



PRESS RELEASE

Secured succession and new management team for Bell EMEA

Leipzig, January 16, 2025 - Leipzig-based flavour and fragrance manufacturer Bell EMEA has reached another important milestone in its transformation: Holger Wetzler has been officially appointed CEO of Bell Flavors & Fragrances GmbH by the shareholders of Bell Flavors & Fragrances Inc., headquartered in Northbrook, USA. The first 20 months under his leadership have been marked by a strategic realignment that, with the support of a newly established management team, is now setting the course for sustainable growth.

'My clear commitment to the company provides the foundation for a sustainable future. I am grateful for the trust placed in me as CEO and look forward to driving forward Bell's strategic direction,' says CEO Holger Wetzler. Raymond Heinz, the founder of Bell Flavors & Fragrances GmbH and still active in management, will remain an important link to Bell's roots and will gradually hand over his operational responsibilities.

Underlining the company's new direction, Holger Wetzler adds: 'We will continue to establish ourselves as one of the fastest and most flexible suppliers to our target customers. This will be achieved through efficient processes and a service model that truly recognises the needs of the mid-market.'

Leadership for the future

The new organisational structure focuses on value creation and efficiency, while maintaining a strong focus on job security for employees. Responsibilities are now clearly divided between the three pillars: Commercial, Operations and Administration.


'Our new leadership team is well positioned to deliver on Bell's strategic goal. By combining experienced internal talent with fresh perspectives, we are ensuring seamless integration across all areas and fostering synergies that will benefit our customers worldwide,' says Chief Administrative Officer Katharina Ludwig.

Administration

The Administration pillar, led by Chief Administration Officer Katharina Ludwig, reflects Bell's commitment to fostering a cohesive and well-integrated support structure. It includes human resources; health, safety and environment protection (HSE); IT; finance and facility management.

Operations

Since December 2024, Matthias Forler has been Chief Operations Officer, responsible for procurement, process engineering, production and logistics. With international experience in managing production sites of the food and beverages industry, Forler focuses on driving efficiency, productivity and speed.



'Bell holds immense potential to spearhead groundbreaking transformations. We will continue to enhance processes across the entire value chain. Furthermore, our competitiveness will be bolstered by the strategic implementation of automation and artificial intelligence,' says COO Matthias Forler.

Commercial

An experienced team, reporting directly to Holger Wetzler, oversees sales, marketing and R&D for the respective business units for both the German and international markets: Dörte Bandmann, Director Business Unit Savoury, and Antje Wittich, Director Business Unit Sweet & Dairy, bring more than a decade of Bell experience, coupled with extensive knowledge in the food industry. Ferdinand Rotter, Director Business Unit Beverages, and Christina Sachs, Director Business Unit Fragrances, join the Bell leadership team in 2024, contributing their knowledge of the beverage and fragrance industries.

'With our new leadership team and a clear commitment to equal partnership – both internally and with our customers and partners – we are well prepared to achieve sustainable growth and operational excellence. We will remain accessible and competent to actively contribute to our customers' success. We are ideally positioned to do so,' concludes CEO Holger Wetzler.

About Bell EMEA:

Bell Flavors & Fragrances GmbH (Bell EMEA) is an established manufacturer of flavours and fragrances, botanicals and ingredient specialities for the food, beverage, personal care and cosmetics industries. Headquartered in Leipzig, Germany, the company operates sales offices throughout Europe, the Middle East and Vietnam, as well as a manufacturing facility in India. Bell EMEA operates as an independent company of Bell Flavors & Fragrances Inc., headquartered in Northbrook, Illinois, with facilities in the United States, Canada, Mexico, China, Brazil and Singapore.

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