

„Ich geh jede Woche zum Metzger“

Medienstar Harry Prünster spricht im Interview mit der ÖFZ über seine Werbetätigkeit für die Tiroler Fleischer, seinen Stamm-Metzger und „fleischliche“ Vorlieben



...

A]h'XYa ' ; Yk]bb 'j cb ' < Uffm'DfØbghYf'ZØf'Y]bY 'bYi Y 'K YfVY']b]Y
[Y`Ub['XYf'H]fc`Yf': `Y]gWYf]bbi b['Y]b 'j Yf]hUV`Yf'7ci d" '8Yf'Ui g
FUX]c 'i bX ' : YfbgY\Yb 'VY_UbbhY'9bhYfhU]bYf'k]fVh'a]h'XYa 'G`c[Ub
8]Y'H]fc`Yf'A Yhn[Yf' 'XUfUI Z'_Ubb ']W 'j YfhfUi Yb 'gck]Y
\i a cfj c ``Yb 'Gdchq'ZØf'X]Y : `Y]gWYf'gY]bYg' < Y]a UhVi bXYg`UbXYg"
; fi bX '[Ybi ['ZØf'X]Y '2 : Nžni 'Y]bYa ' ; YgdfAW 'a]h'XYa
gma dUh\]gWYb 'A YX]YbghUf'ni 'V]hhYb 'i bX 'a Y\ f'XUfØVYf'ni
YfZU\ fYb"

'G]Y 'g]bX 'Y]b 'j]Y'VYgWÀZh][hYf'A cXYfUhcf 'i bX '9bhYfhU]bYf
'k]Y '_c bbhYb 'A bYb 'X]Y'H]fc`Yf': `Y]gWYf'hfc hn 'j c ``Yb
HYfa]b_U`YbXYfg'X]Y 'Ni gUa a YbUfVY]h'gW a UW_\UZh
a UWYb 3

' < Uffm'DfØbghYf. 'U'k]f_]W 'z'k À\ fYbX 'k]f'hY'Yzcb]YfYb'z'V]b ']W
ni a '6Y]gd]Y'Ui Z'XYa 'K Y['bUW 'K]Yb 'ni 'Y]bYf': YfbgY\gYbXi b[
]a ' < Ui dhUVYbXdfc[fUa a 'z'VY]XYf']W 'U'g'; Ugh'Ui ZhfYhYb 'k YfXY"
8]Y 'Ni gUa a YbUfVY]h' 'X]YgY' _Ua 'Y][Ybh]W 'Xi fW 'XYb '?cbhU_h
a]h'bbi b[ga Y]ghYf'H\ca Ug'DfYa 'ni ghUbXY' 'A'ghJa a Y 'U'Ui g
XYf'; Ya Y]bXY'Jca d'VY]GW k Un'i bX '_Ui ZY']ja a Yf'VY]XYf'Xcfh
Ub[Yg]YXY'hYb 'A Yhn[YfY]DfYa 'Y]b 'Gc 'YbghUbX 'f[YbXk Ubb 'X]Y
=XY 'ni 'Y]bYf' 'i gh][Yb'z'nY]h[Ya À» Yb 'K YfVi b['ZØf'X]Y'H]fc`Yf
: 'Y]gWYf' '8]Y'9f'\U'hi b['Y]bYg'k]W h][Yb ' < UbXk Yf_g'a]h
E i U']h'hdgdfcXi _hYb ']gh'Yh' Ug'z'XUg'a]f'Ua ' < YfnYb '']Y[h'z'XUfi a
\UVY]W ' [YfbY 'ni [YgU[h'8Ug'; UbnY ']gh'Ui W ' _Y]b 'ØV']W Yf
K YfVYXYU' 'XYg'; Y'XYg'k Y[Yb'z'XYbb 'XUg'6i X[Yh']gh'a cXYfUh' 'K]f
UfVY]hYb 'XU'ghUf_ 'a]h'XYa 'H]fc`Yf'GW a À\ 'i bX 'XYf'fY[]cbU'Yb
J YfVi bXYb\Y]h' 'X]Y 'Ni gUa a YbUfVY]h']gh'U'gc 'Ui W 'bi f'ZØf'Y]bYb
VY[fYbnhYb 'FU\ a Yb ' [YXUW h'

'K]Y 'G]Y 'j cf\Yf'Yfk À\ b hYb'z'_Ui ZYb 'G]Y 'gY'VYf'VY]a
: 'Y]gWYf'Y]b ''K Ug'g]bX 'ZØf'G]Y 'X]Y 'J cfhY]'Y ' [Y[YbØVYf
XYb 'Gi dYfa Àf_hYb 3

'A Ub 'a Yf_hž'G]Y 'g]bX 'a]h'XYa 'H\Ya U'j YfhfUi h" '9VYbgc
a]h'XYb 'a U[YdfcV`Ya Yb 'XYf': `Y]gWYfY]ž'XYbYb 'a]h
i Yfghž'f_hYf'K YfVi b['Ybh[Y[Yb[Yk]f_hk YfXYb 'gc ``3

K Ybb'a Ub 'VYXYb_hž'XUgg'Yg'ZfØ\Yf]a'; fc»fUi a 'GWk Un ØVYf
Y]b'8i hnYbX'A Yhn[YfY]Yb'[UVžj cb'XYbYb'\Yi hY'b]Wk h'Y]ba U'
a Y\ f'Y]bY<UbXj c ``ØVf][[YV`]YVYb']ghž'a i gg'a Ub 'ZØf'XYb'9f\U'
XYg<UbXk Yf_g_Àa dZYbž'U`Y]b'gWcb'k Y[Yb'XYf@Y\ fghY`Yb'ZØf
i bgYfY'‡[YbX"?`Y]bY'ZUa])AfY'6Yhf]YVY'i bhYfghØhnYb'i bX'Ui Z
g]Y'Ui Za Yf_gUa'a UWk Ybž'XUg'gY\Y']Wk'U'g'5i ZhfU["‡'a Y]bYf
FUX]cgYbXi b['ZØf'XUg'H]fc'Yf@JbXYgghi X]c '\UhH'Y']Wk'j cf
K Y]\bUWk hYb'ni a '6Y]gd]Y`Y]b][Y'A Y]ghYf'i bX'@Y\ f']b[Y'Ui g'XYa
: `Y]gWk YfY][Yk YfVY'ni'; Ughž'X]Y'_cbbhYb'XU'XYb'Ni \ØfYfb']\fY
9fnYi [b]ggY'gWk a UW_\UZh'a UWk Yb"

'G]Y '\UVYb 'ZfØ\ Yf 'U'g '@Y \fYf 'i b hYff]W hY hž'g]W 'XUb b 'U'g
A cXYfUhcf 'i bX '9b hYfhU]b Yf 'gY 'VghghAbX][[Ya UW h" K]Y
g]bX 'Δ fY '9fZU\ fi b [Yb 'a]h XYf 'GY 'VghghAbX][_Y]h3

UVY`[fc»Yb'FYgdY_h'8]Y`?`Y]bi bhYfbY\ a Yf'g]bX`U'k]f_`]W
X]Y`Ufa Yb'HYi ZY`i bgYfYg`GmghYa g. @c\ bUVfYW bi b[ž'GhYi Yfž
?fUb_Yb_UggYž; YgYhnYgAbXYfi b[Yb'YhWži a 'U`Yg'a ØggYb'g]Y
g]W`gY`VYf`_Øa a Yfb"·5`g]W`XUa U`g`VYgW`cggYb`\UVYža]W`
cVk c\`]W`dfU[a Uh[g]YfhYf`6YUa hYf'k Uf`'a]h[Y]bYf':]fa U
gY`VghghAbX][ni 'a UW Ybž\Uh'a]f`YXYf'a Y]bYf': fYi bXY
UV[YfUhYb"·@Y]W h]gh`Yg`b]W hž'a Ub`VfUi W hj]Y`? fUZh'i bX'a i gg
q]W`qhYhg`bYi 'a chj]YfYb"

‘Ni ‘[i hYf ‘@Yhnh ‘k Ug ‘]gh ‘\ fY ‘Z‘Y]gW\ ‘]W\ Y ‘@Y]VgdY]gY 3

8 Ug ‘]gh ‘gW\ k ‘]Yf][‘z a ‘]W\ ‘XU ‘Ui ‘Z‘Y]b ‘; ‘Yf]W\ h ‘ZY ghni ‘Y [‘Yb “‘9][‘Yb h ‘]W\ ‘YggY ‘]W\ ‘U ‘‘Yg ‘[‘YfbY ‘z k ‘Ug ‘hmd]gW\ ‘\OghY ffY]W\ ‘]gW\ ‘]gh ‘j ca ‘GW\ k ‘Y]bgVfUhYb ‘V]g ‘ni f ‘K i fghgYa a ‘Y ‘z; i ‘UgW\ ‘z ‘@Y VYf ‘\Ag “‘DUdf]_UgW\ b]h\nY ‘i ‘bX ‘N\OfW\ ‘Yf ‘; ‘YgW\ bYh\nY ‘hY g ‘\XUg ‘]gh ‘Y h\k ‘Ug ‘[‘Ub n : ‘Y]bYg ‘i ‘bX ‘[‘Y\ ‘\Ofh ‘ni ‘a ‘Y]bYb ‘: Uj cf]hYb “‘l ‘bX ‘‘U ‘z a ‘UbW\ ‘Y ‘X]YgYf ‘; ‘Yf]W\ hY ‘_Ub b ‘]W\ ‘Ui ‘W\ ‘gY ‘VYf ‘ni ‘VYfY]hYb “‘

6 Ygi W\ Yb ‘G]Y ‘i ‘bg ‘Ui ‘Z ‘Z‘Y]gW\ i ‘bXW\ ‘“Uh