

„Metzkerei“ mit Unternehmergeist

Seit Christian Metzker in die Fleischerei der Eltern einstieg, konnte er mit kreativen Ideen und Tatendrang das Geschäft für eine erfolgreiche Zukunft ausbauen.



...

8]Y: UggUXY'k]fX'\Yi Yf'bc\W' [Ya UW\h \z Z\O[h'7\f]gh]Ub 'A Yhn_Yf
[`Y]\W'VY]a '9a dZUb['\b]bni "8Ug`Y]\W\h'Ub[Y[fUi hY'5i » YbV]X'XYf
: `Y]g\W YfY]`A Yhn_Yf]gh'b\Aa ']\W'XUg`YhnhY' , VYfV`Y]VgY\z'k Y`W\Yg
ØVYf`Y]bYb ']b'XYb ``YhnhYb 'g]YVYb ']\fYb '_ca d`Yhh'a cXYfb]g]YfhYb
6Yhf]YV '\]bk Y[h\i g\W h"8Ybb'XUa U'g'k i fXY' _`Uf\z'XUgg'Gc\b
7\f]gh]Ub 'bUW\gY]bYb '9'hYfb 'X]Y'j ca ' ; fc» j UhYf'j cf'Yhk U'+\$
]\fYb [Y[f\0bXYhY : `Y]g\W YfY]']b'K]Ybg'%'+'6Yn]f_ 'fk YfbU'g\k

k Y]hYfZØ\ fYb 'k ØfXY"·? Y]bY ·_`UfY 'GUWX Y 'j cb '5bZUb['Ub"

Nk Uf' \UhhY '7\ f]gh]Ub 'A Yhn_Yf' gWX cb 'gY]h%) ·\fYb 'a]h[YUfVY]hYh
i bX 'U`Yg 'Bch YbX][Y 'j cb 'XYb '9`hYfb ' [Y`Yfbhž'UVYf'Yf' \Uh hY 'Ui WX
Y]bY '5i gV]Xi b['ni a 'N]a a YfYf 'i bX 'GWX U`Yf'UVgc 'j]Yfh 'i bX
k c ``hY 'j b 'XYf '6Ui VfUbWX Y 'V`Y]VYb "·B i f 'ØVYf[Ub[gk Y]gY ' \U`Z`Yf
a]h'5bZUb['nk Ubn]['XYb '9`hYfb 'ZØf'Y]b 'dUUf'K cWX Yb 'Ui g" '5VYf
ni a 'Y]bYb 'a Yf 'hY 'Yf'VY]X]YgYa ' 5fVY]hgUi gZi ['ž'XUgg']\a 'X]Y
HÀh]['_Y]h]b 'XYf ' 'Y]gWX YfY] 'fYi XY 'VYfY]hYhYžni a 'UbXYfYb 'gU
Yfž'XUgg 'Yg 'Ub 'XYf'NY]h'k Ufž'XYb '9`hYfb 'i b hYf 'X]Y '5fa Y 'ni ' [fY]ZYb "
=WX ' \UV ' [YgY \Ybž'Yg ' []Vh' < UbX 'i b[gVYXUfZ' 'b bYf \U'V 'XYf
_i fnYb 'GdUb bYž]b 'XYf 'WX 'Ui g \U'Zž' \UVY 'WX 'gc 'j]Y`Y '6YfY]WX Y
ØVYfbca a Yb "·Gcbgh 'Àh hYb 'g]Y ' 'U'ni 'XYf'NY]h'Ui WX 'VU'X
Ui Z[Y\ Øfh"

8Yf'J UhYfž'ZØf'XYggYb ' * \$"'; YVi fhghU[' [YfUXY 'X]Y 'J cfVYfY]hi b[Yb
'Ui ZYbž' \Uh'g]WX 'a]h hYfk Y]Y 'Ui WX 'gWX cb 'Ui g 'XYa ' ; YgWX ÀZh
ni fØW_ [Ync[Ybž'X]Y 'A i h hYfž'X]Y 'V]g \Yf'bcWX 'ZY]»]['a]h \U'Zž'k]fx
g]WX '9bXY 'XYg ' \fYg 'ni f 'F i \Y 'gYhnYb "

'Gi _nYgg]j Y '9fbYi Yfi b[' ·

B UWX XYa '7\ f]gh]Ub 'j c ``]bg ' ; YgWX ÀZh 'Y]bgh]Y ['ž'k i fXYb 'X]Y
DfcXi _h]cbgfa i a ']WX '_Y]hYb 'a cXYfb]g]Yfhž'X]Y 'bghU ' \Uh]cbYb
YfbYi Yfhž' A UgWX]bYb 'bUWX 'i bX 'bUWX 'bYi 'Ub[YgWX UZžh"
A UgWX]bYb hYWX b]gWX 'g]bX 'k]f 'Ui Z'XYa 'bYi YghYb 'GhUbX "·Dc 'hYf
i bX ' ? i h hYfž'XUg ']gh'U'Yg 'hcd 'ž'gc 'A Yh_nYf"

Nk Y] ' 'Y[Yb 'a]h'Y]bYf ' ? 'UddY 'gWX 'À[h'Yf ' \]Yfž'X]Y 'fY[Y'a 'À»][Y
HY] 'bU\ a Y 'Ub 'XYb ']b hYfbUh]cbU'Yb ' ; UWX k Yh hVYk YfVYb ']b
: fUb_Z fh'b Øhnh 'Yf 'bÀa ']WX 'a a Yf 'Ui WX 'i a 'Xcfh 'X]Y 'bYi YghYb
A UgWX]bYb 'ni 'VY[i hUWX hYb 'i bX 'a '6YXUfZgZU ' 'bUWX ni fØghYb "
B UhØf ']WX ' _Ubb 'a Ub ' \fnY \b hY 'a]h'XYb ' ['Y]WX Yb ' ; YfÀhYb
UfVY]hYbž'UVYf 'dfcZ'Ygg]cbY ' 'Yf 'i bX 'gWX bY ' 'Yf 'UggYb 'g]WX '5i ZhfÀ[Y
bUhØf ']WX 'a]h'XYb 'VYghYb 'A UgWX]bYb 'Yf 'YX][Yb '
XYa Yb hgd fYWX YbX 'a Y\ f ' ; YgWX ÀZh '_Ubb 'a Ub 'Ui WX 'a UWX Yb "
5i WX 'k Ybb 'ni [i bghYb 'XYf 'E i U']hÀh[YbYfY ' 'K Yfh 'Ui Z < UbXUfVY]h

[Y`Y[h`K]fXž`VY]` fc»Ui ZhfÀ[Yb`_ca a h`Ui W`a U`X]Y`j c``Y
?UdUn]hÀh`XYf`A UgW`]bYb`ni a `9]bgUhñ`6]g`ni `%"\$\$_`_[
K i fghk UfYb`k YfXYb`XUbb`dfc`HU[`YfnYi [h`'`b`XYf
A Ufh]b][Ubgl`nY]h`a `Bcj Ya VYf`g]bX`Ui W`) "\$\$`?bÒXY`dfc`HU[
_Y]b`DfcV`Ya "

`=a V]gg

6YgcbXYfg`VY]`XYb`hÀ[`]W`k YWgY`bXYb`A YbØgž`X]Y`A Yhn_Yf
UbV]YhYhž`_ca a h`]\a `@YhnYfYg`ni [i hY`8Ybb`) \$`V]g`+\$`A YbØg
dfc`HU[`g]bX`_Y]bY`GY`hYb`Y]h`8Ua]h`a UWYb`g]Y`Ui W`Y]bYb
[i hYb`HY]`XYg`9fhfU[Yg`Ui g. `=a V]ggYž; Ughfc`i bX`A YbØg
a UWYb`XUg`<Ui dh[YgW`ÀZhž`XYf`fY]bY`H\Y_Ybj Yf`Ui Z]gh`a]b]a U`
[Yk cfXYb`ža Y]b`A Yhn_Yf`Nk Y]`U`VY`GW`k Y]bY`dfc`K cW`Y
k YfXYb`]a `X]fY`hYb`J Yf`Ui Z`Yh`U`j YfUfVY]hYh``b`di bW`h
; YgUa hYfhfU[`VY`Ài Zh`g]W`XYf`5bhY]`j cb`A YbØ!`i bX
H\Y_Ybj Yf`Ui Z`ni gUa a Yb`Ybca a Yb`Ui Z`Yh`U`&\$`DfcnYb`hž`+\$
DfcnYb`h`a UW`h`XYf` Ughfc`5bhY]`Ui gž`nY`b`DfcnYb`_ca a Yb`Ui Z
X]Y`7UhYf]b`Ui ZhfÀ[Y"

9[U`]b`k Y`W`Ya `6YfY]W`ž`X]Y`E`i`U`]hÀh`nÀ\`h`U`g`VYgh`Yg
J Yf`Ui ZgUf[i a Ybh`B]W`h`i a gcbgh`Yf`]Y`hYb`U`Y`DfcXi`_hYž`a`]h
XYb`Yb`A Yhn_Yf`Ya U`g`ni`XYb`fUb_Z`fhYf`UW`k Yhh`Yk YfVYb
Z`\fž`Y]bY`5i gnY]W`bi b[ž`j cb`XYb`&\$`bUh]cbU`Yb`i bX
]b`hYfb`Uh]cbU`Yb`DfY]gYb`YffY]W`hYb`nY`b`a`]h`XYf`j c``Yb
Di`b`hYnU`c`X`:`Øf`6fUh`i fghi`bX`DfYggk`i fgh`[UV`Yg`ni`Yhn
; c`Xž`X]Y`gW`UfZY`?ÀgY`fU]bYf`a`]h`7\`]`]gW`chYb`VY]a`YhnYb`A`U`
k`Uf`Y]b`J`Yfgi`W`ž`XYf`]a`a`Yf`]b`(-`j`cb`)\$`Di`b`hYb`Yf`]Y`h`
J`Yf`Ui`ZggW`U`[Yf`V`Y]Vh`X]Y`_`Ugg]gW`Y`?ÀgY`fU]bYfž`GdYn]U`]hÀh
]gh`XYf`UW`h`K`cW`Yb`[YfY]Zh`Y`F]bXg`i`b`[Yb`Vf`Uh`Yb`"

BYi`Y`?i`bXgW`UZh`_ca`a`h`ni`a`Y]bYb`Xi`fW`A`i`bXdfcdU`[UbXU`ni
]`a`ž`U`YfX]b`[g`a`UW`h`A`Yhn_Yf`Ui`W`_fÀZh`[`K`YfVi`b`[
D`U`Uh`Àb`XYž`@`i`W`hY`_`Ua`Yž`9]bgW`U`h`b`[Yb`]b`VY`Ubb`hYb
`Ub`XYgk`Y]hYb`HU`[YgnY]h`b`[Yb`f?`i`f]Yfž`?fc`bY`gck`]Y`XYf
6Yn]f`gnY]h`b`[ž`K`YfVi`b`[`Ub`G`W`i`Yb`c`XYf`Gdc`fhd`ÀhnYb`[Y\`ØfYb
XUni`8`UfØVYf`]`]bUi`g`]gh`X]Y`[`Y]gW`YfY]`Y]b`c`Z`n]Y`Y`f`Gdc`bgcf

XYg'K]YbYf'Gdcfh_`i Vgž'a]h'a Y\ fYfYb 'I b hYfbY\ a Yb'XYf
I a [YVi b['k]fX'X]YgY'5i Z[UVY'[YhY]h"8Ybb'J YfbYhni b['ghUh
?cb_i ffYbn'\Y]» h'XUg'F YnYdh'a 'I a [Ub['a]h?c``Y[Yb"6Y]
j YfgW]YXYbYb'J YfUbghU'hi b[Yb']a '6Yn]f_ 'k]Y'ni a '6Y]gd]Y``XYa
?]fhU['k]fX'[Ya Y]bgUa 'XUg'_i 'bUf]gW Y'Dfc[fUa a 'Ui g[Yf]W hYh
9VYbgc 'b'XYf'DfcXi _h]cb 'k]fX'gW c b'Y]ba U' i b hYfY]bUbXYf
Ui g[Y\ c'Zbž'k]Y'Yh k U'a]h'XYf': 'Y]gW YfY]6Ui Yf']b'; Yfgh\cZ'
5i W 'VY]7UhYf]b[Ui ZhfA[Yb'i b hYfV]YhY']W '_Y]bY?c``Y[Yb'ž
VYhcbh'A Yhn_Yf"

? fYUh]j Yf'; Y]gh[YzfU[h

8]Y']a 'dYfgOb`]W Yb '?cbhU_h'a]h'XYb '?i bXYb 'Yb hghY\ YbXYb
_fYUh]j Yb'XYb'i bX'Y]bY'5i gk Y]hi b['XYf'; YgWÀZhgZY'XYf'g]bX
A Yhn_Yfg'F YnYdh'ZØf'Y]bY'YfZc'[fY]W Y'Ni _i bZh']b'Y]bYf'b]W h
]a a Yf'Y]bZUW Yb'6fUbW Y" I a 'VY]a '7UhYf]b[gYf]]W
_cb_i ffYbnZÀ\]['ni 'gY]bž'V]YhYh'A Yhn_Yf'a]hh'Yfk Y]Y'bYVYb
A YbØg'ZØf'V]g'ni '%) \$'DYfgcbYb'Ui W 'X]Y'Cf[Ub]gUh]cb'XYg
I b hYf\U'hi b[gdfc[fUa a g'Ub' 'j cb'5b]a Uh]cb'V]g'ni a
H]gW nUi VYfYf" 8]Y'@Yi hY'k c``Yb' _Y]bY'5fVY]h'UVYb'i bX'XUg
_ca d'YhhY'Dfc[fUa a "'8]Y'Y]bZUW Y'J Uf]Ub hY'']W '']YZYfY'XUg
9ggYbž'i a 'XYb'F Ygh'_Øa a Yfh'g]W 'XYf'J YfUbghU'hYf'ž'XUg'fY]W h
cZh'b]W h'a Y\ fž 'Yf_`Àfh'A Yhn_Yf'X]YgY'9bhk]W 'i b["

5i W 'Y]b '?cW ']gh'Ub[YghY'`hž'i a 'VY]A YbØg'i bX'DUfhmgYf]]W 'ZØf
X]Y'bØh][Y'E i U']hÀh'i bX'J]Y'ZU'hni 'gcf[Yb"6Y]a 'f]W h][Yb
DYfgcbU'[Y'Ub[h'XYf'I b hYfbY\ a Yf'UVYf'Ui W 'Ub'gY]bY'; fYbnYb.
; YY][bYhY'@Yi hY'ni 'Z]bXYb']gh'gY\ f'gW k Yfž'gY]Yg']b'XYf
DfcXi _h]cb'cXYf']b'XYf'?ØW Y'ž'g'c'A Yhn_Yf"Ni fnY]h'gi W Y'Yf'ni a
6Y]gd]Y'Y]bYb'bYi Yb': 'Y]gW ZUW j Yf_Ài ZYf"5W h'@Yi hY'g]bX
XYfnY]h'VY]']\a 'Ub[YghY'`hž'XUj cb'nk Y]DYbg]cb]ghYbž'X]Y
[Yf]b[ZØ[]['Ui g\Y'ZYb"6]g\Yf'VYghUbX'XYbb'Ui W 'Y]b'; fc» hY]
XYg'[YgWÀZh']W Yb'9fZc'[Yg'XUf]bž'XUgg'XYf'i a hf]YV][Y
I b hYfbY\ a Yf']b'U'Y'6YfY]W Y']bj c'j]Yfh'gh"8Yf'X]fY_hY'?cbhU_h
a]h'XYb'?i bXYb']a 'H\Y_Ybj Yf_Ui Z]gh'a]f'Ui W 'k]W h]['i bX
Ui W 'X]Y'6i W \U'hi b['VYfY]hY']W 'j cf'ž'Y[h'A Yhn_Yf'gY]b
5fVY]hgdYbgi a 'cZ'Yb"8UZØf'[]Vh'Yg'ni a ' ; ØW 'UVYf'Ui W 'XYb

f]WX h][Yb '5i g[`Y]WX ']b 'XYf'K cf_!@]ZY!6U`UbWX . ' 9]ba U`'a 'A\fxzXU
V]b ']WX 'XfY] 'K cWX Yb 'k Y[žXU 'V`Y]Vh'XUbb 'Ui WX 'X]Y '6i WX \U`hi b[
']Y[Yb 'ž'gc 'A Yhn_Yf"

6Ygi WX Yb 'G]Y 'i bg'Ui Z 'Z`Y]gWX i bXWX "Uh