

## 910 Mio. Euro Umsatz: Transgourmet baut Fleisch-Segment aus

Trotz Preisdruck wächst Transgourmet um 1,6 Prozent und stärkt das Fleischgeschäft strategisch: Service, Logistik und differenzierte Preisstufen rücken in den Mittelpunkt.



E-LKW von Transgourmet Österreich vor dem Wiener Riesenrad: Der Gastronomie-Großhändler investiert in Elektromobilität und nachhaltige Zustelllogistik. Bild: beige stellt

HfUbg[ ci fa Yh'ghY][ Yfh'l a gUhn'Ui Z' - %\$ 'A ]''cbYb'9i fc ' : 'Y]gW  
V`Y]Vh'ghfUhy [ ]gWYf'YfbVYfY]W  
HfUbg[ ci fa Yh'² ghYffY]W `Uh'&\$&) 'Y]bYb'BYh'c!! a gUhn'j cb  
- %\$ž&'A ]''cbYb'9i fc 'Yfn]Y'h"8 Ug'Ybhgd]W'h]Y]bYa 'D'i g'j cb'%ž\*  
Dfcnybh'[ Y[ YbØVYf'XYa 'J cf'U'f" ð 'Y]bYa 'A Uf\_hi a Z'Xž'XUg'j cb  
DfY]gXfi W\_ž'cghYbghY][ Yfi b[ Yb'i bX'j Yf\U'hYbYa ' ?cbgi a  
[ YdfÄ[ h'k Ufž'VYnY]W bYh'X]Y' ; YgW ÄzhgZØ\ fi b[ 'XUg'9f[ YVb]g'U`g  
ghUf\_"'6YgcbXYfg'XYi h]W'nY][ h'g]W'XYf'ghfi \_hi fY''Y'K UbXY''b  
F]W hi b[ 'Ni ghY''[ YgW ÄZi' i bX'j]b'Y]bYf'ni bY\ a YbXYb  
8]ZYfYbn]Yfi b[ 'XYf'Gcfh]a YbhYž'Ui W'ja ' : 'Y]gW VYfY]W "

K UWX ghi a ' ]b 'gWX k ]Yf][ Ya 'A Uf\_hi a ZY`X

8 Yf`ÒghYffY]WX ]gWXY ; Ughfcbca ]Y!; fc» \UbXY`ghUbX'&\$&) 'i bhYf  
Yf\YV`]WX Ya 'k ]fhgWX UZh`]WX Ya '8 fi W\_"GhY][ YbXY'9bYf [ ]Y!'i bX  
DYfgcbU`\_cghYb'hfUZyb'Ui ZY]bY'VY[ fYbnhY'NU\`i b[ gVYfY]hgWX UZh  
XYf'; ÀghY"; Ughfcbca ]YVYhf]YVY'fYU[ ]YfhYb'a ]h'ni fØW\_\U'hYbXYa  
9]b\_Ui Zž\_i fnZf]gh][ YfYb'6YghY`i b[ Yb'i bX'j YfghÀf\_hYf'B UWX ZFU[ Y  
bUWX'dfY]g[ Øbgh][ Yb'5`hYfbUh]j Yb"  
HfUbg[ ci fa Yh'\_cbbhY'XYbbcW'A Uf\_hUbhY]'Y'g]WX Yfb'i bX'nÀ\`h  
U\_hi Y``a Y`f'U'g', \*"\$\$\$'U\_h]j Y'?i bX]bbYb'i bX'?i bXYb"+\$  
DfcnYbh'XYg'l a gUhnYg'k YfXYb'a ]hhYfk Y]'Y'ja 'Ni ghY``[ YgWÀZh  
Yfk ]fhgWX UZhYh'`Y]b`\_UfYf'< ]bk Y]g'Ui ZX]Y'j YfgW]YVi b[ '\]b'ni  
gYfj ]W'cf]Ybh]YfhYb'6Y`]YZYfi b[ ga cXY`Yb"

9][ Yba Uf\_Yb'i bX'DfY]gY]bgh]Y[ '[ Yk ]b bYb  
Ub'6YXYi hi b[

6YgcbXYfg'XmbUa ]gW'Ybhk ]W\_Y`hY'g]WX'XUg  
9][ Yba Uf\_YbgY[ a Ybh"8 ]Y'DfY]gY]bgh]Y[ ga Uf\_Y'9Wcbca m  
j YfnY]WX bYhY'Y]b'l a gUhd'i g'j cb '&' 'DfcnYbh"; `Y]WX nY]h][  
\_ØbX][ h'XUg'l bhYfbY\ a Yb'Ubž'&\$&\* '[ Yn]Y'h]a 'i: `Y]gW'gY[ a Ybh  
Ui gni VUi Yb'` ]bgVYgcbXYfY'ja '6YfY]WX'dfY]g']WX'UhhfU\_h]j Yf  
DfcXi \_h]b]Yb"  
: Øf': `Y]gW'Yf'i bX'; Ughfcbca ]YVYhf]YVY' ]gh'X]YgY'9bhk ]W`i b[ 'j cb  
\c\Yf'F Y'Yj Ubn"8 Yf'?cghYbXfi W\_]b'XYf'?ØW'Y'ZØ\fh'ni 'ghÀf\_YfYf  
?U`\_i `Uh]cbggYbg]V']hÀh"; `Y]WX nY]h][ 'ghY][ h'XYf'6YXUfZUb  
j Yf'Àgg`]WX Yf'E i U]hÀh'i bX`\_Uf`\_U`\_i `]YfVUFYb'K UfYbY]bgÀhnYb"  
9][ Yba Uf\_Yb'V]YhYb`\]Yf'Gd]Y'fUi a ži a 'i bhYfgW]YX`]WX Y'DfY]g!  
@Y]ghi b[ g!Ghi ZYb'UVni XYW\_Yb'i bX'A Uf[ Yb'ni 'ghUV']g]YfYb"  
6]c'i bX'B UWX \U'h][ \_Y]h'V'Y]VYb'ghUV]  
Hfchn'XYf'j YfgW]YVi b[ '\]b'ni '[ Øbgh][ YfYb'DfcXi \_hYb'V`Y]Vh'X]Y  
B UWX ZFU[ Y'bUWX '\cW'k Yfh][ Yb'i bX'bUWX \U'h][ Yb'Gcfh]a YbhYb  
\cW'"8]Y'6]c!l a gÀhnY'k i W'gYb'&\$&) 'i a 'ØVYf'%&'DfcnYbhž'X]Y  
6]c!9][ Yba Uf\_Y'BUhi fU`Y[ hY'i a 'ZUgh'&&'DfcnYbh'ni "'=a  
@]YZYf[ YgWÀZh]gh]Y[ 'BUhi fU'gc[ Uf'i a '&', 'DfcnYbh"  
5i W'ja 'i: `Y]gW'VYfY]WX'V`Y]Vh'B UWX \U'h][ \_Y]h'Y]b'niYbhfU'Yg  
H\Ya U"FY[ ]cbU]hÀhž'H]Yfk c\`dfc[ fUa a Y'i bX'hfUbgdUfYbhY

<Yf\_i bZh[ Yk ]bbYb`ja `; fc»j YfVfUi WXYfgY[ a Ybh`k Y]hYf`Ub  
6YXYi hi b[ ` ]bgVYgcbXYfY`]b`<chY`Yf]Y`i bX  
; Ya Y]bgWUZhgj YfdZY[ i b[ "

⇒bj Ygh]h]cbYb`i bX`Ghfi \_hi fYb hgWXY]Xi b[ Yb

HfUbg[ ci fa Yh`]bj Ygh]YfhY`&\$&) `fi bX`) \$`A ]``cbYb`9i fc`]b  
GhUbXcfhYbhk ]W`i b[ `i bX`@[ ]gh]\_": Øf`&\$&\*` ]gh`Y]b`k Y]hYfYf  
nk Y]ghY``][ Yf`A ]``cbYbVYhfU[ `[ Yd`Ubhž`i bhYf`UbXYfYa `ZØf`XYb  
bYi Yb`Ni ghY``ghUbXcfh`⇒bgVfi W`!`?Ya UhYbž`XYf`]a `<YfVgh  
YfØZbYb`gc``"  
; `Y]W`nY]h][ `k i fXY`XUg`[ Yd`UbhY`Dfc`Y`\_h`K ]Yb`!K Ygh`YbX[ Ø`h][  
Y]b[ YghY``h"8 Ug`7C `!bYi hfU`Y`; fc»a Uf`hdfc`Y`\_h`\`ÀhY`Ui h  
l bhYfbY`a YbgUb[ UVYb`fi bX`&) \$`5fVY]hgd`ÀhY`[ YgWUZZYb"  
⇒a `K YghYb`k i fXY`XYf`ZfØ`YfY`F ]YX`Ufh`GhUbXcfh`]b`K Øf[ `  
j c``gh`AbX][ `]bhY[ f]Yfhž`]b`?`ÀfbhYb`ØVYfbU`a`HfUbg[ ci fa Yh`XYb  
?i bXYbghcW`\_j cb`9i fc[ Ugh`@Y[ fc``⇒`GU`nVi f[ `k i fXY`Y]b`bYi Yg  
@[ ]gh]\_nYbhfia `YfØZbYh"

: `Y]gW`]a `: c`\_i g`&\$&\*

: Øf`&\$&\*`Yfk UfhYh`HfUbg[ ci fa Yh`Y]b`k Y]hYf`\]b`Ubgdfi W`gj c``Yg  
A Uf`\_hi a ZY`X``BYVYb`DfY]g!`i bX`GYfj ]W`cf]Ybh]Yfi b[ `fØW`h  
]bgVYgcbXYfY`XUg: `Y]gW`gY[ a Ybh`gh`Àf`\_Yf`]b`XYb`: c`\_i g``8Yf  
5i gVUi `j cb`9][ Yba Uf`\_Ybž`]bhY``][ YbhY`7cbj Yb]YbW`!@Øgi b[ Yb  
i bhYf`XYf`A Uf`\_Y` Ga Ufh`7i ]g]bY `gck ]Y`Y]bY`VfY]hY  
: f]gW`Y`\_ca dYhYbn`gc``Yb`; Ughfcbca ]YVYhf]YVY`VY]  
DYfgcbU`a Ub[ Y``i bX`?cghYbXfi W`\_i bhYfghØhnYb"  
; `Y]W`nY]h][ `]bj Ygh]Yfh`XUg`l bhYfbY`a Yb`k Y]hYf`]b  
BUW`\U`h][ \_Y]hž`i bhYf`UbXYfYa `]b`Y]bY`[ fc»Y`9!`@?K`!:``chY``8Yf  
9bYf[ ]YUi Zk UbX`\_cbbhY`&\$&) `XYi h]W`[ YgYb`\_h`k YfXYb"

K ]fhgW`UZh`]W`Y`9]bcfXbi b[

: Øf`X]Y`ØghYffY]W`]gW`Y`: `Y]gW`k ]fhgW`UZh`]gh`X]Y`9bhk ]W`\_i b[  
fY`Yj Ubh`; fc»`\`AbX`Yf`k ]Y`HfUbg[ ci fa Yh`Zi b[ ]YfYb`U`g`nYbhfU`Y  
8fY`gW`Y]VY`nk ]gW`Yb`DfcXi nYbhYbž`J YfUfVY]hYfb`i bX

; Ughfcbca ]Y"J YfgWk]YVi b[ Yb`]a `Gcfh]a Ybhga ]l ž'ghY][ YbXY  
BUW ZfU[ Y`bUW `DfY]gY]bgh]Y[ gdfcXi \_hYb`gck ]Y`[ `Y]W nY]h][  
ghUV]`Y`6]c!GY[ a YbhY`gd]Y[ Y`b`X]Y`U\_hi Y`Y`A Uf\_hg]hi Uh]cb`k ]XYf"  
8Yf`A Uf\_h`V`Y]Vh]j c`Uh]` `UVYf`ghfi \_hi fY`` \_`Uf.`GYfj ]Wž  
@c[ ]gh\_`Y]ghi b[ ž`DfY]gghUZZY`i b[ `i bX`bUW \U`h][ Y`E i U`hÅh`g]bX  
X]Y`nYbhfU`Yb`K YhhVYk YfVgZU\_hcfYb"

6Ygi Wk Yb`G]Y`i bg`Ui Z.`Z`Y]gWk i bXWł"Uh