

## Hochwechsel in Wurstform

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



A Ub 'ZjbXYh' >c \Ub b'; i [ YfY ``\ ]bhYf'XYf'H\Y\_Y'[ YbUi gc'k ]Y'X]Y  
GYb]cfW\YZjb'H\YfYgY'ffY"Ł'X]Y'ni'XYb'Y'ZA ]hUfVY]hYfb'XYf  
: 'Y]gW\YfY]nA\`h"

| A c]\_

...  
9]b'[ ghUbXYbYf': 'Y]gW\Yf']gh' >c \Ub b'; i [ YfY ``'5VYf'Ui W\Y]bYfž  
XYf'[ YfbY'Y]ba U'\ØVYf'XYb'HY``YffUbX'V']W\_h"Jcf'fi bX'nk Y]  
š\ fYb '\Uh'Yf'XYb'HfUX]h]cbgVYhf]YV'gY]bYf'9'hYfb'ja  
b]YXYfOghYffY]W\Yb'5gdUb[ !A Uf\_hØVYfbca a Yb''8Yf'bi b  
dfU\_h]gW\Zf]gW\ fYbcj ]YfhY'6Yhf]YV'ghfU\`h'Ui g'U''Yb'9W\Yb'i bX  
9bXYbži bX'XUg'Gcfh]a Ybh'\_Ubb'g]W\g'Y\Yb''UggYb''

6Y\_Ubbh']gh'a Ub'i bhYf'UbXYfYa'Zøf'@YVYf\_AgY'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'Agg']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`AbX]gW\Yb'?AgYgU'Uh'G]VYf'VfUW\hY'XYf  
?AgY!@YVYf\_AgY'i bX'Y]b[ Ubn'VYgcbXYfYg'fY[ ]cbU'Yg'DfcXi \_h  
X]Y'<cW\k YW\gY'k i fgh'`Y]bY'fY[ ]cbU'Y'GdYn]U]hAhž'VYbUbh'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'ž'YfnA\`h'; i [ YfY ``?cbnYdhí Y''Y  
I bhYfghØhni b[ 'ZjbXYh'Yf'\ ]Yf'Ui W\']a'Dfc[ fUa a'XYf'  
6cbi gZ'Y]gW\Yf''; YfUXY'X]Y'6cbi g\_UfhY'k ]fX'gY'fž'gY'f'[ i h  
Ub[ Ybca a Yb'ž'YfnA\`h'Yf''6Y]XYb'?i bXYb'ØVf][ Ybg'Ui W\gY'f  
VY']YVh']gh'XUg'?U'VZY]gW\.'=a'; Y[ YbgUhn'ni'j]Y'Yb'UbXYfYb  
: 'Y]gW\Yfb'[ Y\h'XUg'VY]i bg'gY'f'[ i h'ž'ZfYi h'g]W\'; i [ YfY ``

=a V]gg

K Yf'[ 'Y]W\j cf'Cfh'Yhk Ug'K Ufa Yg']a'A U[ Yb'VfUi W\hž'\Uh'XUni  
a ]hhU[ g'X]Y'; Y'Y[ Yb'Y]h'HA[ '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 ]hhk cW\g`[ ]Vh g`hfUX]h]cbY``6Yi gW\Yf`` 8Ug`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`x\Ubb"GY]h`%-` \*`VYghY\h`XYf`6Yhf]YV`Ua  
<Ui dh`Uhñ`]b`5gdUb[ !A Uf`\_h`[ Y[ fØbXYhj cb`F i dYfh; i [ YfY``  
5`g`X]YgYf`A ]hhY`XYf`\*`\$Yf!`J\`fY`d`Ohn`]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\`fhi`x\Ubb`X]Y` `Y]gW\YfY]``8Yf`GYb]cf  
]gh`a`]hh`Yfk`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``

F i 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`Uhb]W\h`VY]`XYb`9`hYfb`[ Y`Yfbhž`gcbXYfb`a`UW\hY`gY]bY  
: `Y]gW\YfUi`gV`Xi`b[ `VY`@cfYbñ`]b`B`Yi`b\_]fW\Yb``8Ub`UW\`k`Uf  
x\Ubb`UW\h`J\`fY`]a`9`b\_Ui`Z`]a`@9<`df]a`Àf`VY]`9i`fcgdUf`ž  
VYj`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\Už`]W\Yb`6fUb`W\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`]b`hYf`YggUbh`ž`a`Y]bh`Yf`\\`Yi`hY`XYf  
fØW\_V`]W\`YbX``&\$%`YfY]`hY`]`b`XUbb`gW\`Y`]W\`XYf`F`i`Z`XYf  
: Ua`]`Y`XYa`Yf`VYfY]h`k`][`Zc`[ hY"

DfY]gXi`a`d`]b[

A`]h`XYa` ;`YgW\Àž`[ YbYfY``gY\`f`ni`Zf]YXYb`nY][ h`g]W\`\\`Yi`hY`XYf  
A`]hXfY`][ Yf``?f]h]gW\`Ài`»`Yf`g]W\` ;`i`[ YfY``U`YfX]b[ g`ØVYf`X]Y  
[ YbYfY``Y`DfY]gdfcV`Y`a`Uh`\_`]a` :`Y]gW\`VYfY]W\`` ;`YfUXY`VY]`i`bg`]b  
XYf` ;`Y[ YbX`k`]fX`gY\`f`j`]Y`j`YfgW\`Yi`XYfh`ž`gc`x\Ubb``;`YfUXY`]a  
;`Ughfc!6YfY]W\`cXYf`VY]`J`YfY]bgj`YfUb`ghU`hi`b[ Yb`\_ca`a`Yb`K`]fhY

i bX'7c'gY\ f'cZh'ni '[ Øbgh][ 'ni ']\fYb'K UfYb" A Ub'a Yf\_h'gWcbž  
XUgg'XUg': `Y]gW\ ]b'XYb ``YhnhYb 'J\ fYb 'ja a Yf'hYi fYf'k ]fX"5VYf  
XUg'k ]f\_h'XYa 'GW\ 'Yi XYfb 'Ybh[ Y[ Yb ž]gh; i [ YfY``ØVYfnYi [ h"  
8 U\Yf'VY ZØfk cfhYh'Yf'XYb '[ YbYfY``Yb 'DfY]gUbgh]Y[ 'ZØf'X]YgYg  
k Yfhj c``Y '@VYbga ]hhY"

I bX'k Ug']gh'ZØf'X]Y Ni \_i bZh[ Yd'Ubh3'5V'bA\ ghYa 'J\ f'k ]``XYf  
5A 5!; f]`hfu]bYf?i fgY'ZØf'5bZAb[ Yf'i bX': cfh[ YgW\ f]hhYbY '[ YVYb"  
9]b'GhUbXVY]b'a Y\ f'U'gcžXUgg'Ui » YfXYa 'XUni 'X]Ybhž'X]Y  
Ni VYfY]hi b[ 'j cb': `Y]gW\ gW\ a UW\ \UZhni 'a UW\ Yb"

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