

## Herzhaft essen

Steirische Fleischer-Meisterbetriebe starten mit einer neuen  
Werbekampagne in den Herbst



...

8]Y'ghY]f]gWXYb':`Y]gWXYfa Y]ghYf'[ YVYb'U`g'HfUX]h]cbg\UbXk Yf\_Yf  
a ]h']\fYf'bYi Yb'`b]h]Uh]j Y' < Yfn\UZh'9GG9B `Y]b'\_fÄZh][ Yg  
@YVYbgnY]WXYb'j cb'g]WXY'"5V'A ]hhY'GYdhYa VYf'k ]fX'X]Y  
K YfVY\_Ua dU[ bY'Y]bYf'VfY]hYb'² ZZYbh']WXY\_Y]h'dfÄgYbh]Yfh"  
8i hnYbXY'6Yhf]YVY'ja '[ UbNyb'6i bXYg'UbX'k YfXYb'gck c'\`X]Y  
ghY]f]gWXYb'?cbgi a YbhYb'U`g'Ui WXY'X]Y'I f'Ui Vg[ ÄghY'XUj cb  
ØVYfnYi [ Ybž'XUgg']\fY'6Yhf]YVY' ?ca dYhYbnnYbhYb'ZØf':`Y]gW  
i bX'; Ybi gg'g]bX'i bX'XUgg'YXYf'9]b\_Ui Z]a':`Y]gWXYf!  
: UWXY YgWXYÄZh'Y]bY' FY]gY'ni a 'I fgd fi b[ 'XYg'[ i hYb'; YgWXYa UW\_g  
]gh"

; Yb]Y»Yf'i bX`@YV\UVYf`XYg[ i hYb'; YgW\ a UW\_g`Ui g`U`Yb  
ghY]f]gW\Yb`F Y[ ]cbYb`gc``Yb`b]W\h`bi f`XYb'; YghU[ gVfUhYb`VY]  
]\fYa`':`Y]gW\Yfa`Y]ghYf`XYg`J YfhfUi Ybg`j cfVYghY``Yb`"BY]bž`g]Y  
gc``Yb`Ui W\`XUg[ Ubny`đ\ f`ØVYf'; Y`Y[ Yb\Y]h`UVYb`i bX`bi hnybž  
g]W\`j cb`XYf`?ca`dYhYbn`i bX`XYa`'\c\Yb`GYfj`]W[ fUX`XYf  
hY]`bY\`a`YbXYb`6Yhf]YVY`i bX`XYfYb`A`]hUfVY]hYf`ni`ØVYfnYi`[ Yb`"

`GU]gcbU`Y`GW\k Yfdi b\_hY

; Y`]b[ Yb`gc``X]YgYg`j cb`XYf`K`?C`]b]h]]YfhY`?cbnYdh`Xi fW\  
U\`fYgnY]h]W\`i bhYfgW\]YX`]W\Y`GW\k Yfdi b\_hY`k`]Y`<Yfn\UZh  
Ui gbYb`'fk`YfVghž`<Yfn\UZh`VfUhYb`Ž`'\_cW\Yb`'fK`]bhYfŁ`gck`]Y  
<Yfn\UZh[ f]`Yb`Ž`'k`ØfnYb`'fl fØ\`U\`f`#Gca`a`YfŁ`"

A YX]YbdfÄgYbnž`9j Ybhg`i bX`J YfUbghU`hi b[ Yb`gck`]Y`; Ybi gg!  
?ccdYfUh]cbYb`a`]h`K`Y]b`i bX`; Yk`ØfnYb`ghY``Yb`b]W\h`bi f`XUg  
:`Y]gW\Yf\UbXk`Yf`\_]b`gY]bYf`[ Ubnyb`J`]Y`ZU`h`i bX`5i`gk`U\`j`cfž  
gcbXYfb`V]YhYb`j`cf`U``Ya`'XYb`?cbgi`a`YbhYb`[ Ubny`Ä\`f][  
i bnÄ\`][ Y`; Y`Y[ Yb\Y]hYbž`VY]a`':`Y]gW\Yf!A`Y]ghYfVYhf]YV`]\fY  
; i`ghc!GhØW\_Yf`b`i bX`GW\`a`Ub\_Yf`b`'ZØf`Y]bYb`'\Yfn\UZhYg  
9ggYb`'ni`VYgcf[ Yb`"

K`]W\h][ Y``c[ ]gh]gW\Y`I`bhYfghØhni`b[`Yf\Ä`h`X]Y`ghY]f]gW\Y`'đbi`b[  
XUVY]]`ca`':`Y]gW\Yfj`YfVUbX`Y; Yb`"K`]f`g]bX`Zfc\ž`gc`Y]bYb  
Yb[ U[ ]YfhYbž`k`Yfhj`c``Yb`DUfhbYf`ni`'\UVYbž`XYf`i`bg`hUh\_fÄZh][  
i`bhYfghØhnh`ž`a`Y]bhXUni`'A`U[ "'A`Ubi`Y``<`ÖZZYfYfž  
@UbXYg]bbi`b[ g[ YgW\ÄZhgzØ\`fYf`GhY]Yfa`Uf`"

fFYX"#K`?GHŁ

K`Y]hYfY`'đZcg.`k`k`k`"Yfn\UZhYggYb`"Uh

.

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