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Press Release: Bell Flavors & Fragrances EMEA

Bell Flavors & Fragrances EMEA: Future Investments

For Bell Flavors and Fragrances EMEA, the year 2018 will be marked by its 25th anniversary in Germany and its future focus. As part of a global group and as one of the leading manufacturers of flavours and fragrances, creativity, innovation and reliability are the primary objectives of the independently managed family-owned company. Bell intends to expand its significant role in the industry in the future and is therefore investing in the areas of logistics, research & development and quality management.

2020 Strategy focused on Innovation

An important part of its strategic direction and Bell's 2020 strategy is the state-of-the-art logistics centre, which was put into operation in 2017 and covers an area of over 4,200-squaremeter. Raymond Heinz, president of Bell Flavors & Fragrances explains: „Modern warehouse management systems and technology enable efficient logistics and are therefore an important element for a smooth and successful cooperation with our business partners - customers and suppliers alike. The new logistics centre is the largest single investment in Bell's history in the location in Germany and part of an extensive strategic investment program that not only improves the future viability of our location, but also further expands our position in the industry". Bell thus ensures highest reliability and maximum effectiveness. Furthermore, Bell created additional capacities by investing in a new mixing plant in the production section for liquid large scale mixing. At the same time, quality assurance was also equipped with state-of-the-art technology in order to continue to meet the industry's highest standards and fulfil the increasing requirements as a reliable business partner.

Meeting high Standards in Application Technology and expanding Expertise in Consumer Insights

Bell sees the key to further success in an effective combination of market- and consumer expertise and technological lead, in order to create innovative and trendsetting product solutions. Accordingly, the company is investing in this area and is deepening its expertise, for example in the beverage division, by further expanding its application technology. The acquisition of a new carbonisation system enables Bell to carry out improved and realistic application tests in the laboratory and to prepare product samples according to cutting-edge industry standards. Bell thus underlines its competence in the market segment of soft drinks and other carbonated beverages and expects a clearly positive development in the coming five years due to the global compound annual growth rate of 3.6 percent within the category (according to Euromonitor, CAGR 2017-2022 based on total volume).

Bell Flavors & Fragrances EMEA will also expand its competencies in market and consumer research within the next two years, focusing on Sensory Consumer Insights. Within the entire food and beverage industry, the field of research on sensory analysis and performance is gaining importance. Purchasing decisions nowadays are made including all senses and above all taste plays a vital role. With the strategic expansion of the sensory department, Bell is taking future-oriented actions strengthening its position as a competent partner for its customers.

In that sense, Bell will also dedicate itself to further strategic investments in Leipzig as well as within its global representations and continue the program, in the long term. The continuous optimisation of its product portfolio in the course of future-proof developments for beverages, food products, perfume, household care and personal care products is just as much a focus as the expansion of Bell's technological expertise. Thus, enabling Bell to secure its role within the industry and continuously act as a reliable and trusted partner in the future.

Tradition meets Innovation

The unique history of Bell Flavors & Fragrances dates back to 1829 with its globally important predecessor Schimmel & Co. The owner-run Bell Flavors & Fragrances GmbH grew into an international operating manufacturer within the last 25 years thanks to extensive strategic investments, creating flavours and fragrances for the food and beverage industry, the household and personal care sector and the perfume industry. Where Nobel Prize winners once studied the distillation of essential oils, today dedicated employees work in research and development, production, marketing and sales in an international environment. With a total area of 200,000-squaremeter, the German facility today is one of the largest production sites for flavours and fragrances in Europe. Product safety and sustainability have the highest priority with respect to people and the environment.

About Bell Flavors & Fragrances EMEA:

Bell Flavors & Fragrances is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industry, as well as the household care and personal care industry. Bell's affiliated companies in the United States, Canada, Mexico, Brazil, China and Singapore give the company flexibility in the world market place and enable Bell to bring new trends quickly to customer's attention. In 2018, Bell Flavors & Fragrances EMEA celebrates its 25th anniversary in Germany.

Bell Flavors & Fragrances – get in touch with taste!