

Hochwechsel in Wurstform

Johann Gugerell übernahm vor zwei Jahren den elterlichen Betrieb und punktet mit Engagement und kreativen Produkten.



...

A Ub`Z]bXYh`x\Ubb`; i [YfY``\]bhYf`XYf`H\Y_Y`[YbUi`gc`k`]Y`X]Y
GYb]cfW\YZ]b`H\YfYgY`ffY"Ł`X]Y`ni`XYb`Y`Z`A`]hUfVY]hYfb`XYf`
:`Y]gW\YfY]`nÀ\`h"

`|`A`c]_`

...

9]b`[`ghUbXYbYf`:`Y]gW\Yf`]gh`x\Ubb`; i [YfY``"5VYf`Ui`W\`Y]bYfž
XYf`[YfbY`Y]ba`U`ØVYf`XYb`HY`YffUbX`V`]W_h`J`cf`fi`bX`nk`Y]
X\Yb`U`h`Yf`XYb`HfUX]h]cbgVYhf]YV`gY]bYf`9`hYfb`]a
b]YXYfØghYffY]W\]gW\Yb`5gdUb[!A`Uf_h`ØVYfbca`a`Yb``8Yf`bi`b
dfU_h]gW\`Zf]gW\`fYbcj`]YfhY`6Yhf]YV`ghfU\`h`Ui`g`U`Yb`9W_Yb`i`bX
9bXYbž`i`bX`XUg`Gcfh]a`Ybh`_Ubb`g]W\`gY\Yb``UggYb"

6Y_Ubbh`]gh`a`Ub`i`bhYf`UbXYfYa`ZØf`@YVYf_ÄgY`i`bX`8Ui`Yfk`ØfghYž
A`cbhU[`i`bX`8]YbghU[`]Vh`Yg`Zf]gW\Y`6`i`hk`ØfghY`gck`]Y`\Y]»Y
?YggY`XØffY"";`c`X`[`UV`g`\Yi`Yf`]b`K`Y`g`Ub`Ägg`]W\`XYf`K`i`fgh`K`A
ZØf`X]Y`[`fcVY`GhfY]W\k`i`fghž`XYb`Nk`]YV`]b[`gck`]Y`ZØf`XYb
gY`Vgh[`Ya`UW\hYb`<c`ÄbX]gW\Yb`?ÄgYgU`Uh"G]VYf`VfUW\hY`XYf`
?ÄgY!@YVYf_ÄgY`i`bX`Y]b[`]Ub`n`VYgcbXYfYg`fY[`]cbU`Yg`DfcXi`_h
X]Y`<c`W\k`YW\gY`k`i`fgh`Y]bY`fY[`]cbU`Y`GdYn]U`]hÄhž`VYbUbbh`bUW\
XYa`<Ui`dh[`]dZY``]a`K`YW\gY`[`YV]f[`Y""`K`]f`g]bX`ØVf][`Ybg`Ui`W\
gY\`f`ghUf_]`a`:`f]gW\YgY`_hcf`žYfnÀ\`h`; i [YfY``"?cbnYdhi`Y`Y
I`bhYfghØhni`b[`]Z]bXYhYf`\]Yf`Ui`W\`]a`Dfc[`]fUa`a`XYf`
6cbi`gZY]gW\Yf"";`YfUXY`X]Y`6cbi`g_UfhY`k`]fX`gY\`fž`gY\`f[`]h
Ub[`Ybca`a`Yb`žYfnÀ\`hYf""6Y]XYb`?i`bXYb`ØVf][`Ybg`Ui`W\`gY\`f
VY`]YVh`]gh`XUg`?U`VZY]gW\.`a`:`Y[`YbgUhm`ni`]j`]Y`Yb`UbXYfYb
:`Y]gW\Yfb[`]Y\`h`XUg`VY`]i`bg`gY\`f[`]i`h`žZfYi`h`g]W\`; i [YfY``"

⇒a`V]gg

K`Yf[`]Y]W\`]cf`C`fh`Yhk`Ug`K`Ufa`Yg`]a`A`U[`Yb`VfUi`W\`hž`\Uh`XUni
a`]hU[`]g`X]Y`;`Y`Y[`Yb\Y]h`HÄ[`]W\`k`]fX`Y]bY`GdY]gY`Ub[`]YVchYb`
i`bX`Ui`W\`[`]i`h`i`bX`[`]YfbY`Ub[`]Ybca`a`Yb``(\$`Dcfh]cbYb`i`bX`a`Y\`f

[Y\Yb`\"Yf'hÀ[`]W\ØVYf'XYb`@UXYbh]gW\ž'a Y]gh'?`Ugg]_Yf'k]Y`ni a
6Y]gd]Y`FY]gZY]gW\"

A]h`k cW\g[]Vhg'hfUX]h]cbY`6Yi gW\Yf`" 8 Ug`k Uf'gW\cb`VY]
a Y]bYf`Ca U`gcž`XUgg[YbUi`Ub`XYa`HU[`6Yi gW\Yf`Ub[YVchYb
k]fX`ž`YfnÀ`h`æ`Ubb`"GY]h`%-`*`VYghY`h`XYf`6Yhf]YV`Ua
<Ui`dhd`Uhn`]b`5gdUb[!A Uf`hž[Y[fØbXYh]`cb`Fi`dYfh`; i [YfY`"
5`g`X]YgYf`A]hhY`XYf`* \$Yf!`J\`fY`d`Øhn`]W\`j YfghUfVž`k Uf'gY]bY` : fUi
5bbU[Ynk i b[Ybž`XYb`6Yhf]YV`U`Y]bY`k Y]hYfni ZØ`fYb`"%-`\$
ØVYfbU\`a`Gc\`b`5`ZFYX[Ya Y]bgUa`a]h`9\YfUi`H\YfYgY`XUg
; Yk YfVYž`i bX`gY]h`&\$%%`ZØ`fh`æ`Ubb`X]Y` :`Y]gW\YfY]"8Yf`GYb]cf
]gh`a]hhYfk Y]Y`]b`DYbg]cbž`A i hhYf`H\YfYgY`]gh`bUW\`k]Y`j`cf`]b`XYf
 :`Y]gW\YfY`]VYfi`Z]W\`U_h]j`i bX`Y]bY`XYf`Y`Z`A]hUfVY]hYf`j`cb
; i [YfY`"

Fi`bX`nY\`b`GW\k Y]bY`i bX`Y]b`V]g`nk Y]?Ø\Y`k YfXYb`\"Yf`]b`XYf
K`cW\Y`j YfUfVY]hYh`9hk U`U`Y`%(`HU[Y`k]fX`Ui W\` : Y]bYg`j`ca`?U`V
dfcXi`n]Yfh`"

9f`gY`Vgh`\Uh`b]W\h`VY`]XYb`9`hYfb[Y`Yfbhž`gcbXYfb`a`UW\hY`gY]bY
 :`Y]gW\YfUi`gV`]Xi`b[`VY`]@cfYb`n`]b`BYi`b_]fW\Yb`"8UbUW\`k Uf
æ`Ubb`UW\h`J\`fY`]a`9]b_Ui`Z]a`@9<`d]a`Äf`VY`]9i`fcgdUf`ž
VY]`cf`Yf`ni`6Yf[Yf` :`Y]gW\k`UfYb`]b`XYb`5i`»YbX]Ybgh
k`YW\gY`hY`"9]b`Vi`bhYf`@YVYbg`Ui`Z`XYf`Ui`W\`YXY`A`Yb[Y`?bck`!
 \ck`ZØf`X]Y`i`bhYfgW\]YX`]W\Yb`k`]fhgW\UZh]W\Yb`6fUbW\YbgdYn]Z_U
]a` :`Y]gW\VYfY]W\`a`]h`g]W\`Vf]b[h`"

9g`k Uf`k]f_]W\`gY\`fž`gY\`f`]bhYfYggUbh`ž'a Y]bh`Yf`\Yi`hY
fØW_V`]W_YbX`"&\$%%`YfY]hY`]b`XUbb`gW\`Y»`]W\`XYf`Fi`ZXYf
 : Ua`]Y`]XYa`Yf`VYfY]hk`]`[`Zc`[hY`"

DfY]gXi`a`d]b[

A]h`XYa` : YgW\ÄZh[YbYfY`gY\`f`ni`Zf]YXYb`nY][`h`g]W\`\Yi`hY`XYf
A]hXfY]»][`Yf`"?f]h]gW\`Äi`»Yfh`g]W\`; i [YfY`U`YfX]b[`g`ØVYf`X]Y
 [YbYfY`Y`DfY]gd`fcV`Ya`Uh_]`a` :`Y]gW\VYfY]W\`" ; YfUXY`VY`]i`bg`]b
XYf`; Y[YbX`k`]fX`gY\`f`]Y`]j`YfgW\`Yi`XYfh`ž`gc`æ`Ubb`"; YfUXY`]a
 ; Ughfc!6YfY]W\`cXYf`VY`]J`YfY]bgj`YfUbghU`hi`b[Yb`_ca`a`Yb`K`]fhY`

i bX`7c`gY\`f`cZhini`[`Øbgh][`ni`]\`fYb`K`UfYb`"`. A`Ub`a`Yf`_`h`gW\`cbž`
XUgg`XUg`:`Y]gW\`]b`XYb`YmhYb`đ\`fYb`]a`a`Yf`hYi`fYf`k`]fX`"5VYf`
XUg`k`]f`_`h`XYa`G\`Yi`XYfb`Ybh[`Y[`Yb`ž`]gh;`i`[`YfY``ØVYfnYi`[`h`
8U\`Yf`VYžfk`cfhYh`Yf`XYb`[`YbYfY`Yb`DfY]gUbgh]Y[`žf`X]YgYg`
k`Yfhj`c``Y`@YVYbga`]hhY`"

I`bX`k`Ug`]gh`žf`X]Y`Ni`_i`bZh[`Yd`Ubh3`5V`b\W\`ghYa`đ\`f`k`]``XYf`
5A`5!;`f]``hfU]bYf`?i`fgY`žf`5bZ\`b[`Yf`i`bX`:`cfh[`YgW\`f]hhYbY`[`YVYb`"
9]b`GhUbXVY]b`a`Y\`f`U`gcž`XUgg`Ui`»YfXYa`XUni`X]Ybhž`X]Y`
Ni`VYfY]hi`b[`]j`cb`:`Y]gW\`gW\`a`UW_\`UZhini`a`UW\Yb`"

.

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