

PROMOTING A HEALTH-CONSCIOUS APPROACH

EISBERG HUNGARY LAUNCHED A NEW IMAGE ON THE MARKET THIS YEAR

The vegetable processing firm Eisberg Hungary, located in Gyál, just southeast of Budapest, is renowned for great working culture, inclusion and innovation. The company, part of the Swiss Bell Food Group, has been maintaining its market leader position for over three decades. A year ago, Eisberg Hungary saw a change in top management as Zoltán Gazsi, who had led the company for nearly two decades and whose name had become synonymous with Eisberg in Hungary, passed the baton to a new Managing Director, Gyula Pál who now tells Diplomacy&Trade about the legacy his predecessor left behind as well as about excellent relations with suppliers and the company's award-winning healthy solutions.



"I am very proud to have had Zoltán as my mentor – I learned a great deal from him. During the years we spent together, we also developed a strong friendship. I can honestly say that Zoltán left behind an exceptional legacy. He laid the foundations for a corporate culture based on honest communication and a people-centered approach – these core values continue to guide all of our decisions to this day. Together with management, we continue to build on these values today. In the long run, this is perhaps the most lasting thing: not a structure, not a project, but a way of thinking that we can carry on and develop," Gyula Pál highlights.

Culture of debate, mutual respect

The Managing Director adds that "we think alike in many ways, but we are also very different – and this could often be seen, especially when it came to business decisions. As Zoltán put it: he likes to play, I like to win. I am proud that we were able to develop a culture of debate in which we could both express our opinions and find better solutions together. It was never the actual subject of the debate that was important but rather the quality of the debate. We were able to clash while maintaining mutual respect. I think this also helped the team to see completely different points of view in a different light."

Helping the Eisberg team

Gyula Pál, himself has been with the company for a very long time, twenty years. As to what plans and ideas he took over the management duties with in June last year, he stresses that his most important goal was to help his team overcome the serious challenges that arise in the course of their work, whether organizational, operational or human in nature, and to maintain a livable, people-centered workplace where colleagues can truly fulfill their roles. "At the same time, we set ourselves the longer-term goal of becoming the market leader in salads in the region. Eisberg is a brand that is

synonymous in the minds of consumers with freshness, reliability and the everyday quality they now take for granted – because they know they can count on us."

Symbiosis with suppliers

Gyula Pál was responsible for procurement at the company for many years. Regarding the relationship he managed to establish with suppliers in this industry where food safety is one of the primary considerations, he emphasizes that "in this sector, food safety is not an option – it is the foundation on which everything else is built. At the same time, our relationship with our suppliers goes beyond technical requirements. It is a symbiosis where it is important for both parties to be successful. I myself started out in farming, so I have a real understanding of our partners. I have visited and audited countless farms and everywhere I went, I sought to share knowledge – these personal relationships continue to contribute to a stable, reliable procurement network to this day."

New image

The company started 2025 with a whole rebranding and even more conveniently accessible salads. With regards to what this means in practice, the Managing Director explains that "for us, the start of 2025 was about an important change. We launched a new image on the market, which not only gave the brand a fresher look, but also made it clear what we stand for: health consciousness, reliability and easily accessible quality." This year's focus is on Eisberg's Salad Bowls product family, which entered the market with great momentum in 2024. These bowls are not just salads, but complete meals in which, for example, chicken, tuna, eggs, pasta or cheese complement the fresh salad mixes. "We have put together the proportions so that one bowl can truly replace lunch or even dinner. Our goal is to have these products appear in the meals of as many consumers as possible," he adds.



Award-winning healthy solutions

Continuous innovation is important in business, which, in the life of Eisberg, means coming up with new types of products. According to the latest news, the Nutritious Salad Bowls product line has won the Inno d'Or – Innovation of the Year 2025 award in the food category. As for the latter recognition, Gyula Pál says this award means much more to them than just a nice logo – it shows a thoughtful development that responds to everyday reality can also be innovation. These Salad Bowls are not classic salads, but complete main courses in which fresh vegetables, protein sources (meat, fish, eggs, cheese) and grains form a harmonious, tasty whole." The entire product range is offering a genuine, balanced nutritional solution whether for a quick lunch at the office or a fast but high-quality dinner at home. Ready to eat. Anywhere. Anytime. "And what is behind it? A simple realization that consumers are looking for fast, healthy and varied solutions that do not compromise on taste or quality. Our goal is simple: to offer reliable, high-quality products that truly help in everyday situations," he points out.

Comprehensive corporate health program

In addition to successful management, one of the company's goals is to promote a healthy lifestyle. As the Managing Director puts it, "it's not just the product that matters, but also the attitude. Every year, we offer our fresh products to visitors at our stands at numerous events, including sporting ones. At the same time, we also place great emphasis on the health of our employees. Two years ago, we launched a comprehensive health program in which we provided personalized support to our employees with the help of dietitians, personal trainers and physical therapists, among others. Based on feedback, many have not only achieved results but also changed their long-term outlook. Every day is a company Health Day for us, simply because of the nature of our products. We want other companies to adopt a health-conscious approach, which is why we launched our 'Salad Bowls for Company Health Days' service. This allows us to offer fresh, varied salad bowls at company events, whether they are small internal events or ones with hundreds of participants." **DSF**

Ready to eat. Anywhere. Anytime.



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