

Ambitiously creating our future



Our purpose and our Strategy '26 are the foundation for enhancing our strengths together and our recipe for a successful future.

Taking responsibility for the long term – this has always been our hallmark. Our new purpose reaffirms this innermost conviction. It sums up why Emmi exists – today and in the future.

Like a compass, our purpose, vision and values guide our actions and steer our collaboration. Our vision is the ideal image we want to achieve internally and externally. Our values shape our culture and illustrate how we work and develop our business together successfully over the long term.

Our purpose

TOGETHER, WE CREATE
— THE BEST —
DAIRY MOMENTS
TODAY AND FOR
GENERATIONS
TO COME

Our vision



Our values



We are Emmi



We know how



We are market-oriented



We are proactive and not afraid of hard work



We are continually developing

Strategy '26

The dairy leader in Switzerland



Our roots are in Switzerland, where we are number 1. We want to consolidate this strategically central position in the long term. We will achieve this through innovative concepts, excellent customer service and, when reasonable, new business areas.

A strong international market player



All companies of the Emmi family are playing their part in achieving our common goals. We are focusing on strengthening our position in those markets where we have established a stronghold or have seen solid growth in recent years.

An innovative leader in selected niches



We want to get closer to our consumers and set ourselves apart from our competition with sophisticated innovations. We are placing particular focus on niches where we already have leading market positions or are striving to achieve these. For this purpose, we establish four focus platforms.



READY TO DRINK COFFEE



SPECIALTY CHEESE



PREMIUM CHILLED DESSERTS



NUTRITION+



WINNING TEAMS



GENERATING PROFITABLE GROWTH



FUNDING THE JOURNEY



BUSINESS STEERING



PEOPLE



COMMUNITIES



PLANET

Excellent in what we do



Through excellent cross-functional action and leadership, we strive to become a benchmark within our industry in selected topics. Four «value drivers» are supporting our ongoing Group-wide transformation and form the backbone of our long-term success.

A role model in sustainability



Building on our tradition, sustainability is an integral component of the Emmi business model and our Strategy '26. We are striving to achieve long-term profitable growth and to create added value for all our stakeholders. We are focusing on three areas of action.

