

Interviews mit Rewe und Spar

Im Interview: Michael Riegler, Geschäftsführer der Rewe Austria Fleischwaren GesmbH, über die Ausrichtung des im Bau befindlichen Rewe-Fleischwerks im oberösterreichischen Eberstalzell. Und Hubert Stritzinger, Konzernleiter bei Tann International, über die Strategien der Spar-eigenen Tann-Fleischwerke.



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9g'k]fX`Ui W\`Y]bY`; YZØ[Y`!`i bX`: f]gW\ZY]gW\Wcbj Yb]YbWY!
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A Yf_i fž'5XY[ž'Gi hhYf`Øhm`ZØf`XUg`k Ygh`]W\Y`@]YZYf[YV]Yh`
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X]Y`9][Yba Uf_Yb`<cZghÀXhYfž'YZYZž'*J*`BUhØf`]W\`i bX`A Yf_i f
GY`Y_h]cb`j YfUfVY]hYh": Øf`*J*`BUhØf`]W\``ØVYfb]a a h'9VYfghU`nY``
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[YgUa hYb`OghYffY]W\]gW\Yb`A Uf_h"'5a `GhUbXcfh`k YfXYb`&\$\$
A]hUfVY]hYf`VYgW\AZh][h"'8Yf`DfcVYVYhf]YV`k]fX`UV`XYf`nk Y]hYb
*J\fYg\A`ZhY`&\$%, `[YghUfhYh`i bX`V]g`*J\fYgYbXY`gi _nYgg]j Y\cW\[YZU\fYb"

K Y`WXY'fY[]cbU`Yb'?ccdYfUh]cbYb' 'n"6"'a ']h'; i gh]bcž
; fcggZi fhbYfž'@UbX\cZ' 'd`UbYb'G]Y'ZØf'XUg'bYi Y'K Yf_']b
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F]Y[`Yf. ??ccdYfUh]cbYb']b'9VYfghU`nY```Z]bXYb'j cf'U``Ya 'a]h bUa \UZhYb'fY[]cbU`Yb'GWX`UWXhVYhf]YVYb'ghUhh"'6Y]'XYf'6]c!A Uf_Y \U''BUhØf`]WX'VYghY\Yb'Ui WX'j YfhfU[`]WXY'DUfhbYfgWXUZhYb'ØVYf X]Y'9fnYi [Yf[Ya Y]bgWXUZhYb'a]h'XYb'Y]bnY`bYb'@UbXk]fhYb"'8Yf : c_i g'`]Y[h'VY]'9VYfghU`nY``'Ui Z'XYa ': fca 'BcgY'hc'HU]` !Df]bn]dž XUg'\Y]» h'XYf'_ca d'YhhYb'i bX'_cbgYei YbhYb'J YfUfVY]hi b['XYg [UbnYb'H]YfYgž'k Ug'Ui WX'ZØf'X]Y'5i gZcfa i b['XYf'?ccdYfUh]cbYb Y]bY'k]WX h][Y'Fc``Y'gd]Y`h"

K Y`WXY = bh]Uh]j Yb ZØf BUWX \ Uh][_Y]hg! i bX DfYa]i a! Dfc[fUa a Y d`UbYb G]Y]a FU\a Yb]\ fYf DfcXi _h]cbgVYhf]YVY]b < c\YbYa gž FUXghUXhž HfU]g_]fWXYb i bX 9VYfghU``nY``#5bgZY`XYb3

F]Y[`Yf.'8Ug': fca 'BcgY'hc'HU]`!Df]bn]d'\Uh']b'9VYfghU`nY``
cVYfghY'Df]cf]hÀh'i bX']gh'HY]`'XYf'BUW\\U`h][_Y]hgghfUhY[]Y'XYf
FYk Y'\delta hYfbUh]cbU`'5; "'\delta''BUhØf`]W\': `Y]gW\'gc``'nYbhfU`']b
9VYfghU`nY``'j YfUfVY]hYh'k YfXYbž'i a '\]Yf'k]W\h][Y'GmbYf[]Yb
Ui gbi hnYb'ni '_ObbYb"'6Y]'XYf'6]c!A Uf_Y'j YfnY]W\bYb'k]f'VY]
Y]bnY`bYb'GdYn]U`dfc[fUa a Yb''k]Y'VY]gd]Y`gk Y]gY'VY]a 'K]YgYb!
<YbX`'cXYf'\delta b[f]bX'''nk Y]ghY``][Y'Ni k UW\gfUhYb"'8]Y'BUW\ZfU[Y
ghY][h'Ui W\'VY]'XYb'gY\f'gW\a UW_\UZhYb'\delta''BUhØf`]W\

A]b][cW_Y`b"<]Yf'k YfXYb'X]Y; cW_Y`!?Ø_Yb'b]Wkha Y\f' 'k]Y
ZfØ\Yf'ØV`]Wk' 'bUWk'XYa 'GWk`ØdZYb'[YhÒhYhž'gcbXYfb'k YfXYb']b
Ufh[Ya À»Yf'H]Yf\U`hi b['Ui Z[Ync[Yb'i bX'Y]bnY`b'Ub[YVchYb
gck]Y'ni 'K i fgh'i bX': UgWk]YfhYa 'k Y]hYfj YfUfVY]hYh''K]Wkh][']gh
VY]'U``Yb'i bgYfYb'Dfc[fUa a Yb'Y]b'[YgUa h\UZhYg'?cbnYdh'ni
j YfZc`[Yb'i bX'g]Wk'b]Wkh'bi f'Ui Z'X]Y'9bhk]W_`i b['Y]bYg
9]bnY`dfcXi _hYg'ni 'VYgWkfÀb_Yb"

GY\Yb'G]Y'7\Ub\Wb'Z\Øf'fY[]cbU`Y'K i fghdfcXi nYbhYbž']b 8U'_ca a ']\W\'\Yf !Dfc[fUa a Yb'j cb'6]``U'i bX'A Yf_i f [Y`]ghYh'ni 'k YfXYb3

 $F]Y[\ `Yf.\ `Ji\ `WUbc']gh'n"6"\ `VY]'6]``U'ib X'AYf_if'U_hiY```[Y`]ghYh'ib X\\]gh'k]Y `Ub XYfY `GdYn]U`]hÀhYbaUf_Yb `gY\f'YfZc`[fY]W\"'8 UfUb'k]fX\\ g]W\ `]b `Ni_ib Zh'b]W\ hg'Àb XYfb ž'X]YgY'AUf_Yb `gd]Y`Yb'Y]bY\\ k]W\ h][Y'Fc``Y']b'ibgYfYa'UVkYW\ g`ib[gfY]W\ Yb ž'\cW\ kYfh][Yb':`Y]gW\ gcfh]aYbh"$

=bk]Yk Y]h']gh'DYbbm']b 'X]Y'DfcXi _h]cbg!'i bX
K YfhgWX Od Zi b[g!GhfUhY[]Y 'XYf'FYk Y'5i ghf]U
: `Y]gWX k UfYb']bhY[f]Yfh3'6`Y]Vh'XUg'DYbbm!GmghYa 'XYf'j cf
Cfh!: `Y]gWX nYf`Y[i b['Xi fWX': `Y]gWX\Ui Yf']b 'XYb':]`]U`Yb
bcWX 'Ui ZfYWX h'cXYf'Zc`[h'a Ub 'XYa '6Y]gd]Y`'j cb'6]``U3

 $F]Y [`Yf. " + "Yhk U" & $$ "DYbbm! A Åf_hY" j YfZØ[Yb" ØVYf" Y][YbY :]`]U`ZY]gW. \ Ui YfžX]Y"g]W. \ ia "X]Y"]bX]j]Xi Y``Yb"?i bXYbk ØbgW. Y_ @a a Yfb""8 Ug"]gh"Y]bn][Ufh]["ZØf"XYb"8]g_cbh"i bX"k]fX" j cb"XYb?i bXYb"gY\f"[i h"Ub[Ybca a Yb""8]YgY":]`]U`Yb"k YfXYb"X]fY_h" j cb XYb"fY[]cbU`Yb"GW. `UW. hVYhf]YVYb"VY`]YZYfh" '5b"X]YgYf"5i ZhY]`i b[k]fX"g]W. "]b"Ni _i bZh"b]W. hg"ÅbXYfb""9g"[]Vh"UVYf"Ui W. 6Y`]YZYfi b[gZ]`]U`Ybž"X]Y"XUbb" j ca "bYi Yb"GhUbXcfh"Ui g"]a @]YZYf[YV]Yh"K Ygh"VYfØW_g]W. h][h"k YfXYb"$

 \pm b 'k]Y 'j]Y `Y b 'A Yf_i f!ž'6]``U! 'i bX 'DY bb ml:]`]U `Y b 'k]fX 'Y g _Øb Zh]['bc WX '6 Y X]Y b i b[gh\ Y_Y b 'V Y]': f]gWX Z`Y]gWX '[Y V Y b 3

 $F]Y[\ `Yf.\ `6YX]Ybib[gh\ Y_Yb'k\ YfXYb'ni_\varnothing bZh][\ `bcW\ `k\]W\ h][\ Yf'ibXYg'[]Vh'D`AbYž'X]YgY'gi_nYgg]j\ Y'UigniVUiYb/K\]f'kc``Yb'ibgYfYb$

 $?ibX]bbYb^ibX^?ibXYb^XUg^VYgha O[`]WXY^GYfj]WY^V]YhYb"$

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K]Y`\cW\`]gh`XUg`DfcXi _h]cbgj c`i a Yb`XYf`HUbb : `Y]gW\VYhf]YVY`]a `\U\f`&\%*`VY]`: f]gW\Z`Y]gW\`i bX K i fghk UfYb3

5b'k Y`WX Yb'GhUb XcfhYb']gh'Y]b'5i gVUi 'XYf'? Ud Un]hÀh']b bÀWX ghYf'NY]h'[Yd`Ub h3

Ghf]hn]b[Yf + K Of[`k]fX XYfnY]hY]b bYi Yg HUbb!: `Y]gWk Yf_a]h - ") \$\$a ‡i bX Y]bYa + j Ygha Ybhij cb ', A]``]cbYb 9i fc Yff]WkhYh" 9fOZZbi b['k]fX 9bXY : YVfi Uf &\$%, 'gY]b "5i Wk]b ; fUn Yfk Y]hYfb k]f [YfUXY i bgYf VYghY\YbXYg HUbb!: `Y]gWk Yf_i a '(") \$\$a ‡ a]hY]bYa + bj Ygha Ybhij cb '' \$ A]``]cbYb 9i fc "Ni gAhn`]Wk k]fX XUg VYghY\YbXY : `Y]gWk Yf_ [YbYfU`gUb]Yfh" 8]Y 9fOZZbi b['k]fX ZØf GYdhYa VYf &\$%, 'Yfk UfhYh"

;]Vh'Yg'VY]'HUbb'Dfc'Y_hY'ZØf'bYiY'9][Yba Uf_Yb!@]b]Yb3

Ghf]hn]b[Yf. K]f`\UVYb`UVYf`[YfUXY`X]Y`@]b]Y` HUbb`ZØf`a Y\f H]Yfk c\``[YghUfhYh"`8 Ug`g]bX`DfcXi _hYž`X]Y`bUW\`XYf`bYi Yb`5A 5! H]YfgW\i hn!F]W\h`]b]Y`dfcXi n]Yfh`g]bX"

K]Y Ybhk]W_Y`h'g]W\ X]Y Ni gUa a YbUfVY]h'a]h'XYf @UbXk]fhgW\ UZh3'

K c gY Yb G Y 100 W b ZØf Y b 5 i gVUi XYf

DUfhbYfgW\UZh'a]h'fY[]cbU`Yb'\UbXk Yf_`]W\Yb': `Y]gW\! i bX'K i fghdfcXi nYbhYb3

Ghf]hn]b[Yf. GdUf!?Ui ZYi hY '_ObbYb 'gY `VghghÀbX]['?ccdYfUh]cbYba]h'fY[]cbU`Yb 'DfcXi nYbhYb 'Y]b[Y\Yb" 8 Ug'hi b 'g]Y 'Ui W\ZU``k Y]gY" A Y]gh'g]bX 'Yg 'YXcW\ 'k]f_`]W\ 'gY\f'_`Y]bYž``c_U`YDfcXi nYbhYbž'XYfYb 'DfcXi _hY ']b 'XYf'i ba]hhY`VUfYb'l a [YVi b[VY_Ubbh'i bX 'VY`]YVh'g]bX" 8 Ug']gh'g]bbj c```ZØf'DfcXi nYbhYbž ?Ui ZYi hY'i bX'?i bXYb"

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6 Ygi WX Yb 'G]Y 'i bg 'Ui Z. 'Z`Y]gWX i b X Wc "Uh