

„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`c b`< Uffm`DfØbghYf`ZØf`Y]bY`bYi`Y`K`YfVY`]b]Y
[`Y`Ub[`XYf`H]fc`Yf`:`Y]gWXYf]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`Ym[`Yf` `XUfUi`Z`_Ubb`]W`j`YfhfUi`Yb` `gck`]Y
\\i`a`cfj`c``Yb`Gdchg`ZØf`X]Y`:`Y]gWXYf`gY]bYg`<Y]a`UhVi`bXYg`UbXYg"
; fi`bX[`Ybi`[`ZØf`X]Y`^`:`Nž`ni`Y]bYa` `; YgdfÅW`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`VYgW`ÅZh][`hYf`A`cXYfUhc`f`i`bX`9bhYfhU]bYf
`k`]Y`_cbbhYb`≠bYb`X]Y`H]fc`Yf`:`Y]gWXYf`hfch`n`j`c``Yb
HYfa`]b`_U`YbXYfg`X]Y`Ni`gUa`a`YbUfVY]h`gW`a`UW`_`UZh
a`UW`Yb3

`< Uffm`DfØbghYf. `Ŧ`k`]f`_]W`ž`k`Å\\fYbX`k`]f`hY`YZcb]YfYbž`V]b`]W`
ni`a`6Y]gd]Y`Ui`ZXYa`K`Y[`bUW`K`]Yb`ni`Y]bYf`:`YfbgY\gYbXi`b[
]a`<Ui`dhUVYbXdfc[`fUa`a`ž`VY]`XYf`]W`U`g`; Ugh`Ui`ZhYhYb`k`YfXY"
8]Y`Ni`gUa`a`YbUfVY]h` `X]YgY`_Ua`Y][`Yb`h`]W`Xi`fW`XYb`?cbhU`h
a`]h`≠bi`b[`ga`Y]ghYf`H\\ca`Ug`DfYa`ni`ghUbXY`"≠W`ghUa`a`Y`U`Ui`g
XYf`; Ya`Y]bXY`J`ca`d`VY]`GW`k`Un`i`bX`_Ui`ZY`]a`a`Yf`VY]`XYf`Xcfh
Ub[`Yg]YXY`hYb`A`Ym[`YfY]`DfYa` `Y]b`"Gc`YbghUbX`]f[`YbXk`Ubb`X]Y
≠XY`ni`Y]bYf`i`gh][`Ybž`nY]h[`Ya`Å`Yb`K`YfVi`b[`ZØf`X]Y`H]fc`Yf
:`Y]gWXYf`"8]Y`9f\\U`hi`b[`Y]bYg`k`]W`h][`Yb`<UbXk`Yf`_g`a`]h
E`i`U]hÅhgd`fcXi`_hYb`]gh`Yhk`Ugž`XUg`a`]f`Ua`<YfnYb``]Y[`hž`XUfi`a
\\UVY`]W`[`YfbY`ni`[`YgU[`h`"8Ug`; Ub`nY`]gh`Ui`W`_Y]b`ØV`]W`Yf
K`YfVYXYU`XYg`; Y`XYg`k`Y[`Ybž`XYbb`XUg`6i`X[`Yh`]gh`a`cXYfUh`K`]f
UfVY]hYb`XU`ghUf`_a`]h`XYa`H]fc`Yf`GW`a`Å\\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[`fYb`nhYb`F`U\\a`Yb`[`YXUW`h"

`K`]Y`G]Y`j`cf\\Yf`Yfk`Å\\bhYbž`_Ui`ZYb`G]Y`gY`VYf`VY]a
:`Y]gWXYf`Y]b`"K`Ug`g]bX`ZØf`G]Y`X]Y`J`cfhY]`Y`[`Y[`YbØVYf
XYb`Gi`dYfa`Åf`_hYb3

➤UžXUg'gh]a a h']Wk'gY`VYf`_Ui ZY`cZhž`YXY`K cWkYž`VY]`a Y]bYa
A Yhn[Yf`Y]b"Ni a `Y]bYb`[Ubn`_`Uf`k Y[Yb`XYf`E i U`]hÅh"8Ua]h
a ÒWk hY`]Wk`b]Wk h'gU[Ybž`XUgg`Yg`]b`XYb`Gi dYfa Åf`hYb`_Y]bY
cfXYbh]WkY`:`Y]gWk ei U`]hÅh[ÅVYž`X]Y`5i gk U\`_]gh`VYhfÅWk h]Wk "
5VYf`a Ub`[]Vh`XYb`K UfYb`Xcfh`ni`k Yb][`NY]hž`i a`ni`fY]ZYbž
Ui »YfXYa`_]gh`X]Y`<YfghY`i b[`j YfY]b\Y]h]Wk h"Ni a`UbXYfYb
gWk ÅhnY`]Wk`VY]a`:`Y]gWk Yf`X]Y`dYfgÒb`]WkY`6YX]Ybi b[žYf`_Ybbh
a Y]bY`J cf`]YVYb`i bX`VYfÅh`a]Wk`Ui g[YnY]Wk bYh"

`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]gWk YfY]ž`XYbYb`a]h
j YfghÅf`hYf`K YfVi b[`Ybh[Y[Yb[Yk]f`_h`k 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`[UVž`j 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`h
XYg`<UbXk Yf`_g`_Åa dZYbž`U`Y]b`gWk cb`k Y[Yb`XYf`@Y\`fghY`Yb`ZØf
i bgYfY`đ [YbX`"?`Y]bY`ZUa]`]ÅfY`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[" `đ`a Y]bYf
FUX]cgYbXi b[`ZØf`XUg`H]fc`Yf`@UbXYgghi X]c`\UhY`]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 \ÖfYfb`]fY
9fnYi [b]ggY`gWk a UW`_`UZh`a UWk Yb"

`G]Y`\ UVYb`ZfØ\Yf`U`g`@Y\`fYf`i bhYff]Wk hYhž`g]Wk`XUbb`U`g
A cXYfUhc`f`i bX`9bhYfhU]bYf`gY`VghghÅbX][`[Ya UWk h"K]Y
g]bX`=afY`9fZU\fi b[Yb`a]h`XYf`GY`VghghÅbX][_Y]h3

=Wk`\UVY`[fc»Yb`fYgdY`_h`8]Y`?`Y]bi bhYfbY\`a Yf`g]bX`U`k]f`_]Wk
X]Y`Ufa Yb`HYi ZY`i bgYfYg`GmghYa g.`@c\`bUVfYWk bi b[ž`GhYi Yfž
?fUb`_Yb`_UggYž`:`YgYhnYgÅbXYfi b[Yb`YhWž`i a`U`Yg`a ØggYb`g]Y
g]Wk`gY`VYf`_Øa`a Yfb`"5`g`]Wk`XUa U`g`VYgWk`cggYb`\UVYž`a]Wk`
cVk c\`]Wk`d fU[a Uh]g]YfhYf`6YUa hYf`k Uf``a]h`Y]bYf`:`]fa U
gY`VghghÅbX][`ni`a UWk Ybž`\Uh`a]f`YXYf`a Y]bYf`:`fYi bXY
UV[YfUhYb`"@Y]Wk h`]gh`Yg`b]Wk hž`a Ub`VfUi Wk h`j]Y`?`fUZh`i bX`a i gg
g]Wk`ghYhg`bYi`a ch]j]YfYb"

·Ni ·[i hYf·@Y hnh· ·k Ug·]gh·≡ fY·Z·Y]gWΛ·]WΛ Y·@Y]VgdY]gY 3

8 Ug·]gh·gWΛ k]Yf][ž'a]WΛ·XU·Ui Z·Y]b·; Yf]WΛ h·ZYghni ·Y[Yb""9][Ybh·]WΛ
YggY·]WΛ·U·Yg·[YfbYž·k Ug·hmd]gWΛ·ÒghYffY]WΛ]gWΛ·]gh·j ca
GWΛ k Y]bgVfUhYb·V]g·ni f·K i fghgYa a Y·ž; i ·UgWΛ ž·@YVYf_Àg"
DUdf_]UgWΛ b]hnY·i bX·NØfWΛ Yf·; YgWΛ bYhnY·hYgž·XUg·]gh·Yhk Ug·[Ub n
: Y]bYg·i bX·[Y\Öfhni ·a Y]bYb·: Uj cf]hYb""I bX·'Už'a UbWΛ Y·X]YgYf
; Yf]WΛ hY·_Ubb·]WΛ·Ui WΛ·gY·VYf·ni VYfY]hYb"

6Ygi WΛ Yb·G]Y·i bg·Ui Z·Z·Y]gWΛ i bXWŁ"Uh