



PRESS RELEASE

Holger Wetzler appointed Managing Director of Bell Flavors & Fragrances EMEA Leipzig-based fragrance and flavour manufacturer rejuvenates top management

Leipzig, 8 June 2023 – In the year of its 30th anniversary, Bell Flavors & Fragrances is reorganising its management team. Holger Wetzler (48) has taken over the role as Managing Director of the Leipzig-based company on 1 May 2023. As a business graduate with many years' experience in the industry, he is now responsible for all business units and international locations of Bell Flavors & Fragrances GmbH in Europe, Middle East and Africa.

"With Holger Wetzler, we are gaining an experienced industry expert who understands the needs of our customers. Having been responsible for large parts of the value chain during his career, Holger knows all facets of the fragrance and flavour business and will position Bell to be even more successful and resilient in the future. His in-depth knowledge of our industry and his ability to develop and implement innovative strategies make him an ideal choice for the position of Managing Director," says President Raymond Heinz.

Holger Wetzler has most recently held management positions at renowned companies in the industry, including Firmenich and Symrise. He brings more than two decades of sales and marketing experience in the fragrance and flavours industry as well as various consumer goods companies. In close co-operation with the existing management team, Holger Wetzler will continue to build on Bell's long-standing success story. Raymond Heinz, who founded Bell Flavors & Fragrances GmbH in Leipzig in 1993 and has successfully managed the company ever since, will remain with the company to ensure a smooth transition.



About Bell Flavors & Fragrances:

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, India, China and Singapore give the company flexibility in the world market place and enable Bell to bring new trends quickly to customers' attention.

Contact:

Janine Hammer

Manager Corporate Communications

Tel: +49.341.9451.1155

Email: j.hammer@bell-europe.com

Website: www.bell-europe.com

