

The vision is the description of an ideal situation in the future.

Simmel vision

Simmela pleasure!

A vision creates identity and provides the necessary orientation for our employees.

A mission describes the fundamental purpose of the company.

Simmel mission

Everyone is responsible that we offer quality food in a friendly and welcoming atmosphere.

Satisfied employees

I ...

- ... treat others as I would like to be treated: with respect, appreciative and fair.
- ... support others and continue to develop myself professional and personal.
- ... make decisions with respect to all individuals.
- ... accept and transfer responsibility.
- ...communicate open and direct.

Enthusiastic customers

We...

- ... offer enjoyment with our product range and our cordiality.
- ... respond to all customer requests and looking promptly for good solutions.
- ... earn trust through reliability and competence.

Healthy economy

We...

- ... are a responsibly family managed company.
- ... make decisions for sustainable business success.
- ... operate effectively and responsibly in all areas.
- ... secure jobs through the growth and profits of our company.

Bold innovations

I...

- ... bring ideas that contribute to the development and I'm involved in the implementation.
- ... am open for new ideas. All ideas are welcome and will be heard.
- ... show courage and venture in innovations.
- ... see mistakes as a learning opportunity.

Effective sustainability

- **We ...**
- ... treat food as a valuable and rare resource.
- ... prefer and support local products.
- ... treat our environment mindful.
- ... support the professional and personal education our employees.
- ... promote comprehensive social projects.