

## 20 Jahre RollAMA

Die Umsätze für Frischwaren stiegen auch im Jahr 2013, Fleisch wird weiter gerne als Aktionsware gekauft



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Fc``5A5'ghY\h'ZØf'fc``]YfYbXY'5[fUfaUf\_hUbU`mgYz'U`gc'Y]bY Zcfh'Ui ZYbXY'6YcVUW\hi b['XYf'A Àf\_hY"'GY]h'bi ba Y\f'&\$'\\J\fYb  $\label{eq:continuous} $$ nY]WX bYb^*&", $$^OghYffY]WX]gWXY^*< Ui gVU^hY^XUZØf^]VfY^9]b_Ai ZY $$ and $$ an$ j cb: f]gWk UfYb ffYl \_`i g]j Y 6fchŁi bX: Yfh][ [ Yf]Wk hYb hU[Yg[YbUi 'Ui Z''8]Y '5bU'mgY 'Yfa O[']W\h'k Yfhj c``Y '9]bV`]W\_Y ']b  $XUg \Y]a gWXY 9]b_Ui Zgj Yf \U^hYb^i bX^nY][h^Ub[Zf]gh][Y^HfYbXg$ Ui Z''8]Y'Fc``5A5!8UhYb'X]YbYb'XUVY]'b]W\h'bi f'U`g'; fi bX`U[Y'ZØf  $XUg^{Y}$ ][  $YbY^{5}fVY$ ]h $Yb^{X}Yf^{5}A^{5}A^{5}A^{4}Uf_{Y}h$ ]b[  $\check{z}^{*}gcbXYfb^{*}Ui^{4}W^{*}U^{*}g$ GYfj |WY ZØf |\fY ?i b X Y b i b X DUfhb Y f" 8 UgʻghYh][Yil a gUhnk UWkghi a 'VY] XYb : f]gWkk UfYb ]a @YVYbga ]hhY`\UbXY``k i fXY`]a 'j Yf[ Ub[ YbYb` $\pm$ J\f`&\$%' 'Ui g[ YVUi h fŽ&ž\*: ŁibXZc`[hXUa]hY]bYa ``Ub[Zf]gh][Yb'HfYbX"8]Y\ÒW\ghY NikUWxgfUhY'\_cbbhY']a 'j Yf[Ub[YbYb'\\\f'XYf'6YfY]Wx'CVqh\z ; Ya ØgY i bX 9fXÀdZY` j YfVi WXYb" 8]Y a Yb[Yba À»][ 'ghÀf\_ghYb DfcXi \_hY ]a Fc``5A5!<Ui g\U`hgdUbY``&\$%' k UfYb 9G@ VYn]Y\i b[ gk Y]gY:: f]gW\a ]`W\a ]h'Y]bYa '9]b\_Ui Z'j cb fi bX %+ '\_[ VYn]Y\ib[gkY]gY%' '\_['dfc'?cdZibX'\*\su\f']a '@9<"'8UVY]'\_cbbhY X]Y``Àb[Yf`Zf]gW\Y`9G@A]`W\`fYI hYbXYX`g\Y`Z``]ZYŁ`]\fY  $A Uf\_hdcg]h]cb^*k Y]hYf^ghY][Yfb"^G]Y^^]Y[h^*bi^b^VY]^Y]bYa^{-5}bhY]^*ij^cb$ 

## : `Y]gWX 'U`g 5\_h]cbgk UfY

 $8 \ Yf'5\_h]cbgUbhY]```\Uh'g]WX`]a``UV[Y`Ui ZYbYb``$U\f'k Yb][Yf'ghUf\_Yf\O\h'U`g'&$\%&"'9f'`]Y[h'ØVYf'U``Yb'K UfYb[fi ddYb'VY] Xi fWXgWXb]hh`]WX`&&ž) i "'8 \ Yf'5\_h]cbgUbhY]``VY]`: `Y]gWX`i bX; \ YZØ[Y``]gh'i b[YVfcWXYb'\cWXžY]b'`8f]hhY``k]fX']b'`X]YgYf K UfYb[fi ddY'ni '5_h]cbgdfY]gYb'j Yf_Ui Zh'''8]Y'8]g_cbhYf'\UVYb]\fYb'A Uf_hUbhY]``k Y]hYf'Ui g[YVUi h'''5a 'ghAf_ghYb'k YfXYb''9]Yf gck]Y'CVgh'i bX'; Ya ØgY']a '8]g_cbhYf'bUWX[YZfU[h'' 8 \ Yf'6]c!A Uf_hUbhY]``ghUV]`]g]YfhY'g]WX']a '$U\f'&$%' "''9]bnY`bY DfcXi_h[fi ddYb'k]Y'6]c!?AgY'_cbbhYb'_fAZh]['ni `Y[Ybž'Y]b F Ø\_[Ub['k Uf'VY]'6]c!?UfhcZZY`b'ni 'j YfnY]WXbYb'''8Yf Xi fWXgWXb]hh`]WXY'6]c!5bhY]``ØVYf'U``Y': f]gWXk UfYb'fYI_`i g]j Y 6fch\_`]Y[h'VY]'* \ Z+i "$ 

## ; YgWX]WXhY'XYf'Fc``5A5

6YfY]hg'%--'ž']a '; fØbXi b[g'U\f'XYf'5A 5 'A Uf\_Yh]b[ž'[UV'Yg  $VYfY[ib]Yb'nif'9bhk]W_ib[X]YgYg'iaZUggYbXYb$ A Uf\_hZcfgW\i b[g]bghfi a Ybhg"=a :fØ\'U\f'%- - ( 'k i fXYb 'VYfY]hq YfghY'9f[YVb]ggY'XUfUi g'dfÀgYbh]Yfh"8]Y'5i ZnY]WXbib['YfZc`[hY  $Zf\emptyset \setminus Yf'a \mid hhY \cdot g'Y \mid b \cdot Yg' < Ui g \setminus U \cdot hgVi W \cdot Yg'z \mid b \cdot X Ug' \cdot Y \cdot X \cdot Y \cdot f' \cdot 9 \mid b \cup Ui \cdot ZgU \cup h$  $NY]^Y ZØf^NY]^Y Y]b[YhfU[Yb^kifXY"^< YihY^gcf[Yb^GWUbbYf^ibX]$ Y`Y\_hfcb]gWXY'9fZUggib['XYf'9]b\_ÀiZY'ZØf'Y]bY'Y]bZUWXY'ibX  $ZY \ YfZfY Y 6YfW hYfghUhhi b["8]Y": Y XUfVY h'k i fXY V g & $+'j ca$ a Uf\_Yh!=bgh]hi h']b'@|bn'Xi fWX[YZØ\fhž'gY]h'&\$\$, 'V]`XYh'XUg'; :? 7 cbgi a Yf'DUbY`'X]Y'; fi bX`U[Y'ZØf'X]Y'Fc``5A 5!8UhYb"'8]Y 5i gk Yfhi b['gck]Y'X]Y'9fghY``i b['i bX'DfÀgYbhUh]cb'XYf'6Yf]W\hY YfZc`[h'XfY]a U`'A\f`]W\'XifW\'?YmEiYgh'A Uf\_hZcfgW\ib[" Ni gÀhn`]WX ni f'\_`Ugg]gWX Yb A Uf\_hVYc VUWX hi b[ 'k YfXYb fY[Y`a À»][ 'A ch]j UbU`mgYb'Xi fWX[YZØ\fhž'X]Y'5i q\_i bZh'ØVYf'X]Y 9]bghY``i b[Yb'i bX'JYf\U`hYbgkY]gYb'VY]a '9]b\_Ui Z'j cb @YVYbga ]hhY`b'[YVYb"'fFYX"#5A5Ł

## $6\,Y\,gi\,\,W\!\!X\,Y\,b\,\,{}^.G\,]Y\,{}^.i\,\,b\,g\,{}^.Ui\,\,Z_.\,\,{}^.Z\,{}^.Y\,]g\,W\!\!X\,i\,\,b\,X\,W\!c\,{}^.Uh$