



Media Release

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Bell Flavors & Fragrances EMEA becomes part of the Gewandhausorchester Sponsors Club

With the start of the new Gewandhaus season 2019/20 Bell Flavors & Fragrances starts its engagement as official Classic Partner of the worldwide renowned Gewandhaus Orchestra in Leipzig. With its commitment, the global operating company not only underlines the social activities at the Leipzig location, but further supports a sustainable form of cultural promotion – along with the company's own values.

Combining regional responsibility with a global presence

As a global company and one of the leading suppliers 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 Flavors & Fragrances represents quality, reliability and above all creativity. These values are also lived up to by the Leipzig Gewandhausorchester, thus ensuring a strong bond between the two partners. Through its commitment as a Classic Partner, Bell supports the Gewandhausorchester in maintaining its artistic performance and the attractiveness of its concert programme (commissioned compositions, performances by world-class soloists, promotion of young talent at the Mendelssohn Orchestra Academy) as well as in strengthening the role of the Gewandhausorchester as Leipzig's ambassador for guest performances abroad.

Based on a strong attachment with the city, Bell's partnership also focuses on the responsibility for the Leipzig location and its cultural charisma far beyond national borders as well as on a global level.

Oliver Saalman, Vice President Flavours Division: "We are very proud that we could find a partner such as the Gewandhausorchester that also combines regional responsibility and global presence and with whom we share common values. Cultural commitment is a high priority for us and is particularly characterised by our strong historically evolved connection to Leipzig and the region. We are looking forward to our future cooperation and to further promoting the cultural diversity of the Gewandhausorchester".

The Gewandhausorchester: from town band to institution of international renown

The Gewandhausorchester is the oldest civic symphony orchestra in the world. The enterprise was founded in 1743 by a group of 16 musical philanthropists – representatives of the nobility as well as regular citizens – forming a concert society by the name of Das Große Concert. The Gewandhausorchester's unique contribution to Europe's historical and current musical wealth has been recognized with the award of the European Cultural Heritage Label. Music lovers worldwide revere the highly individual sound palette that distinguishes the Gewandhausorchester from all other symphony orchestras. This unique sound identity, along with the extraordinarily rich diversity of the repertoire which the Gewandhausorchester performs, is cultivated in over 300 performances each year in the Orchestra's three 'homes': as concert orchestra in the Gewandhaus, orchestra of the Leipzig Opera and orchestra for the weekly performances of the cantatas of Johann Sebastian Bach with the Thomanerchor in St. Thomas's Church. The Gewandhausorchester has toured the globe on a regular basis since 1916 and enjoys almost unparalleled presence in the media of radio, television, CD and DVD.



About Bell Flavors & Fragrances EMEA:

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

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