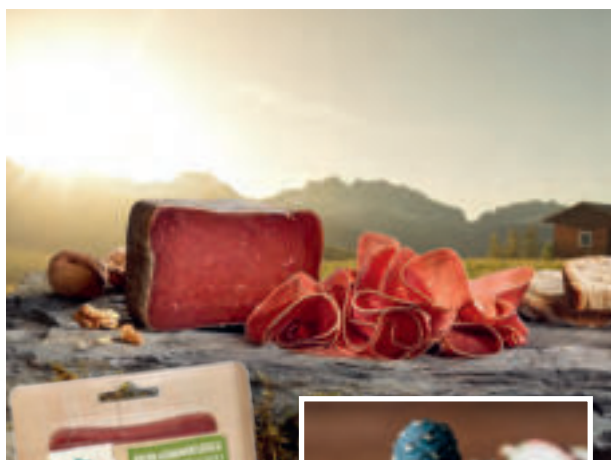


# The Swiss stone pine. Queen of the Alps.

For thousands of years, it has drawn its energy from the unspoilt nature.



The Swiss stone pine lends this unique Bündnerfleisch its incomparable aroma. You can perceive the delicate fragrances and the steadfast energy of the age-old Swiss stone pine forests – like the one here in the Sertig valley near Davos – directly in your nose and let the flavoursome meat simply melt in your mouth.



## Culinary enjoyment from the tree line

High up, directly on the edge of the forest, where in summer the livestock graze on the fresh herbs growing in the lush Alpine meadows, century-old Swiss stone pines brave the harsh mountain climate. So what could make better sense to Switzerland's highest meat curing plant, situated at over 1,500 metres above sea level, than to enhance the flavours of the fresh, spicy Bündnerfleisch with the almost hypnotic scent of the Swiss stone pine?

## How does the Swiss stone pine get into the meat?

For this new Albert Spiess creation, the Bündnerfleisch is laid in a special stone pine essence for three weeks and left to marinate in peace. These distilled essential oils give the Bündnerfleisch a pleasant resinous, woody yet subtle note.



*The essence is extracted from the reddish-purple cones and gives the Swiss stone pine-flavoured Bündnerfleisch a unique note.*



## Did you know?

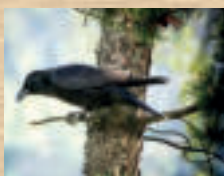
### Masters of survival

Swiss stone pines can withstand temperatures as low as minus 40°C. They can reach an age of up to 1,000 years and grow to over 25 metres high. The five-needled



stone pine is perfectly suited to the harsh mountain climate.

It braves wind and weather there its whole life long, hence its often gnarled shape. It also has a symbiotic relationship with the nutcracker, which disperses its seeds year after year. When hunters threatened to exterminate the nutcracker because of its noise, the survival of the Swiss stone pine also hung in the balance.



### Relaxing fragrance

The characteristic scent of Swiss stone pine probably comes from essential oils within the wood, but this has not been proven. What has been documented, however, is the soothing effect the smell has on people. Spending a night in a room panelled with Swiss stone pine lowers the heart rate and induces deep sleep. You can also fill a pillow with fragrant Swiss stone pine shavings.



### A tree with many names

In German, the Swiss stone pine is known as

Arve, Arbe, Zirbe, Zirbel or Zirbelkiefer. The Middle High German word "zirben" means "to go round in circles" and probably refers to the tree's twisted and gnarled growth. Stone pine liqueur is also said to have positive health benefits.



## The stone pine Bündnerfleisch recipe



## Swiss stone pine Bündnerfleisch on a barley salad

### Serves 4

#### Ingredients:

180 g rolled barley  
1 tsp olive oil  
5 dl water  
1 tsp stock  
1 dl Süssmost or sweet cider  
1 tbsp organic apple vinegar  
1 spring onion  
2 apples  
100 g Swiss stone pine Bündnerfleisch  
1 bunch of parsley or coriander

Lightly sweat the pre-washed barley in the oil over a medium heat. Mix the water, stock, sweet cider and apple vinegar and add to the pan. Bring to the boil, then cover and simmer gently for about 25 minutes until the barley is tender but still slightly firm to the bite. Add water if necessary.

Finely chop all the remaining ingredients and combine with the lukewarm barley.

#### Dressing:

2 tbsp olive oil  
1 tbsp organic apple vinegar  
Salt and pepper

#### Serve:

Arrange the barley salad on the plates and garnish with strips of Swiss stone pine Bündnerfleisch.

More on YouTube:

<https://albert-spiess.ch/de/arvenbündnerfleisch-auf-gerstensalat>



## Christmas design studio

Especially for the retail trade, the creatives at Albert Spiess have come up with some beautiful gift creations for this year's Christmas celebrations, beautifully arranged and lovingly decorated with a hand-tied jute & linen bow. Each gift is absolutely unique. Just like the rectangular piece of Swiss stone pine Bündnerfleisch, which lies on a wood shingle from the mountain forests of Graubünden.

Wood shingles are an old form of roofing and in earlier times were used in Graubünden to cover the roofs of the poorer people's mountain huts. Wood shingle roofs are still a typical architectural feature of Graubünden today.



*Piece of Bündnerfleisch on a spruce shingle from the Graubünden mountain forests.*





# Game is a gift of nature.

A tender and sustainable delicacy.



**Game products are a very special culinary treat. For wild animals grow up stress-free in a natural environment. And it is exactly this that makes their meat incomparable in taste and consistency.**

## **Nutritious and well-balanced**

Game meat contributes to a healthy and balanced diet. It provides the body with high-quality protein, valuable vitamins and minerals. Due to its low connective tissue and fat content, game meat is very tender, low in cholesterol and easy to digest. A natural product that is free of stress hormones and antibiotics, provided that the meat comes from the wild.

## **Traditional craftsmanship**

All game specialties are produced according to traditional craftsmanship and recipes passed down through the generations. First-class quality and impeccable origin play a central role.

## **Deeply rooted Graubünden hunt**

In Graubünden, the long tradition of hunting has always aroused emotions. The "high hunt" with around 5,500 hunters lasts for three weeks in September. The "low hunt" for animals in the lowlands, such as foxes and badgers, follows in late autumn.

## **Strict laws for animal populations and protection forests**

In the past, anyone could hunt freely, which resulted in the extinction of the ibex in Switzerland 150 years ago. This led to the introduction of strict hunting laws and licensed hunting. As a result, the animal populations have recovered well and are regulated and mixed by means of the Graubünden high hunt to reduce the pressure on the protection forest zones.

### ***Dried venison (stag)***

*Strong, aromatic stag meat, a real delicacy for connoisseurs.*



### ***Wild boar raw ham***

*Packed with flavour. The tender meat contains very little fat and a high level of protein.*

### ***Jugged venison (deer)***

*Best accompanied by spaetzli and red cabbage.*

*The classic from the hunt, ready-cooked. Heat up and enjoy.*



## **Less waste, more enjoyment**

When designing the packaging, special attention was paid to the ecological aspect without compromising on user benefits. Thanks to innovative technology, the lower web of the tray is now made of 80% cardboard. This saves 60% plastic.

## Protein for strength and endurance

**myEnergy supports physical and mental performance. The high nutrient density makes it the optimal snack for between meals, at work, on the go or during training.**

### Pure energy

These high-quality natural products with valuable ingredients and free of unnecessary additives have been developed according to nutritional guidelines. Good for maintaining muscles, building muscle and optimal muscle performance.



**myEnergy Sticks**  
*Now with a refined, harmonious recipe and even more protein.*



**myEnergy Fit Stick**  
*The original: Fit Stick with 35% protein.*

**myEnergy Mix**  
*New: now even nuttier.*



**myEnergy Beef Jerky**  
*The power of pure beef.*

**myEnergy Balls + Dips**  
*In two delicious variants with mild and spicy dips.*



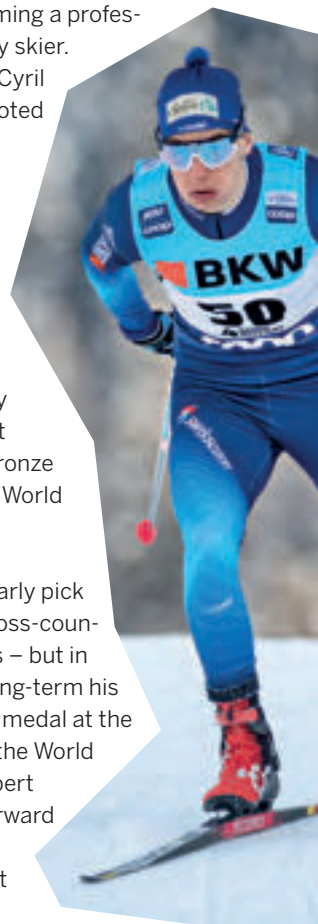
## Cyril Fährndrich

### New myEnergy brand ambassador

**Albert Spiess has been involved in the regional promotion of young talent for decades. This tradition continues with the support of Cyril Fährndrich, the Swiss up-and-coming talent in cross-country skiing.**

A young, talented athlete who is well on the way to becoming a professional cross-country skier. Since spring 2020, Cyril has completely devoted himself to the sport and has moved to the National Performance Centre in Davos. He is considered to be a highly promising talent in the field of Swiss cross-country skiing – and not just since winning the bronze medal at the Junior World Championships.

Cyril wants to regularly pick up points at elite cross-country ski competitions – but in the medium- and long-term his ambition is to win a medal at the Olympic Games or the World Championships. Albert Spiess is looking forward to accompanying Cyril during the next exciting years and wishes him every success.





# Mouth-watering *smoke signals* from Eastern Switzerland.

**Smoked meat is a delight to the palate.  
Just the aroma of bacon or ham emanating from  
the smoke makes you soar to epicurean heights.**



**Smoking food is pure magic! You close your eyes and inhale the slightly  
bitter aroma – and you are instantly transported to another place in another time.  
For smoke and choice spices unfold the most complex nuances in flavour.**

## **Long tradition**

The custom of smoking food dates back to almost archaic times. It is one of the oldest methods of preserving food. There is always something mysterious, almost alchemistic about the smoking process. More than 300 different substances are formed in the smoke, which all have an impact on the flavour, colour, texture and appearance. This probably explains why the methods and spices used are guarded like treasure all over the world.

## **It is possible to smoke (almost) anything**

Meat and fish are the most common smoked delicacies in this country. In Scotland, connoisseurs swear by smoky whiskies. Cheeses, vegetables, eggs, fruit, tofu, salt, tea or barley malt are also smoked. The aromatic smoke gives everything a unique, unmistakable flavour.

## **Experienced master smokers**

Smoking has a long tradition in Eastern Switzerland. "We've been able to firmly establish ourselves as a manufacturer of cooked and raw cured products and are a recognised name in this field," says Stephan Schädler, Head of Quality Management at Möfag. "Most of our product range is smoked and this is a key component of our business strategy. Our traditional products and own creations are made according to tried-and-tested recipes. At the same time, we invest a lot of time in developing new products and innovations that are refined through the smoking process."

## **Aromatic beech wood and exquisite spices**

All of Möfag specialities comprise choice cuts of meat and carefully selected spice mixes which, coupled with the skills of an age-old handicraft, guarantee delicious culinary experiences. Thanks to many years of experience, the product range is constantly being expanded with great passion and commitment. This has enabled Möfag's core competence to be consolidated and continuously enhanced. The smoking process is still done traditionally using aromatic beech wood.



## **Did you know?**

**"Home smoking" –  
cleansing and blessing  
a new home.**

Nowadays, "Hausräucher-  
te" usually takes the form  
of a housewarming party

with friends and relatives – which at most gives rise to a few "smouldering" neighbours. However, this ancient custom is increasingly being revived in its original form. In the past, a new home was inaugurated with a festive gathering, but at the same time it was also cleansed by smoke. Herbs, resins and essences were used to purify the air in the rooms, so that fresh, positive energies could spread. Guests brought with them salt and bread in order to symbolically bless the house and give thanks to the hearth fire. A charming custom that is also fitting in current times.

# From the Fürstenland

In terms of cuisine, the Fürstenland – a beautiful, scenic region in Eastern Switzerland – is synonymous with traditional, hearty smoked meat specialities.



*Gourmet ham: it doesn't get any juicier than this.*



*Rolled ham: popular at any time of the year.*



*Cooked bacon: belongs in hearty dishes.*



*Mostbröckli: probably the best-known Appenzell speciality.*

## A flavoursome treat

This gourmet ham is particularly succulent and delicate. It is seasoned and smoked according to an age-old recipe, cooked without the leg and ready to eat. Can be enjoyed hot or cold. An absolute delicacy.

## Hearty fare

Many more people than you might think like to bite into a juicy piece of meat. That is why the traditional rolled smoked ham, comprising choice cuts of meat, is always a great option. The spicy flavour and mild smoky aroma promise pure culinary indulgence. A real treat for the taste buds.

## A plate of goodness

Möfag's traditional bacon specialities are characterised by top-quality meat, proven craftsmanship and gentle processing. The mildly salted, delicately spiced and smoked cooked bacon goes perfectly with green beans, sauerkraut or boiled potatoes and looks great on a substantial Bernese platter. Simply delicious.

## For discerning palates

The popular Appenzeller Mostbröckli are made with great passion and skilled craftsmanship. The delicacy is refined with selected spices according to the original recipe, gently smoked and dried. It has been awarded the IGP label. Ideal for a snack or a hearty apéro. A guaranteed favourite.





# Steam Meals

full of crunchy vitamins.



culinor food group

**Now you can really let off steam in the kitchen after a stressful day at work. The Steam Meals are ready to eat in just a few minutes. They are designed for all those who do not have time to cook, yet still want to enjoy a balanced vitamin-rich meal.**

## Gentle steam cooking at home

Steam Meals contain only raw, fresh ingredients and plenty of vegetables (160–230 g). Everything is finished off by gently steaming in the microwave. There is no need to make any holes in the packaging – the special steam valve ensures a controlled build-up of pressure and does all the work for you.

## A feast for the eyes

This innovative packaging means that the vegetables are crunchier and have a more intensive flavour and appetising colours. There is no quicker and more convenient way to prepare such a tasty and healthy meal.

## No pre-cooking, no loss of vitamins

However, the biggest advantage is that thanks to the gentle steam cooking, valuable nutrients are not destroyed by heat, as is the case when the food is cooked in boiling water. Instead, vitamins and minerals are largely retained; the food cells are not broken down, so the water-soluble vitamins are not flushed out.



*Pasta Pesto with Courgette, Spinach and Cheese.*



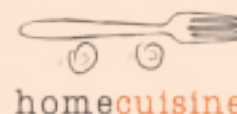
*Kip Ketjap with Mushrooms, Sugar Snap Peas and Rice.*



*Beef Oriental Style with Paprika, Chinese Cabbage and Rice.*

*A special steam valve ensures a gentle build-up of pressure.*

# Home Cuisine



## – tailored to an older target group

**The population is getting older and older. Moreover, an increasing number of people want to continue living at home for as long as possible. This has been very much in evidence in coronavirus times, too. However, many elderly people no longer want to do the shopping and cooking themselves, or are unable to do so. For this reason, Culinor has developed a Home Cuisine line, comprising balanced meals and personal home delivery.**

### Culinor teams up with Ghent University

Culinor has been supplying schools and daycare centres with chilled meals and meal components for many years. It now intends to use this expertise for the growing +65 segment and, in cooperation with nutritionists from University College Ghent, has developed a range of products specifically tailored to an older target group.



*Uncomplicated home delivery service for senior citizens.*

### Important key data for the composition of the menus

What nutrients and vitamins do people over 65 need on a weekly basis? How do you ensure that senior citizens with smaller appetites still consume everything they need? What about problems with chewing, changes in taste, diabetes or allergies? A variety of weekly meals were compiled with such factors in mind – and today there are already over a hundred, which are adapted according to the season. All the dishes are prepared without preservatives and flavour enhancers and also have a low salt content.

*Meals full of nutrients and vitamins. Especially popular: soup in all its many variations.*



### Tasty and balanced

Home Cuisine's daily menus – soup, main course, dessert – are freshly prepared, tasty and healthy. Thanks to the tried-and-tested cold technology, the meals retain their flavour, colour and smell, and food safety can be guaranteed. The typical Flemish dishes are still the firm favourites. And soups of all kinds, for the necessary vegetables and vitamins can also be easily consumed in this form. A few minutes in the steamer or microwave and everything is ready – it is as simple as that. Anyone who does not have a steamer or microwave can rent an easy-to-use appliance for just 3 euros a month. The meals can be kept in the fridge for a week or even deep-frozen.

*The drivers and customers know each other: the personal service is very well received.*



### A relationship of trust is very important

Personal contact is extremely important, particularly as nowadays the customers' average age is well over 75. Therefore every effort is made to ensure that the delivery person is the same every time. Each driver has a fixed route and makes a delivery once or twice a week at a pre-arranged time. This way, no one has to stay at home unnecessarily. Customers can order by phone or e-mail. At the beginning, a non-binding conversation takes place to get to know the customer's wishes and requirements. The Home Cuisine representative explains how the service works and adapts the offer as closely as possible to the customer's needs.



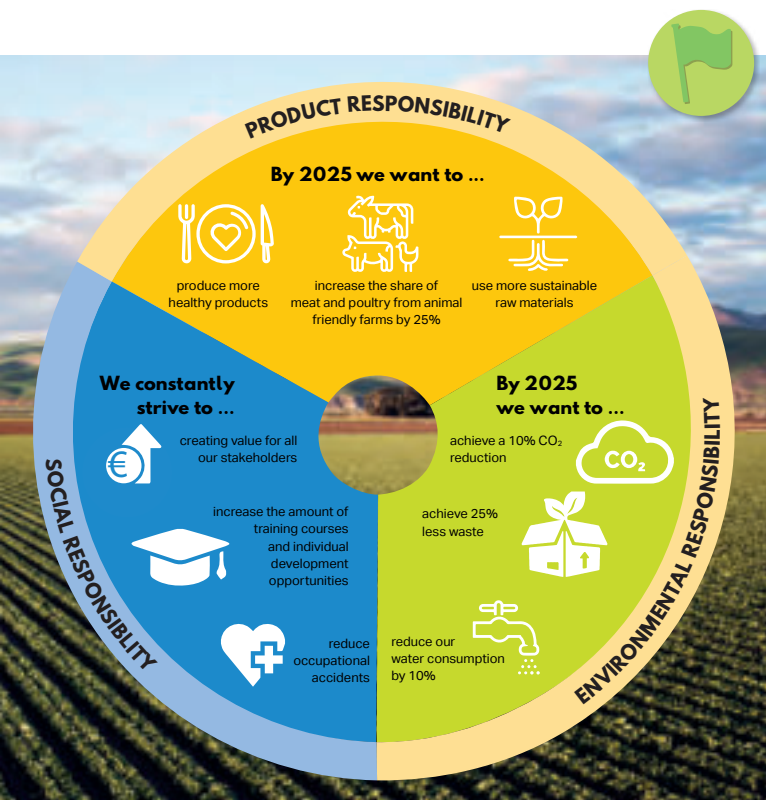
# Sustainability at Culinor.

Transparency, responsibility and  
ambitious goals for 2025.



culinor food group

In its first sustainability report, the Culinor Food Group shows what has already been achieved in terms of sustainability. It also formulates concrete measures to achieve the goals for 2025, based on the sustainability strategy of ORIOR Switzerland.



## Great sense of responsibility

Culinor is aware of the great responsibility it bears in this fast-evolving market, which demands ever better quality, refined flavour and healthy recipes – and this against a background of fierce competition and pressure on food prices. At the same time, it is also important not to lose sight of sustainable raw materials and production methods. The report shows that sustainability is so much more than simply saving energy and creating less waste.

## Targets for 2025

In line with the ambitious goals of the ORIOR Group, Culinor has set itself a target in each of the nine areas of activity, with which it will measure its progress.

## Sustainable raw materials

Particular attention is paid to the raw materials that are purchased and processed. As a food manufacturer, Culinor has considerable influence on this part of the value chain. The use of organic and fair-trade raw materials, short transport routes and animal welfare are of central importance in this respect.

*“Our products, our employees and our planet are close to our hearts,  
and our goal is to keep these three elements in balance.*

*We are aware that everything we do is done by and for people.”*

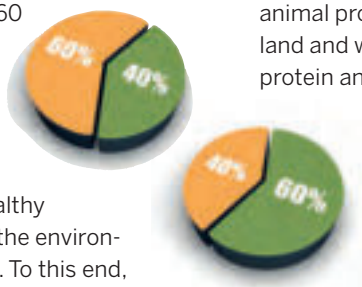
*Filip De Spiegeleire, CEO Culinor Food Group*

# The city of Ghent and Culinor - two visionaries join forces

**The Flemish city of Ghent has been considered a forerunner in the sphere of sustainability for years. So what could be more natural than to team up with Culinor, the Belgian pioneer of healthy fresh meals, to implement the “Green Deal”?**

## Green Deal: protein shift on the plate

The European Union has set itself the goal of being the first continent to be climate-neutral by 2050. Now, as part of the Green Deal, the EU Commission has pledged funds to countries and regions that commit to reducing their carbon footprint or switching to more environmentally friendly products. Recent surveys on food consumption in Flanders show that the ratio of animal to plant protein is currently about 60/40. The Green Deal sets out to switch this ratio to 40/60 by 2030, which is commonly referred to as the “protein shift”. The aim is to promote a healthy diet and reduce the environmental footprint. To this end, Flemish protagonists from the entire food system will come together to trigger a large-scale shift in eating habits among the population by means of a targeted campaign.



## Start in the schools

The Culinor Food Group currently supplies 40 schools and 70 daycare centres in the city of Ghent with approximately 4,500 meals a day. Vegetarian food is served every Thursday. Now, more vegetable protein is being put on the plate on the other days of the week, as well. Thus, half of the animal protein in

each meal is replaced with vegetable protein. The burger, particularly popular among children and young people, is now half meat and half oyster mushroom, while the curry with omega-3 rich perch is supplemented with oyster mushrooms, peas and rice. In future, meat or fish will only be served as side dishes.

## What does a protein shift mean for the environment?

Overall, plant-based protein sources such as legumes or grains have a lower environmental footprint than animal products. They require less land and water per kilogram of protein and kilocalorie, and cause

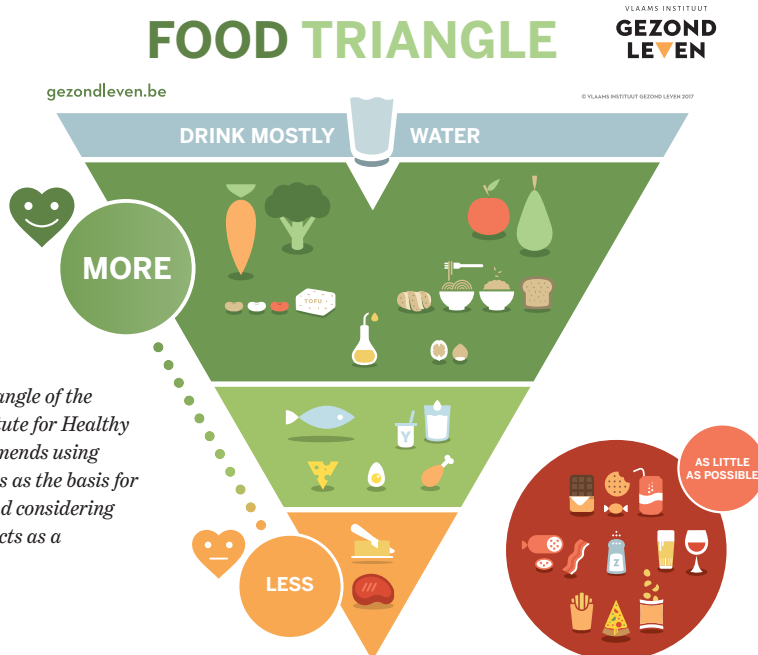


*Ghent is a city of “connoisseurs of life”, for the friendly and hospitable people of Ghent know what is necessary for good and healthy living.*



*Culinor supplies over 40 schools and 70 daycare centres with around 4,500 meals a day.*

fewer greenhouse gas emissions and nitrogen losses in the water and air. In addition, the impact on biodiversity is less pronounced.



*The Food Triangle of the Flemish Institute for Healthy Living recommends using plant products as the basis for every meal and considering animal products as a supplement.*





**After difficult times for tourism and travel gastronomy due to the coronavirus pandemic, Casualfood has opened forward-looking concepts such as Deli Berlin and the new Smartseller flagship store in Ljubljana.**



*A great way to end the day: an after-work drink at the bar.*

### **Berlin finally has its Deli**

It is hard to believe: BER Airport is finally up and running. Curious guests discover another part of the impressive airport area every day. And there are places that are quickly becoming firm favourites, such as the Deli Berlin.

### **Daily to the deli**

The trendy, urban all-day concept with the Berlin bear as its logo mascot attracts people from all over the world. Located outside Terminal 1, it is easily accessible. On the

terrace with its inviting outdoor seating, visitors quickly drink an espresso before moving on, employees from the surrounding area order their freshly prepared pasta dish for lunch, passengers grab one of the delicious sandwiches to take with them, and guests from the neighbouring Steigenberger Hotel treat themselves to a real Berlin beer or an original Berlin lemonade.

### **From breakfast through to after-work**

From breakfast with Hipster Bread and homemade porridges to deliciously healthy main dishes and salads, such as the Middle East Bowl or the Deli Berlin Vegan Burger: here, everyone can enjoy a deli taste. And the daily changing lunch menu means that even regulars never get bored.

*The day begins with a healthy breakfast.*



In the evening, guests can relax over an after-work drink à la Deli Berlin, accompanied by hip club sounds and DJ vibes.



*An inviting place to linger and admire Berlin scenes and popular hotspots.*

### **Stylish design and laid-back atmosphere**

Everyone should feel happy at this cool and friendly place, which showcases Berlin scenes and popular hotspots. Guests like to linger a few minutes longer because everything is just right: the décor is bright and friendly, the chill-out music puts you in a good mood, the staff are courteous and the menu offers a new surprise every day.

# Smartseller

## Flagship store opens at Ljubljana Airport

**Smartseller, a joint venture between Gebr. Heinemann and Casualfood launched in 2020, offers added value to small and medium-sized airports by combining travel retail, food & beverage and convenience in an integrated retail space.**



*Your Bistro makes sure travellers do not go hungry.*



*Freshness, quality and an attractive appearance are the top priorities.*

### Everything from a single source

Smartseller's integrative concept, "All yours", combines gastronomy with duty-free and convenience and is ideal for airports with limited space. Guests can choose between the duty-free portfolio of Gebr. Heinemann and the various innovative brands and concepts of Casualfood. Another special feature is that everything operates through a single merchandise management system. This makes handling easier for everyone concerned: passengers pay for their coffee and the last-minute bottle of perfume at the same checkout. The airport operators, in turn, have one and the same contact person for both the duty-free and food & beverage areas, which enables efficient handling. In addition, every square metre of the rented space is optimally used. Smartseller offers expertise in all areas and services from a single source, as well as a modern, highly flexible experience tailored to passengers' needs.

### Economic and sustainable shop design

The shop design and furnishings are simple and flexible, making the concept adaptable to future requirements. Elements can be quickly converted or used for other purposes, as the individual components are mainly linked together by plug-in connectors and the structures are kept simple. This is economical and contributes to the shop design's sustainability.

### Passenger experience

The 1,000 square metre walk-through area is located in the new terminal at Ljubljana Airport. While Smartseller is the name of the operating company, the concept at the airport appears under the customer-oriented umbrella brand, All yours. All yours is barrier-free and is intended to create a place of retreat for travellers. The boundaries between duty-free, food & beverage and convenience shops have disappeared in favour of an open concept where passengers can move about as they wish.

Four islands serve as fixed points of orientation, around which everything flows like water: Your Bistro (food & beverage), Your Location (local products), Your Studio (a place to linger) and Your Spa (a feel-good zone to relax and freshen up). Around these islands, the usual range of travel retail categories is presented with visual appeal and a local touch.

## Order and pay

With the innovative ordering platform, "Yoordi", travellers can use their smart-phone to choose from the culinary range on offer, order securely and pay anywhere in the airport. They then simply pick up their order on site. The advantages are obvious: ordering and payment are completely contactless and waiting times for the guest are eliminated. The Yoordi system is being tested at the Goodman & Filippo outlet at Frankfurt Airport. There are also plans to roll it out at other locations, such as Goodman & Filippo in Düsseldorf or at the new BER Airport at east side Berlin and Deli Berlin.



*No more waiting in line!  
Simply select, order and pay  
with your smartphone.*



# E-commerce is increasingly important.

Digital shopping is conquering new age groups.

**The coronavirus pandemic is having a lasting impact on our purchasing and consumer behaviour. Since spring 2020, a clear trend towards significantly more online purchases can be observed. Particularly striking is the strong increase above all among the older target groups.**

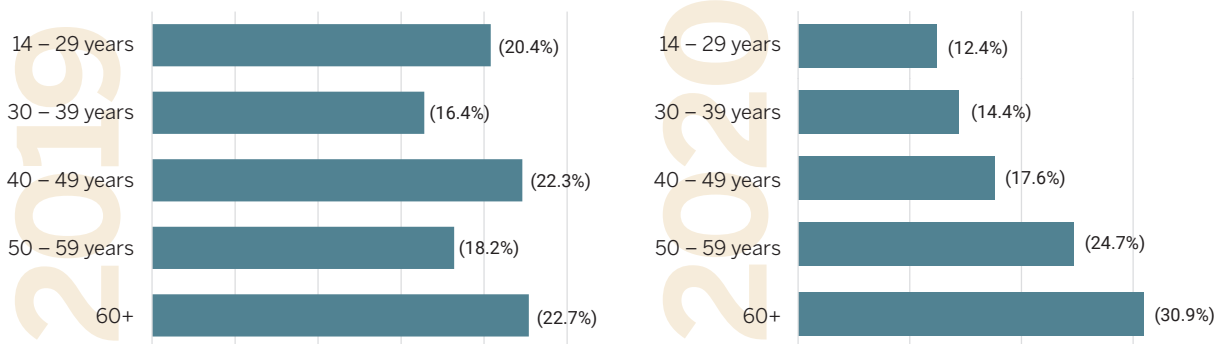
## Switzerland occupies top position

This is not surprising in itself. What is interesting, however, is that online sales in Switzerland are growing at an above-average rate, as a study of sales trends in various European countries conducted by the platforms, Statista and ecommerce news, shows. This is pleasing news for Swiss online retailers, especially in challenging times such as these. One possible explanation for this increased interest in buying online could be that, as a result of coronavirus, purchasing power in this country has generally changed to a lesser degree than in other countries.

## Silver surfers ride the wave of online shopping

In the food sector, the winners are above all those online providers who focus on current trends, such as regional, organic, back to the roots or farm-to-table. At the same time, the customer base as a whole is growing – not just in Switzerland, but worldwide. This development is mainly due to additional buyers in the 50+ segment. Particularly noteworthy is the fact that the largest purchaser group is now over 60 and every second online buyer belongs to the over-50 category. Consequently, an age group with substantial purchasing power promises interesting potential for the future.

Distribution of online purchases per age group



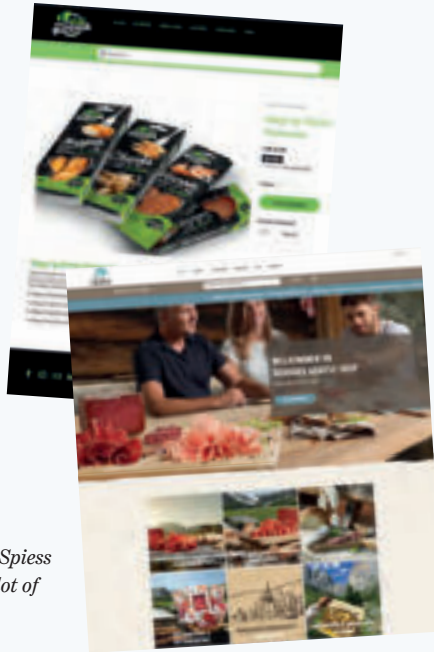
Source: bevh, German E-Commerce and Distance Selling Trade Association

# E-shops from ORIOR

## ORIOR, too, is increasingly focusing on e-commerce

Based on these facts, ORIOR is also expanding its e-commerce activities. In addition to selling products online through third-party channels such as online supermarkets, it also wants to go its own way. With the Albert Spiess online shop and the one for Fredag's plant-based line, Happy Vegi Butcher, ORIOR has taken its first important steps and learned valuable lessons. Now it is time to push this area of business further. Additional e-shop solutions are already in the pipeline.

*Online shops – like those of Albert Spiess and Happy Vegi Butcher – need a lot of attention and constant updating.*



*Wide assortment: from Graubünden specialties to Power Sticks.*

## The Graubünden firms as pioneers

A successful best-practice example is the online shop operated by Albert Spiess. Since November 2020, consumers have been able to order a wide variety of choice products online. The range is constantly being expanded and, in addition to the company's own dried meat specialities, offers all kinds of Graubünden delicacies, such as nut cake, Alpine cheese, mountain honey, and wine from the Bündner Herrschaft wine-growing region.

## Bestseller: gift baskets

The various gift baskets have proved to be particularly successful. The shop offers unusual and theme-based gift baskets for every conceivable occasion and seasonal event.

*A great gift whatever the occasion.*



Did you know?

*E-commerce is older than you think.*

**Exactly when the first online transaction took place depends on what is considered to be the true beginning of online shopping. There are three documented stories from different decades.**

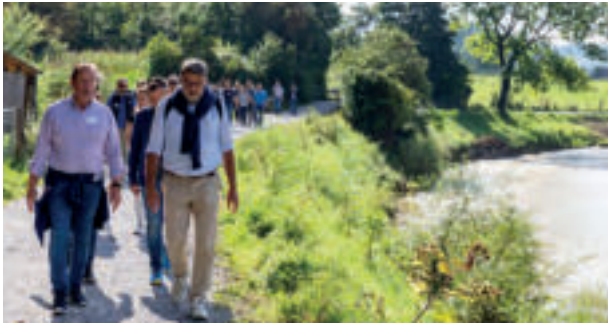
According to one story, online commerce was started by students at Stanford University. In the 1970s, they engaged in a commercial transaction via the Internet's predecessor, Arpanet, with their counterparts at the Massachusetts Institute of Technology. This allegedly involved a bag of marijuana.

A second story relates that in May 1984, the TV set belonging to 72-year-old Jane Snowball was connected to the new Videotex system as part of a British pilot project. Snowball picked up her remote control, selected among other things margarine, cornflakes and eggs from the 1,000 items listed and sent the order to the British food store, Tesco, at the push of a button.

Or a world-first of a musical nature: the first documented purchase via the present-day Internet was made in an online shop on 11 August 1994. Phil Brandenberger bought the Sting CD, "Ten Summoner's Tales", through the US marketplace, Netmarket, and paid by credit card.







The hike leads along the idyllic River Sihl in beautiful sunshine.



CEO Daniel Lutz emphasises the importance of the ORIOR New Normal initiative.

New on board: Tazio Gagliardi, Rapelli.



Lunch in the magnificent restaurant of the Hotelfachschule Zürich.

#### ORIOR Management Workshop

## *Positive vibes at the management event*

**Great excitement at finally getting together again, extensive networking, a focus on the ORIOR 2025 Strategy, inspiring speeches and plenty of food for thought: that was the 2021 Top50 event in Zurich in a nutshell.**

#### **Together at last**

After the workshop was not able to take place last year due to coronavirus, the participants were all the more delighted about the Top50 event on 1 September 2021. In compliance with the applicable Covid-19 measures and the so-called 3G rule (vaccinated, recovered or tested), they first spent some time outside in the fresh air and enjoyed mild, late-summer temperatures.

#### **Networking from Stabio to Frankfurt**

The stimulating walk along the River Sihl provided the ideal opportunity

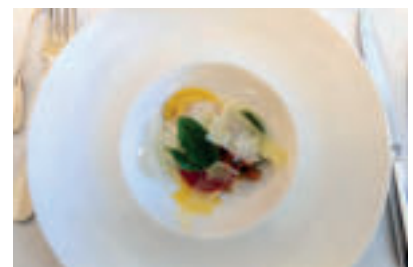
for personal discussions. This was actively used across all the Swiss and international units, and it almost seemed as if a family had finally come together again. Within a short time, a positive mood and enthusiasm to move forward together had spread among the participants.

#### **Committed, passionate and collaborative**

The destination of the short hike was the picturesque Belvoirpark, where the actual meeting part of the event was held on the premises of the Hotelfachschule Zürich. First, the focus was on ORIOR's 2025 Strategy. In his "Big Picture", CEO Daniel Lutz placed particular emphasis on the New Normal initiative, which shows ORIOR's path to new dynamic growth, and talked about the numerous development potentials that needed to be proactively exploited. He also reminded the

participants of ORIOR's fundamental success factors: passion, commitment and teamwork, as well as leadership and drive. There followed further inspiring presentations on relevant topics, such as sustainability, lean innovation at Culinar and plant-based products.

Lunch with ORIOR specialties, lovingly prepared and beautifully presented by the staff of the Hotelfachschule, was one of the many other highlights of this very enjoyable and perfectly organised event.

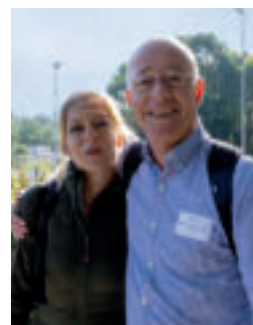


Left: Max Dreussi, Fredag.  
Centre: Stefan Weber, Casualfood.



Walter Koller and  
Marco Zünd,  
Fredag.

Celebrating his  
30th anniversary  
at Rapelli this  
year: Hans-Ueli  
Bergerhoff is  
congratulated by  
CEO Daniel Lutz.



From l. to r.:  
Michael  
Schorm and  
Patricia Esseln,  
Casualfood;  
Filip De  
Spiegeleire,  
Culinar; Milena  
Mathiuet and  
Beni Pfulg,  
ORIOR.

Right:  
Simon Metzger, IT.  
Centre:  
Peter Büeler and  
Markus  
Gschwandtner,  
Biotta.



Top centre:  
Marco Zannoni, Rapelli  
and Pierre Roecker,  
Spiess Europe.  
Top right:  
Cla Lietha, Albert Spiess.

They organised  
the Top50 event  
perfectly: Ursula  
Weder and Judith  
Zobrist.



Michael Weigel,  
Casualfood.





Active participation required: the Top50 managers during the first training module of ORIOR Campus.

ORIOR Campus – promoting learning and knowledge

## *ORIOR Campus is launched*



**The Groupwide training and development platform, ORIOR Campus, is part of the ORIOR 2025 Strategy and is anchored in the strategic pillar, “We are ORIOR”. The objective is to increase the competencies of employees and promote sustainable organisation development. These comprehensive staff development programmes were kicked off with the first ORIOR Campus training module on the subject of “Project Management”.**

In the inspiring environment of the memox.world Zurich premises, in compliance with the 3G rule (vaccinated, recovered or tested), the team of the two training partners, Foodward and Zurich University of Applied Sciences (ZHAW), presented the module, “Project Management”.

The ORIOR Top50 executives have many years of extensive practical experience in the field of project management, which most of them have acquired through learning by doing. The programme, which was intelligently and interactively structured, picked up at precisely this point and focused in detail on the all-important basics in order to supplement their already valuable expertise in a targeted manner.

Input presentations, group work and plenary discussions continuously alternated with each other and demanded absolute focus and active participation on the part of the Top50 participants from the first to the last minute. Experiences and questions were discussed with reference to real-life situations, and what was learned was directly applied and illustrated with realistic examples.

In four theme blocks, content such as dealing with change (according to the well-known motivational work, “Who Moved My Cheese?”), fundamental project management, success factors, commitment and communication, working techniques and tools, controlling and lateral leadership were looked at in depth.

From a didactic point of view, the workshop was structured in line with the principle of “blended learning”, a viable mixture of self-study, e-learning and face-to-face events. Accordingly, the module was preceded by comprehensive e-learning in preparation, which brought all the participants up to the same level of knowledge. This was also done in keeping with the notion that preparation and follow-up are just as important for such training courses as the actual content on the course day itself.



Fascinating input presentation by Thomas Bratschi, Foodward.



Who can build the highest tower? Here real teamwork is required.



Group work is an important component of the workshop.

Following the successful launch of ORIOR Campus, further learning modules are planned. In addition, the programme is to be rolled out to management staff at the various units in the coming year.

ORIOR Campus sets out to expand existing competencies, improve performance and ultimately strengthen the successful development and agility of ORIOR in the long term. In addition, employees' identification with the company can be reinforced through targeted development programmes like ORIOR Campus and their long-term commitment to ORIOR strengthened. ORIOR Campus is an important part of the company's corporate culture and expresses its appreciation for its employees.



The participatory programme encourages lively discussion.



The groups are challenged again and again by the experts.



# ORIOR portrait: *Excellence in Food.*

**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.**

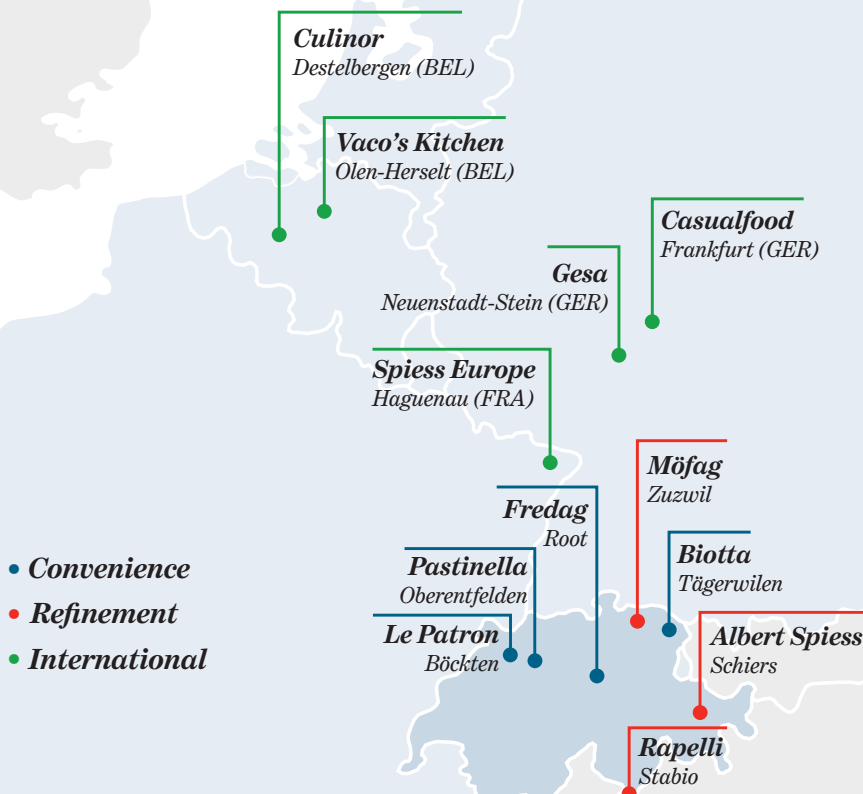
Founded in 1992, the ORIOR Group is organised into three business segments, Convenience, Refinement and International, and specialises in fresh convenience foods, meat processing, organic vegetable and fruit juices, and to-go food islands. With Rapelli, Biotta, Ticinella, Albert Spiess, Möfag, Fredag,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



# ORIOR

EXCELLENCE IN FOOD



## Our business segments

### 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

### Refinement

#### Competence centres:

- Rapelli
- Albert Spiess
- Möfag

#### Products:

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

### International

#### Competence centres:

- Culinor Food Group, Belgium
- Casualfood, Germany

#### Additional locations:

- Gesa, Germany
- Spiess Europe, France

#### 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 salumeria specialities from Ticino, an actively lived bottega culture and the passionate handicraft of the mastri salumieri.



"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 the mastri salumieris' pride for and love of Ticino's tradition and eating culture merge to create first-rate cuisine.



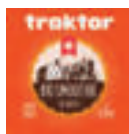
Pioneer in incomparable Graubünden meat specialities, such as Bündnerfleisch or salsiz, characterised by the unique Alpine climate, a passion for craftsmanship and age-old tradition.



Well-balanced and nutritious premium beef sticks, high in protein and low in fat. The practical to-go energy boost for sports enthusiasts, active pleasure-seekers and snack lovers.



"My taste of freedom." Young and refreshing organic ice teas and organic spritzers in a surprising and creative variety of flavours. 100% organic, 100% vegan, 100% Swiss made and in 100% rePET.



Traktor is more than just a smoothie. 100% all-natural, organic and vegan. Top-quality, ripe fruit for a daily extra portion of vitamins. And, out of conviction, produced in a climate-neutral way.



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



Happy Vegi Butcher stands for 100% vegan chunks, nuggets, stripes, vacou, burgers and co. Produced in Root, in the heart of Switzerland, using pea and soy protein and certified by myclimate.



Top-quality seafood from lakes and seas, and from countries near and far. Sourced exclusively from monitored and certified fisheries.



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



The deli concept for people from all over the world. Goodman from America and Filippo from Italy come together here to share their favourite creations – from the detox salad to the surf-and-turf burger.



The healthy and natural snack oasis for travellers. 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.



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.





The natural meat snacks, Pure Nature, from Albert Spiess are made from Swiss meat and contain no artificial additives, colourings, preservatives or flavour enhancers. For pure indulgence.



Tradition and innovation specialist for smoked delicatessen products, Mostbröckli, and ham and bacon variations: Fürstentümer Spezialitäten means hearty culinary enjoyment.



Créations Culinaires – the manufacturer of exquisite pâtés and terrines, varied fresh meals and gourmet specialities from the starter to the dessert.



Convenience at its finest: poultry, meat and seafood specialities, as well as vegan, vegetarian and top-quality plant-based products for moments of culinary indulgence.



The art of making pasta in all its diversity. Made using 100% natural ingredients for indulgent pasta moments. With or without filling, from classic to innovative and from seasonal to regional – everything is there.



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



Vegetarian and vegan products for food lovers. Only top-quality, choice ingredients are lovingly prepared according to Swiss quality standards. Nature Gourmet is a trendsetter for meat-free nutrition.



Innovative, natural fresh meals and meal components in all variations for the premium fresh convenience food market in the Benelux countries.



Top-quality fresh meals in a well-balanced diversity for older people who cannot or do not want to cook. Delivered direct to the home several times a week.



Ready meals and meal components of the very best quality. Stampot is the classic dish of Vaco's Kitchen and is known far beyond the national borders.



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.



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



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.



The joint venture, Smartseller, is geared towards small and medium-sized airports in Europe and unites the unique food-to-go islands from Casualfood with the duty-free and travel value deals from Heinemann.



Enjoy a genuine taste of Berlin at BER Airport. Everyone loves this feel-good place to eat, with its stylish wall design featuring Berlin scenes and motifs. The trendy concept impresses with its freshly prepared snacks.







## *We're the best ... aren't we?*

It should be common knowledge that I think ORIOR is the greatest company in the world. It could be that I see things a little bit through rose-tinted glasses ... but only a little bit. Because this issue of Fresh Appetizer confirms it once again. When innovation and authenticity, commitment and identification, and responsibility and credibility come together, then we have arrived in the ORIOR world. An ambitious statement perhaps – but ultimately that is what it is all about. Naturally this statement offers great scope for attack and – God knows – mistakes happen. Just recently, we experienced a disaster with the launch of a new ERP system and disappointed many customers in the process.

This ORIOR “construct” is based on strong convictions and a constant striving for excellence. From the very beginning, it was important to me that we as ORIOR employees

should enjoy our work. There is something in the underlying message in the conversation between two stonemasons who are building a cathedral: “Just look, I’m laying bricks all day long,” moans one worker. To which his colleague proudly replies, “Me too, I’m building a cathedral”. It is the vision and the purpose that are decisive. Our approach is to have fun and enjoy ourselves. A high aspiration indeed.

And so, after all these words that are so important to me, I come to the deeds. Well, the proof of the pudding – as you know, I like this saying – is in following words with deeds, because only thus do we create real added value (and added meaning) for everyone. On pages 8 and 9 of this Fresh Appetizer issue, you can find the ORIOR 2025 Strategy and discover how we are implementing it.

Dear colleagues, do you recognise yourself in this strategy? Do you laugh, have fun, identify with what you are doing, own it? Do you see what you are working for? Do you see the vision and the purpose? If you don’t, perhaps you can’t see this in your daily work. Or perhaps you have some questions to help you understand it better? Then speak to Daniel Lutz or me. We want to take everyone along on this journey, to deliver the “proof”. And if you do, you are a part of something big.

And yes, that’s why I feel that I’m working for the best company in the world. With this in mind, I will do everything I can to put a brick in the right place every day for our ORIOR House.

Thank you very much, dear employees, for everything.

Your Rolf U. Sutter





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★★★★★  
EXCELLENCE IN FOOD

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