

Fact Sheet 2016

Betty Bossi has stood for culinary competence for over 60 years and is one of Switzerland's best-known brands. Betty Bossi positions itself as a leader on the Swiss market via print and online products, with ready-made products at Coop, and with its practical kitchen and household gadgets.

Betty Bossi in figures

Sales 2015	CHF 85 m
Shareholders	100% Coop
Employees	120
Year of foundation	1956

Board of Directors

Chairman of the Board	Philipp Wyss	Head of Marketing/Procurement Department, Coop
Vice-Chairman	Thomas Schwetje	Head of Marketing/Services, Coop
Board Member	Martin Werfeli	Member of the Board, Ringier AG

Management Board

Chairman	Lars Feldmann	CEO
Deputy Chair	Susanne Furrer	Head of Innovation
Board Members	Wolfgang Lichti	Head of Services
	Susanne Ullrich	Head of Culinary Department
	Isabelle Zehnder	Head of Marketing

Locations

Zurich	Betty Bossi AG, Bürglistrasse 29, P.O. Box, CH-8021 Zurich Betty Bossi AG, Katharinenweg 7, P.O. Box, CH-8021 Zurich
Basle	Betty Bossi AG, Dornacherstrasse 318, CH-4053 Basle

Contact

Betty Bossi AG	Telephone +41 44 209 19 19
Bürglistrasse 29	Fax +41 44 209 19 20
P.O. Box	www.bettybossi.ch
8021 Zurich	info@bettybossi.ch

Services



Newspaper

Publication frequency

Language

Print run

Seasonal recipes · kitchen and household tips

10 issues a year

German · French

700,000



Cookery books

Publication frequency

Language

Sales

Themed collections of recipes

2-4 new titles a year

German · French

300,000 a year



Special offers

Innovations

Sales

Smart kitchen and household gadgets

Around 80 in-house products developed a year

2 million products a year on average



Fresh convenience

Range

Products

Betty Bossi Products exclusively at Coop

More than 650 fresh ready-made products developed in collaboration with Coop

Ready meals · pizzas · pasta-based ready meals · salads · sandwiches · bakery products · fruit juices · vegetables · sauces · ready-made pastry



Cookery Centre

Culinary advice

Nutritional advice

Telephone and online advice on all cooking and household matters

Telephone and online advice regarding health, diet, gluten- and lactose-free cuisine and nutritional value



Digital

www.bettybossi.ch

E-Newsletter

Facebook

iPad-App

Services

1 million visits a month, German · French, online shop

500,000 subscribers, German · French, three times monthly, free

More than 67,000 fans, German · French, recipes, culinary advice, competitions

German · French

Online shop, recipe database with free downloads for subscribers, online customer advice



Business Customer Services (B2B)

Food consulting

Recipe Factory

Licences and product sales

Third-party advertising

Culinary consulting and development of food products, sensory coaching, international trends and food scouting

Developing recipes for all kinds of clients and requirements.

Food styling and photo shoots

Licensing and product sales to international companies

Culinary advertising platforms (print/digital) with extensive coverage