



**Combining great taste  
& sensational fragrance**


# WELCOME!

As a successful family-owned business, we represent reliability and creativity. Our core competencies include customised solutions for the food and beverages industry, the household and personal care sector and the perfume industry.

Our passion for fragrances and flavours builds on the tradition of our well-known predecessor Schimmel & Co. 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. To protect people and the environment, product safety and sustainability are our top priorities.

Our work is focussed on innovation and efficiency. This is reflected in our state-of-the-art facilities and continuous process optimisation efforts. From the tradition-steeped house of flavours and fragrances in Leipzig/Germany, a highly innovative company with a global network and presence has arisen.

We look forward to being your preferred partner into the future and to writing success stories with you.

The background image shows the interior of the Schimmel Library. It features tall wooden bookshelves filled with books, a brass chandelier hanging from the ceiling, a wooden ladder leaning against a bookshelf, and a globe on a stand. The floor is made of polished wood.

**The Schimmel Library** is proof of the organisation's sound knowledge and innovative flair.

Founded in 1878, the historic library holds one of the largest collections of books and papers about flavours, essential oils, botanical extracts, perfume oils and fragrance molecules. With over 30,000 reference works, the library tells the story of every innovation that was ever created there. Bell is proud of this legacy and strives to maintain and nurture it and to make it accessible to everyone. The library provides a suitable and atmospheric environment not only for well-known congresses, such as for the International Symposium for Essential Oils, but also for conferences held by industry associations.







**TRADITION & INNOVATION**



**Future-oriented flavours and fragrances** are born from pioneering creativity and state-of-the-art facilities in an area which, in the 19th century, was dominated by rose fields.

Bell's predecessors include Schimmel & Co., founded in Leipzig in 1829, one of the world's most renowned and oldest manufacturers of flavours and fragrances. The technologies developed by Schimmel for the extraction of essential oils now represent the standard for an entire industry. Not even the expropriation after the Second World War destroyed this innovative power. In fact, the expertise gained during that time contributed to the former Schimmel factory being considered an attractive location for the production of flavours and fragrances in 1993. The company founded in Chicago in 1912 by William M. Bell recognised this potential, took over the facility and established an independent branch.

The owner-run Bell Flavors & Fragrances GmbH grew into an international manufacturer of flavours and fragrances thanks to extensive strategic investments. Today, the facility in Leipzig/Germany, with its 200,000-square-metre surface area, is among the largest and most modern production sites for flavours and fragrances in Europe. The logistics centre, completed in 2017 – one of Bell's largest single investments in Germany – has not only laid the foundations for optimal cargo handling, but also expanded the reach of quality assurance, ensuring that the highest of standards will continue to be met going forward. Through this focus on technology, innovation, research and development, we have secured our leading position in the industry.





# GLOBAL NETWORK

**Diversified and operating worldwide,** we draw on our global network to develop market-oriented product concepts.

As part of a global group of companies with strategic production sites and creative centres in Germany, the USA, Canada, Mexico, China, Brazil and Singapore, we are up-to-date with regional market demands. Moreover, we anticipate worldwide trends very early and implement them for our customers to suit the market needs.

Our 1,500 employees in different countries enable us to effectively use our intercultural expertise and to create valuable synergies.





**Our mission statement is the basis of our actions.**

Employees, customers and partners alike can rely on these fundamental values.



[ MISSION ]



[ VISION ]

[ VALUES ]

**MISSION STATEMENT**

## MISSION

**We** combine great taste and passion for sensational fragrances. We generate innovative tastes and scents.

Our commitment to diversity and our motto „think globally and act locally“ guarantee the development of successful products.

## VISION

**We** are part of people's everyday lives by supplying great flavours and sensational fragrances to manufacturers of the food- and beverage industries as well as household care and personal care manufacturers. As a supplier of flavours, fragrances and botanical extracts we are the preferred partner for our customers.



## VALUES

**We** work together as a team, trust each other and act with confidence. Creativity and passion are cornerstones for us in order to create outstanding products. Our commitment to sustainability and ethics guides our actions, ensuring we contribute to preserving a healthy environment.

*Create a*  
**[WE]**





**With flavours and fragrances, we enrich lives around the world.**

The interplay between creativity and application technology allows products of the best quality to be created.



# [ BELL ]

●  
**FLAVOURS**

●  
**FRAGRANCES**

●  
**BOTANICAL  
EXTRACTS**

●  
**INGREDIENT  
SPECIALITIES**





**FLAVOURS**

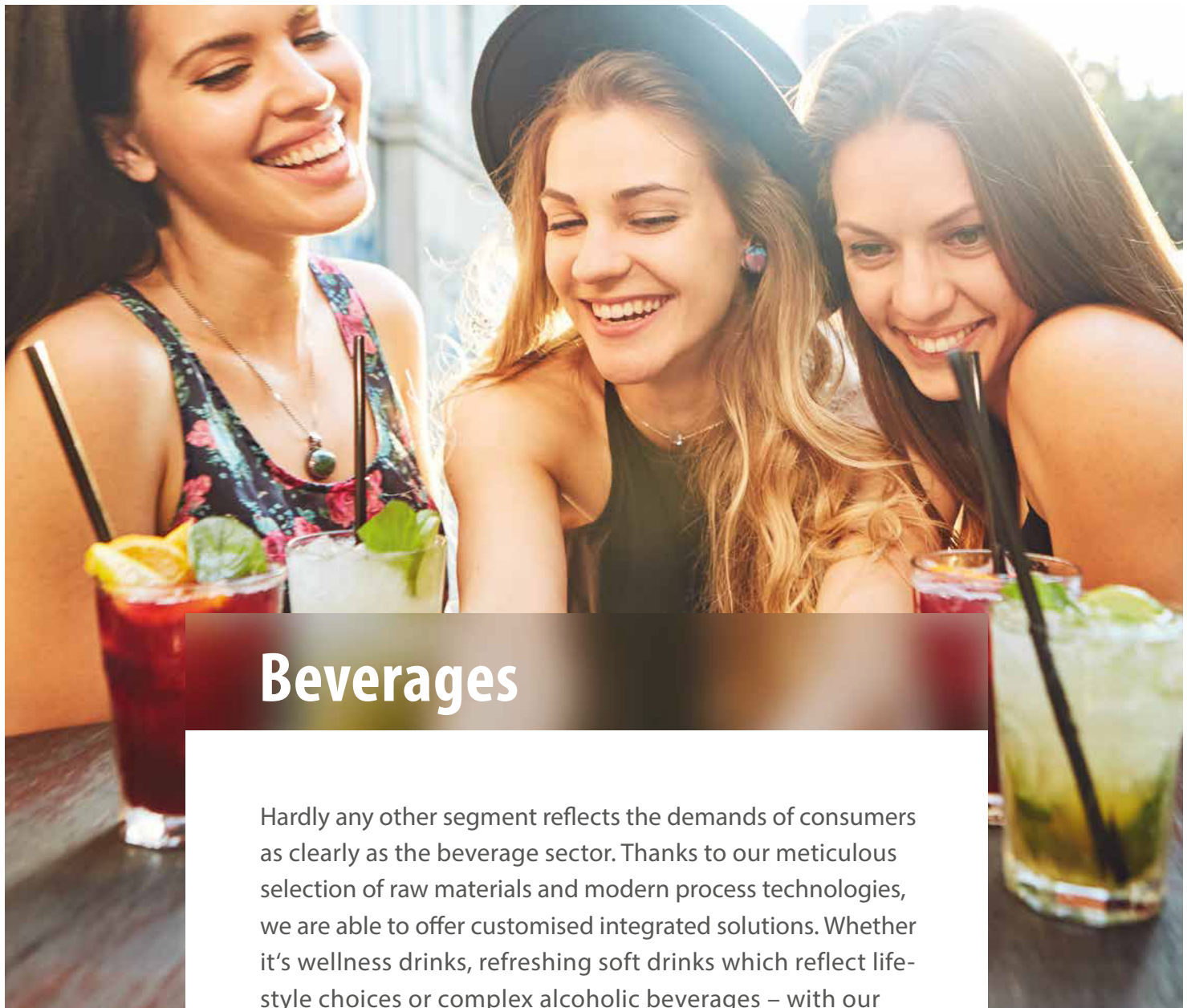
**Get in touch with taste.** Being an important part of the sensory perception of food and beverages, good taste is our passion.

Enjoyment, authenticity and naturalness play a central role for consumers. Market-compliant and unique creations of hearty food, sweet and baked goods, as well as dairy products and beverages for both branded and private label products are specialities of ours. Besides excellent taste, functionality and food safety also play a central role in our creations.

Our flavours and extracts are created by combining the most diverse of components: the creativity and technological expertise of our flavourists, the development of market-relevant applications and focus on lifestyle-driven consumer demands.

We see ourselves as a reliable partner. We have a high degree of flexibility, a passion for excellent taste, a sense of trends and knowledge of complex, solution-oriented developments to ensure that your product is successfully, sustainably and quickly established on the market.





## Beverages

Hardly any other segment reflects the demands of consumers as clearly as the beverage sector. Thanks to our meticulous selection of raw materials and modern process technologies, we are able to offer customised integrated solutions. Whether it's wellness drinks, refreshing soft drinks which reflect lifestyle choices or complex alcoholic beverages – with our flavourists' and beverage technologists' expertise, we will lay the foundations for the success of your product portfolio.

# Savoury

Our team of flavourists, chefs, application technologists and marketing experts will fully assist you in creating savoury products like snacks, sauces, meat products or ready meals. The combination of flavour, simplicity and functionality provides the basis for the development of successful market products. Using our culinary expertise and solution-oriented approach, we will fully support you in the development of hearty-aromatic and authentic products.



# Sweet & Dairy

Excellent confectionery, baked goods and dairy products all are born from the marriage of enjoyment and functionality. Our motivation is to create irresistible flavour experiences with the highest industrial requirements in mind. As a reliable partner, we develop innovative, high-quality concepts which appeal to every sense – from chocolatey, sweet creations to fresh and fruity confectionery combinations.



# FLAVOURS

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graph TD; A[FLAVOURS] --- B[BEVERAGES]; A --- C[SAVOURY]; A --- D[SWEET & DAIRY];
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## BEVERAGES

- Alcohol-free beverages
- Alcoholic beverages
- Instant beverages

## SAVOURY

- Culinary
- Snacks
- Processed food
- Animal feed  
(livestock/pets)

## SWEET & DAIRY

- Confectionery
- Baked goods & cereals
- Dairy products & ice cream
- Sports nutrition
- Pharmaceuticals





# FRAGRANCES

**Scent up your life.** Fragrances enrich our everyday life. They accompany us from dawn until dusk and shape our lives. They have a functional character too, and have to meet important technological and regulatory requirements.

Our work focuses on contemporary and fascinating fragrances for personal care, household care products and fine fragrances. Our perfumers and application technologists build bridges between art and science. Their passion and the awareness of sustainability issues flow directly into our fragrance creations.

Close collaboration between all departments allows us to offer products which are both innovative and functional. Benefit from our expertise and our overall concepts: From creative marketing ideas, fragrance compositions tailored to your preferences to comprehensive documentation, we will awaken your imagination and offer a full service.

A woman with dark hair, wearing a white bathrobe, is shown from the side, applying a white cream to her left forearm. She is standing in a bathroom with a white sink and a gold faucet. The background is slightly blurred, showing a mirror and a blue cabinet.

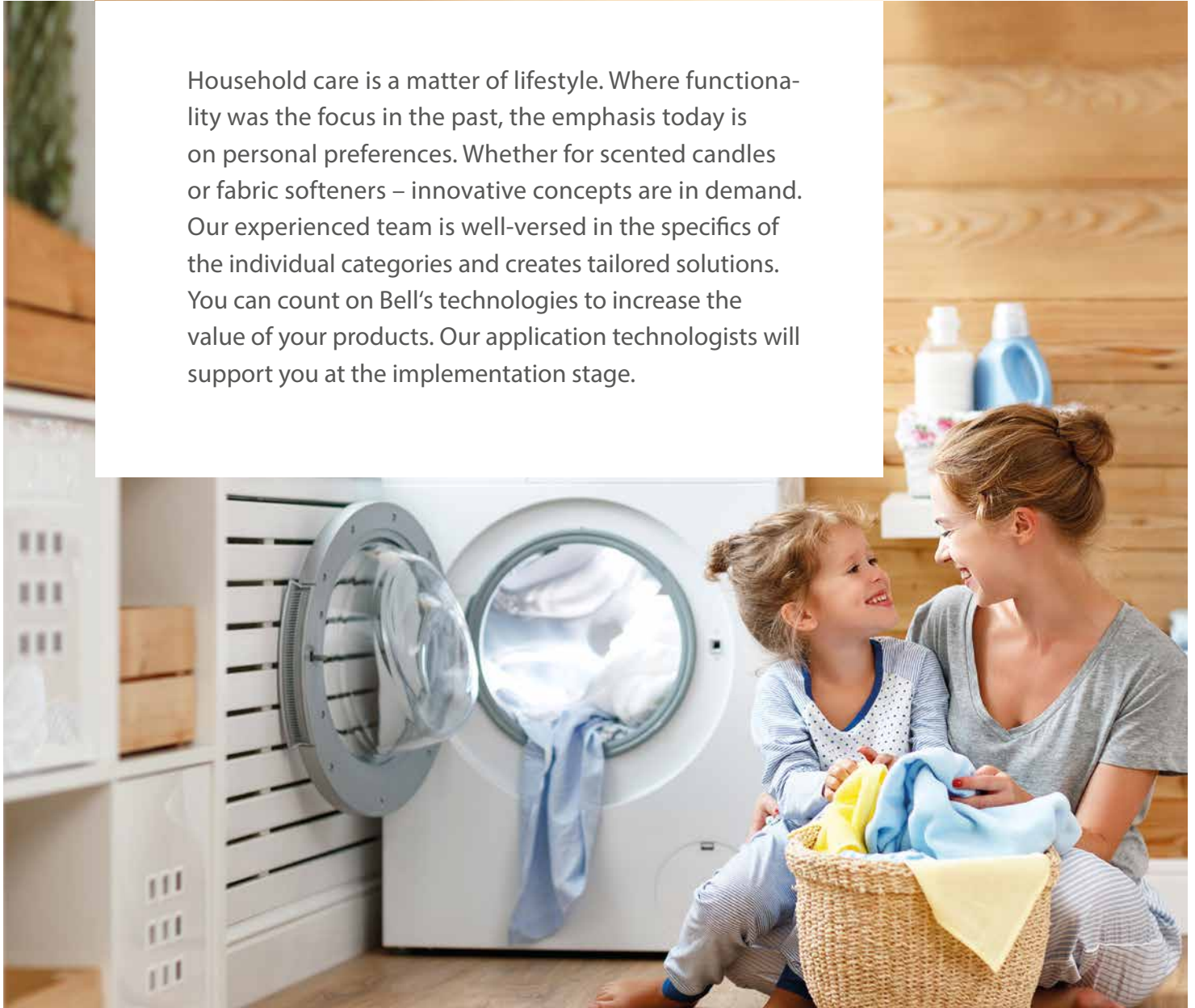
## Personal Care

High demands are placed on the personal care segment by retailers and consumers, making the continuous creation of new and unique fragrance solutions for both brands and private label essential. Take advantage of our broad portfolio of fragrances and add value to your products, such as natural cosmetics, with our botanical extracts. Benefit from the close connection between the development of fragrances and flavours in the area of oral care, too.



# Household Care

Household care is a matter of lifestyle. Where functionality was the focus in the past, the emphasis today is on personal preferences. Whether for scented candles or fabric softeners – innovative concepts are in demand. Our experienced team is well-versed in the specifics of the individual categories and creates tailored solutions. You can count on Bell's technologies to increase the value of your products. Our application technologists will support you at the implementation stage.





A man with a beard and a woman with blonde hair are shown in profile, both smiling and looking down at a small, round, clear glass perfume bottle with a silver cap. The woman is holding the bottle with both hands. The background is a blurred indoor setting with warm lighting.

# Fine Fragrances

Every perfume is as unique as the person wearing it. Our perfume creations enchant consumers all around the world. Make use of our global network, which allows us to effortlessly become acquainted with local particularities and to incorporate these into our compositions. From light fragrances for everyday use to Oud creations for the Arabic region, our perfumers serve all areas of modern perfumery.

# [ FRAGRANCES ]



## PERSONAL CARE

- Bath & shower products
- Skin care
- Deodorant
- Paper products
- Oral care

## HOUSEHOLD CARE

- Laundry care
- Air freshener
- Cleaning agents
- Paper products

## FINE FRAGRANCES

- Eau de parfum
- Eau de toilette
- Eau de cologne

A photograph showing a glass jar filled with green aloe vera extract, tied with a piece of twine. A fresh aloe vera leaf is being squeezed, with a drop of gel falling into the jar. Several slices of aloe vera are arranged next to the jar. The background is a soft-focus green.

# **BOTANICAL EXTRACTS**

**Feel nature's variety.** Naturalness is, more than ever, a key concern for consumers.

Not only do we offer advantages in terms of claims and product depiction with our botanical extracts, they also combine the highest quality standards with outstanding sensory features. State-of-the-art extraction and distillation equipment makes it possible for us to supply a diverse range of natural extracts which are used in personal care and household care products as well as in the food and beverage industry. Take advantage of our range of manufacturing processes characterised by diverse extraction methods. Extracts and blends made of organically cultivated raw materials also form part of our strategy and are therefore an investment in the future.

## [ BOTANICAL EXTRACTS ]

- Personal care
- Household care
- Food products
- Beverages
- Animal feed  
(livestock/pets)





# INGREDIENT SPECIALITIES

**Explore the basics.** High-quality raw materials are characterised by technological superiority.

Our Ingredient Specialities division enriches our portfolio of functional raw materials which are mainly used in the ingredient supply industry for food, beverages and personal and household care. With essential oils, natural and nature-identical aroma chemicals as well as citrus derivatives, we offer an extensive repertoire of raw material specialities for the flavour and fragrance industry. Our expertise is characterised by process reliability, high levels of purity, analytics and sensory technology. As a competent partner, we also offer a comprehensive catalogue of REACH-compliant raw materials.

## INGREDIENT SPECIALITIES

- Flavours
- Perfume creations
- Specialities
- Intermediates

# [ BELL ]

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graph TD; BELL --> FLAVOURS; BELL --> FRAGRANCES; BELL --> BOTANICAL_EXTRACTS[BOTANICAL EXTRACTS]; BELL --> INGREDIENT_SPECIALITIES[INGREDIENT SPECIALITIES]; FLAVOURS --> BEVERAGES; FLAVOURS --> SAVOURY; FLAVOURS --> SWEET_DAIRY[SWEET & DAIRY]; FRAGRANCES --> PERSONAL_CARE[PERSONAL CARE]; FRAGRANCES --> HOUSEHOLD_CARE[HOUSEHOLD CARE]; FRAGRANCES --> FINE_FRAGRANCES[FINE FRAGRANCES]; BOTANICAL_EXTRACTS --> PC[Personal care]; BOTANICAL_EXTRACTS --> HC[Household care]; BOTANICAL_EXTRACTS --> FP[Food products]; BOTANICAL_EXTRACTS --> B[Beverages]; BOTANICAL_EXTRACTS --> AF[Animal feed (livestock/pets)]; INGREDIENT_SPECIALITIES --> F[Flavours]; INGREDIENT_SPECIALITIES --> PCRE[Perfume creations]; INGREDIENT_SPECIALITIES --> S[Specialities]; INGREDIENT_SPECIALITIES --> I[Intermediates];
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## **FLAVOURS**

BEVERAGES  
SAVOURY  
SWEET & DAIRY

## **FRAGRANCES**

PERSONAL CARE  
HOUSEHOLD CARE  
FINE FRAGRANCES

## **BOTANICAL EXTRACTS**

- Personal care
- Household care
- Food products
- Beverages
- Animal feed (livestock/pets)

## **INGREDIENT SPECIALITIES**

- Flavours
- Perfume creations
- Specialities
- Intermediates

As a competent full-service partner for manufacturers of branded products and the private label segment, we harmoniously reconcile our expertise in developing innovative flavours and fragrances with your vision.



**Our passion** for flavours and fragrances is what spurs us on. Make use of our expertise and benefit from innovative products which are in line with our guiding principle:  
**Combining great taste and sensational fragrance.**





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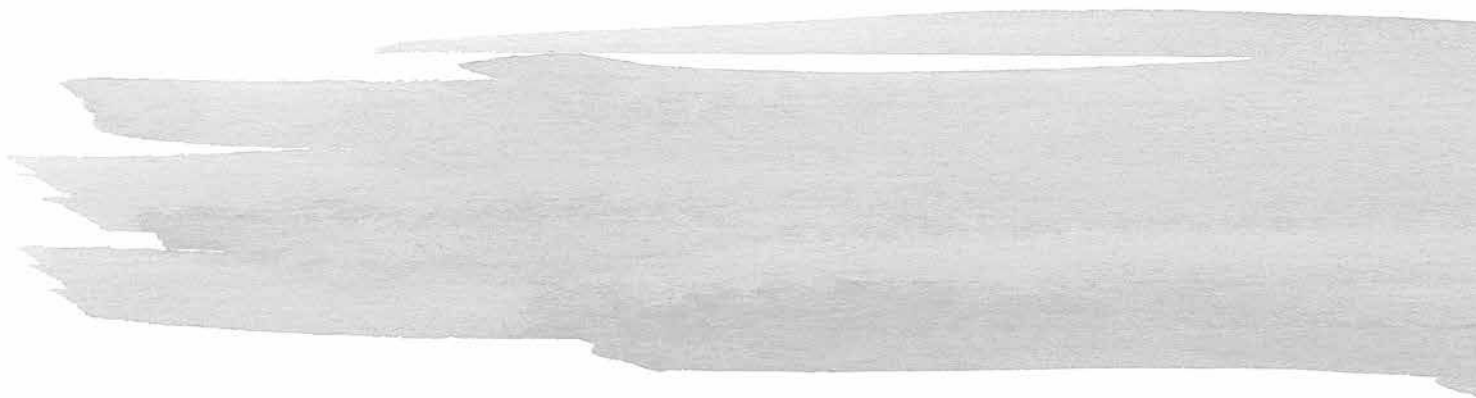
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