

## Das Leben als Händler ist schon unruhig

Vor knapp drei Jahren hat Alexander Obsieger seinen Lebensmitteleinzelhandel „Der Greissler“ eröffnet. Er wollte etwas verändern und hat etwas verändert. Für Fleisch & Co zieht der junge Firmengründer sein Resümee über die ersten Jahren.



...

8Yf'; fY]gg`Yf ž5`YI UbXYf`C Vg]Y[ Yfž&, `đ\ fY`' b[ ž]gh'gY]h`\_bUdd  
XfY]'đ\ fYb]b`XYf`5`VYfh[ UggY`ja`UW`hYb`K`JYbYf`6Yn]f\_  
YfZc`[ fY]W`h`h[["`8Yf`[ Y`YfbhY`6]bbYbgW`]ZZYf`\Uh`X]Y`Fi`\\Y`Ui Z  
XYa`GW`]Z[ Y[ Yb`XUg`i bfi`\\[ Y`@YVYb`U`g`@YVYbga`]hhY`\ÄbX`Yf  
[ YhUi gW`h`i a`ni`%\$`i`XUg`ni`hi bž`k Ug`Yf`Y][ Ybh`]W`k`]"`GY`Vgh  
i a XYb`\_Ybž`XUg`?cbgi a j Yf`U`hYb`U`h]j`[ YghU`hYb`i bX`9ggYb`i bX  
@YVYbga`]hhY`U`g`dc`]h]gW`Y`9bhgW`Y]Xi b[ `VYk`i gg`ha UW`Yb`"  
đgd]f]Yfh`j cb`i bj YfdUW`hYa`C Vgh`i bX`; Ya ØgY`Ui Z`XYa  
: `cf]XgXcfZYf`A Uf`\_hi bX`XYf`; fU[ Yž`k`JY`Yg`k`ÄfYž`k`Ybb`Yg`UbXYfY  
@YVYbga`]hhY`Ui W`c`ZYb`ni`\_Ui ZYb`[ ÄVYž`Ybhk`]W`Y`hY`Yf`gY]b

5`g`6]bbYbgW\ ]ZZYf`]b`XYb`ghfYgg][ Yb`9]bnY`\ UbXY`

A Y]b`@VYb`U`g`GYYZU\ fYf3?`Uf.`5b[ YghY`h`k Uf`U`Yg`YUgmž i bX  
XUni`X]Y`F i \Y`Ui Z`XYa`GWX]ZZ`UVYf`]WX`UhhY`\_Y]bYb  
GY`YbZf]YXYb" `WX`a`O`WX`hY`b]WX`h`Ub[ YghY`h`gY]b"6Y]`a`]f`[ ]Vhg  
\_Y]b`<]bhYf`a`]f`X]Y`G]bhZi`h`"8Ug`@VYb`U`g`:`]fa`Yb[ fØbXYf]gh  
i bfi`\\[ ž`UVYf`]WX`a`U[ `X]Y`I`bg]WXYf\Y]hž`XUZØf`a`UWX`Y`]WX`XUgž  
k Ug`]WX`k`]ž`ni`%\$`\$`DfcnYbh"

G]Y`\_ÒbbYb`VY]`a` ]f`K`UfYb`]b`Ò\_c`c`[ ]gWXYf`E`i`U`]hÀh`j`cb`  
fY[ ]cbU`Yb`\_`Y]bghfi`\_hi`f]YfhYb`\_6Yhf]YVYb`\_Ui`ZYb`":`Y]gW`[ ]Vh`Yg`  
VY]`a` ]f`bi`f`Ui`Z`6YghY`i`b`["`≠W`V]YhY`X]Y`A`Ò`[ ]W`\_Y]hž:`Y]gW`ni`  
\_Ui`ZYb`ž`UVYf`ZcfW]YfY`Yg`b]W`h`"A`Y]b`A`chhc.`\_6YggYf`k`Yb][`Yfž`  
UVYf`]b`UVgc`i`hYf`<`Ua`a`Yfei`U`]hÀh`\_`≠W`UfVY]hY`a` ]h`nk`Y`  
@UbXk`]fhYb`ZØf`;`YZØ[`Y`i`bX`GW`k`Y]bž`X]Y`XUg`f]W`h][`Y`  
GW`UW`hU`hYf`XYf`H]YfY`fYgdY`\_h]YfYb`i`bX`bi`f`XUbb`gW`UW`hYb`ž`  
b]W`h`Ui`Z`B`UW`ZfU[`Y"

⇒X 'UfVY]hY'a ]h'VYfghU' 'XYf'6]c[ fc» \UbXYž'XYf'Ui g'XYf'YfghYb

6]c[ YbcggYbgWUZh<sup>2</sup> ghYffY]Wg\Yfj cf[ Y[ Ub[ Yb']gh' ži bX'X]YgYf  
]gh'GWb]hghY''Y'nk ]gWYb'XYb'@UbXk ]fhYb'i bX'XYa '9]bnY\UbXY''  
<]Yf'k ]fX'bi f'XUg'j Yf\_Ui Zhž'k Ug'X]Y'6Ui Yfb']a 'U\_hi Y''Yb'5b[ YVch  
\UVYb''≠W'a ÒW'hY'Xi fW'a Y]bY'5fh'XYg'9]b\_Ui Zg'U'g  
9]bnY\ÅbX'Yf'Ui W'XYb'\_Y]bghfi \_hi f]YfhYb'@YVYbga ]hhY\UbXY'  
ZcfW]YfYb' 'k Y[ 'j cb'?cbnYfbYb'i bX'[ fc»ZÅW][ Ya ' @UbXVUi 'i bX  
\b'ni '\_Y]bghfi \_hi f]YfhYb'6Yhf]YVYb''

8]Y'K UfYbž'X]Y'jW'UbV]YhY' ' ; Ya ØgYž'C Vghž'HY][ k UfYbž  
?UfhcZY'bž'F Y]gž'A ]W'ž?ÀgYž<sup>2</sup> 'Yž'GÅZhYž'K Y]b'i bX'j ]Y'Y'a Y\f' ž  
g]bX'j cb'gc'WYb'6Yhf]YVYb''9g'[ ]Vh'Ui W'j]bhYfbUh]cbU'Y'ZU]f  
[ Y\UbXY'hY'6]ck UfYž'6Uga Uh]fY]gž'C`j YbÒ'ž'9fXbØggY'cXYf  
DUfUbØggYž'C fUb[ Yb''l bX'XYf'?i bXY''Y[ h'k ]f\_]W'K Yfh'Ui Z'X]YgY  
8]b[ Y''

K ]Y'Zi b\_h]cb]Yfh'XYf'9]b\_Ui Z3

9]b'k YgYbh]WYf'6YghUbXhY]'Y]bYg'9]b\_Ui Zg'VY]'a ]f']gh'gW'cb']a  
JcfZY'X'XUfØVYf'bUW'ni XYb\_Ybž'k Ug'a Ub'VfUi W'h''6fUi W'Y'jW  
F Y]gž'VfUi W'Y'jW'Ui W'Y]b' ; YZÅ»'XUni ''a '≠XYU'ZU''b]a a gh'Xi  
Y]b' ; YZÅ»'a ]hž'k ]f'k ]Y[ Yb'Yg'UVž'XUbb'VYZØ`gh'Xi 'Ygž'k ]f'k ]Y[ Yb  
bcW'a U''UVž'Xi 'gW'fY]Vgh'a ]h'Y]bYa 'Gh]Zh'Ui Z'XUg' ; YZÅ»'cXYf  
GUW\_Yf'ž'k ]Y'j ]Y''Yg']ghž'i bX'nU\`gh'Ub'XYf'? UggU''

5''Yf'5bZUb[ ' ]gh'gW'k Yf''K Ug']gh'≠f' : Un]h'bUW'XfY]'>U\ fYb  
GY`VghghÅbX][ \_Y]h3

5`g']W'Ub[ YZUb[ Yb'\UVYž'k Uf'a ]f'k ]W'h][ ž'XUgg']W'k ]fhgWUZh]W  
ØVYf'YVYb'\_Ubb''C\ bY'XUg'Zi b\_h]cb]Yfh'X]Y'j YfVYggYfi b[ 'b]W'h'  
]W'\UVY'V]g'YhnhØVYf'YVhž'i bX'Yg'gW'Ui h'gY\f'[ i h'Ui g''≠W  
k UW'gY'VY! ghÅbX][ '' : ]bUbn]Y'' ]gh'Yg'Y]b'[ fc»Yf'GhfYgg' 'XYf  
Gca a Yf']gh'Y]bY'gY\f'gW'k ]Yf][ Y'NY]hž'VY]'i bg']b'K ]Yb'\YffgW'h'U  
X]Y'GhUXhž'i W'h''8]Y'A ]YhY''Åi Zh'k Y]hYfž'X]Y'K UfYb'a ØggYb  
j cfZ]bUbn]Yfh'k YfXYbž'XYf'7Ug\Zck ' ]gh[ YghØfh''≠W'\UVY  
j Yfgi W'hž'Ui ZVYgcbXYfY'l a ghÅbXY'j]b'XYf'GhUXh'ni 'fYU[ ]YfYb.'a  
@YVYbga ]hhY\UbXY'' ]gh'Yg'V]hhYfž'k Ybb'X]Y'GUWYb'gW'YW'h  
k YfXYb''≠W'j Yfgi W'Y'ja a Yf'ni 'j Yfa Y]XYbž'XUgg'Yhk Ug  
Øvf][ V'Y]Vhž'i bX'jW'j Yfgi W'Y'gc'Y]bni \_Ui ZYbž'XUgg'X]Y'8]b[ Y

Y\Yf`Ui g!`U`g`\_Udi hh[ Y\Yb""K Ybb`XUbb`XcW\`Yhk Ug`ØVf][`V`Y]Vhž  
XUbb`j Yf\_cW\h`XUg`F YghUi fUbh`A Ua Ua cb`H\U]`bYVYbUb`U``X]Y  
GUW\Yb""W\`j Yf\_Ui ZY`Yg`ni a `` DUm`Ug`mci ``]\_Y !DfY]gž`i bX`k ]f  
hY]`Yb`X]Y`9]bbU\`a Yb""9]bY`?ccdYfUh]cb`Ui Z`5i [ Yb\Ø\Y"

5i hcf]b.`? Uh\Uf]bU`GhØ[ a Ø``Yf

.

6Ygi W\Yb`G]Y`i bg`Ui Z.`Z`Y]gW\i bXWł"Uh