

Neue Werbelinie

Anlässlich des Strategiemeetings präsentierten sich die Bonusfleischer im neuen Design.



.'| 'A c]_.

. . .

 $D^*U_UhY\check{z}^*: `i [V^AhHYf'i bX^*7c''' K]f_`]W. `hc``` gY]^*XUg': YYXVUW_i cb? ibXYb'i bX^*?c``Y[Yb\check{z}^*VYf]W. hYhY'?Uf^*K Y[gW. U]XYf'j cb^*XYb 6cbi gZY]gW. Yfb\check{z}^*XYf'Ui W. `k]YXYf'[Ya Y]bgUa 'a]h'$\&\Ubb' 6cbi gZY]gW. Yfb\check{z}^*XYf'Ui W. `k]YXYf'[Ya Y]bgUa 'a]h'$\&\Ubb' 6cbi g[fi ddY'k c``hY'gc[Uf'XUg'D`U_Uh'Yfk YfVYbž'c\bY'XYf 6cbi g[fi ddY'k c``hY'gc[Uf'XUg'D`U_Uh'Yfk YfVYbž'c\bY'XYf 6cbi g[Ya Y]bgW. UZh'Ubni [Y\OfYb'' 8Ug'[Y\h'bUhØf`]W. `b]W. h ž a Y]bh'K Y[gW. U]XYf'XUni 'gW. a i bnY`bX'''K i fghdUd]Yf'a]h'gck c\`:]fa Yb!'U`g'Ui W. 6cbi g!@c[c'i bX'Y]bYa '\Yfn\UZhYb' 8Ub_Y 'Ub X]Y'?i bXYb'ZØf'XYb'9]b_Ui Z']a ': `Y]gW. YfZUW. [YgW. AZh']gh XYa bAW. gh'ØVYf'XYb': `Y]gW. Yf] YfVUbX'Y; Yb'Yf\A`h']W.''' 8Ug 8Ub_YgW. Ob'Ua 'K]W_Y`dUd]Yf']gh'bYi 'i bX'nY][h'Ui W. ž'k]Y k YfhgW. AhnYbX'X]Y'6cbi gZY]gW. Yf'a]h']\fYb'?i bXYb'i a[Y\Yb ž a Y]bhY'XUni 'A U[''K c`Z[Ub['<Ufh`ž'; YgW. AZhgZØ\fYf'XYg': `Y]gW. Yfj YfVUbXYg'Y; Yb''$

: UWWjcfhfA[Y

5bXYfY`Ubk YgYbXY`A]hUfVY]hYf'j cb`DUfhbYfZ]fa Yb`k UfYb`i bhYf UbXYfYa '; fUa]``Yfž'5]WX]b[Yfž'FUdgž'HcdYfWhYfž'6YXZcfXž' K]VYf[`cXYf'; i gh]bc"`A]hi bhYf'k i fXYb'j cb`]\bYb`Ui WX : UWXj cfhfÀ[Y`UV[Y\U`hYbž']b`XYbYb'g]Y`X]Y`bYi YghYb :]fa YbYbhk]W_`i b[Yb`YfÒfhYfhYb"`Gc`Ui WX`K YfbYf'?i \`a Ubbž@Y]hYf'j cb`: cfgWXi b[`i bX`9bhk]W_`i b[`j cb`5]WX]b[Yf`@UXYbVUi žXYf`X]Y`bYi Y`6YX]Ybh\Y_Y`G]f]i g`' j cfghY``hY"

5i Z'Y'nk Y]'A YhYf'@Àb[Y'gY]'Yg'a]h'X]YgYf'a Ò[`]W\ž'V]g'ni ', , \$'_[
K UfYb'_Ø\`'ni '\U`hYb"'5i » YfXYa ']gh'X]YgYg'A ÒVY`'V]g'' \$...7
5i » YbhYa dYfUhi f'c\bY'DfcV'Ya Y'i bX'VY]'j c``Yf'6YgW\]W_i b[
c\bY'@Y]ghi b[gY]bVi » Yb'_Ø\`ZÀ\]["'8fY]'j YfgW\]YXYbY
GhUdY`a Uf_Yb'gc``Yb'gck c\``XYa 'J Yf_Ui ZgdYfgcbU`'U`g'Ui W\' 'gc
g]Y'Y]ba U`'j cfVY]gW\Ui Yb' 'XYb'Cf[UbYb'XYf
@YVYbga]hhY`_cbhfc``VY\ÒfXYb'XYb'K Y['k Y]gYbž'k Y`W\Y'K UfYb
V]g'ni 'k Y`W\Yf'A Uf_Y'VYXYb_Yb`cg'[YgW\`]W\hYh'k YfXYb'_ÒbbYb"
5`g'BÀW\ghYg']gh'j cb'5]W\]b[Yf'Y]b'Cb`]bY!Hcc`'[Yd`Ubhž'XUg'X]Y
?Ø\`hYa dYfUhi f'XYf'A ÒVY`'Ui W\'j]U'\DhYfbYh'UV`YgVUf'a UW\h''
8 Ug']gh'HfUbgdUfYbn'di f ž'a Y]bh'?i\`a Ubb'ni 'XYf'\XYY''

9]b'UbXYfYf'[fc»Yf'H\Ya YbgWk Yfdi b_h'XfY\hY'g]W fi bX'i a 8fm'5[YX'6YYZ'XYggYb'<YfghY'`i b['gck]Y'DfÀgYbhUh]cb']a

J Yf_Ui ZgfUi a "'8Ybb'X]YgYf'<mdY'\UVY'[YfUXY'Yfgh'VY[cbbYbz'g]bX'g]W gck c\'`X]Y'6cbi gZY]gWXYf'U`g'Ui WX'?i\`a Ubb'Y]b]["

K Ybb'Y]b'DfcXi_h'Y]ba U``gc'VY_Ubbh']ghz'gh]fVh'Yg'b]W h'gc

gWxbY`` z'gc'?i\`a Ubb'''5i Z'X]YgYg'K UfYbgY[a Ybh'ni 'gYhnYb

nU\`h'g]WX'ZØf': `Y]gWXYf'U`gc'i bVYX]b[h'bUWX k]Y'j cf'Ui g"

9fZU\fi b[gVYf]W hY'ØVYf'XYb'JYf_Ui Z'X]YgYg'DfcXi_hYg'[UV'Yg

ØVf][Ybg'[`Y]WX'j cf'Cfh''Cha Uf'HgWX Øfhnz': `Y]gWXYf']b

@c]dYfgVUWX'fb[`X"\z'Yfn\\`hY'j cb'XYf'dcg]h]j Yb'FYgcbUbn'VY]

gY]bYb'?i bXYb''': Øf'X]Y'@Yi hY']gh'Yg'k]WXh][z']b'XYb'@UXYb'ni

[Y\Yb'i bX'gY'Vgh'ni 'gY\Ybz'k c\Yf'XUg'_ca a hz'k Ug']WX'_Ui ZY'''Gc

ZØ\`Yb'g]Y'g]WX'g]WXYf z']gh'HgWX Øfhn'ØVYfnYi [h''

8 Ugg 8 fm 5 [YX 6 YY Z Y]b Dfc Xi _h]ghž X Ug b]W h YXYf _Ui Zhž]gh X UVY] bi f VYX]b [h Y]b Dfc V Ya . A Ub a i gg X]Y ? i b X Yb U_h]j gi W Yb ž i b X k Yb b a Ub g]Y \ Uhž VY_ca a h X Ug Y]b Yb GW b YYVU`! 9 ZZY_h ž a Y]b h J Yf_Ui Zg V Yf Uh Yf '< Ub g GhU V Ui Yf '' 6 Yf Ø\ fi b [g A b [gh Y g Y] Y b U `gc `i b V Y [f Ø b X Y h '' : Ø f Y]b Y `[Y`i b [Y b Y Df A g Y b h Uh]c b gh Y ``h Y ? i \ `a Ub b @ Ogi b [Y b g Y]b Y g I b h Yf b Y \ a Y b g j c f `k]Y 8 fm 5 [Y X ! G W f A b _ Y a]h Uh h f U_h]j Y f G U `ngh Y]b \]b h Y f `Y [i b [ž A Y h U ``! `c X Y f < c `nj Y f _ `Y] X i b [`gc k] Y `U `g H Y]` X Y f `Dfc X i _h]c b ggh A h h Y a]h 6 `] W _ ']b `X Y b `J Y f _ Ui Zg f Ui a `c X Y f Ui W `U`g : f Y]gh Y \ Y f a]h Y b `]a `J Y f _ Ui Zg f Ui a "

'5i gZ`i ['ni 'GhY]fYfZ`Y]gW

K Yf'g]WX 'VYfY]hg'Ua 'J cfhU['Ui Z'XYb'K Y['F]WX hi b['GhY]Yfa Uf_a UWX hYž_cbbhY'Ui WX '[Ya Y]bgUa 'a]h'XYb'6cbi gZ'Y]gWXYfb'XYb GWX `UWX h\cZ' \Rightarrow ÒVgh`]b'GhfU \Rightarrow 'VYg]WX h][Yb"'8Yf'HfUX]h]cbgVYhf]YVž XYf'`YhnhYg' \Rightarrow J\f']b'X]Y'D`Y]hY'gWX`]hhYfhYž'k i fXY']a '<YfVgh'j cb'XYf'GhY]fYfZ`Y]gWX'; Yga V<'ØVYfbca a Yb"'8]Y'; YgWXÀZhgZØ\fYf?Ufc`]bY'GWXYi WXYf'i bX'A U["'5`c]g'Ghfc\a Y]Yf'ghY``hYb'XYb 6Yhf]YV']a 'Ni [Y'XYggYb'Ui Z'j Ò``]['bYi Y'6Y]bY'' i bX'XUg'9f[YVb]g

]gh'VYY]bXfi W_YbX"'8Ybb'VYfY]hg'bUW\'ZØbZ'AcbUhYb'hf]ZZh'a UbUi Z'Y]b'Y]b[Ygd]Y`hYg'HYUaž'U`g'kÀfY'Yg'b]Y'UbXYfg'[YkYgYb"

8 UVY]`\UhhY`XUgʻI bhYfbY\a Ybʻgck]Y`XYggYbʻA]hUfVY]hYfʻ]bʻXYb
YhnhYbʻzU\fYbʻY]b][Ygʻa]h[Ya UW\h"8 Uggʻ\]bhYf`X]YgYa
Nk]gW\YbYfZc`['bUW\'bi fʻZØbZ'A cbUhYbʻ[UbnYʻ5fVY]hʻghYW_hYž
VYk Y]ghʻY]bʻ; YgdfÀW\'a]hʻXYaʻ; YgW\ÀZhgZØ\fYfI8ic"' 8]Y
A]hUfVY]hYfʻ\UVYbʻi bgʻUbZUb[gʻ[YbUi '[Ufʻb]W\hgʻ[Y[`Ui Vh ž
YfnÀ\`hʻGW\Yi W\Yf''?Y]bʻK i bXYfž'k i fXYbʻX]YgYbʻk À\fYbX`XYf
`YhnhYbʻzU\fYʻVYfY]hgʻa Y\fYfYʻbYi Yʻ: Ø\fi b[g_fÀZhYʻi bX
; YgW\ÀZhg_cbnYdhYʻdfÀgYbh]Yfhž`X]Y`XUgʻI bhYfbY\a Yb
j Yfa Y]bh`]W\`\ÀhhYbʻfYhhYbʻgc``Yb"`8]YʻbYi Ybʻ9][YbhØa Yfʻgh]Y»Yb
XU\Yfʻ`k c\`j YfghÀbX`]W\Yfk Y]gY``Ui ZʻA]gghfUi Ybʻi bX
K]XYfghUbX"I a `XUgʻI bhYfbY\a YbʻUi ZʻbYi Yʻ6Y]bY'ni ʻghY``Ybž
k i fXYʻUʻgcʻi a ghfi _hi f]YfhžʻJ YfhfUi YbgdYfgcbYbʻ]bghU``]Yfh'i bX
k c\``Ui W\jj]YʻYžj]Y`Y; YgdfÀW\Y'[YZØ\fh"

5 i WX 'k Ug'X]Y'K]fhgWX UZh`]WX_Y]h'VYhfUZža i gghY'a Ub'_`UfYfk Y]gY A U» bU\a Yb 'gYhnYb" 'I bhYf 'UbXYfYa 'k i fXY 'XYf '8 i fW\ `Ui Z'i bX XUa]h'X]Y'5i g`Ughi b['XYg`GW\kY]bYgW\`UW\h\cZYg`Yf\Ò\hž`XYf jcf\Yf' 'nia]bXYgh'_ifn'jcf'gY]bYf'D`Y]hY' 'gY\f'kY]h'ibhYf gY]bYb?UdUn]hÀhYb'VYhf]YVYb'kifXY"'' "\$\$\$'GWkY]bY'kifXYb V]g'9bXY'XYg'\\fYg'Ui Z'%) "\$\$\$'GhØW_'ni '_ca a Yb z'gW\]`XYfhY Ghfc\a Y]Yf'X]Y'Y\f[Y]n][Yb'D`ÀbY"'K Ug'bUhØf`]W\b]W\h'Ui gV`]YVž k Uf'Y]bY'8]q_i qq]cb'ØVYf'XYb'GWk Y]bYdfY]qž'k cVY]'GWkYi WkYf [`Y]W\'; cfk Y['Y]bYg'ni 'VYXYb_Yb'[UV.' K Ybb'k]f OghYffY]WX]gWXY'GWXkY]bY'\UVYb'kc``Ybža ØggYb'k]f'XYb DfcXi nYbhYb 'Ui W\ [Yk]ggY 'DfY]gY 'nU\ `Yb" '8 Ugg 'a]h XYf 9][YbjYfgcf[ib[']a 'GW\`UW\hh]YfVYfY]W\'b]W\h'ni 'gdU» Yb 'gY]ž nY][h'Y]b'6`]W_'bUWX'G`ck Yb]Yb"'8cfh'gY]'XYf'; fUX'XYf GY`Vghj Yfgcf[ib[ibhYf'') i [Ygib_Yb' k Ug'Y]bY'[Yk]ggY 9][YbXmbUa]_'YbhZUWXhY"' K Ybb'X]Y'GY`Vghj Yfgcf[ib['ibhYf Y]bYb^[Yk]ggYb^Di b_h*g]b_h*z*Vf]W\h*Y]bZUW*XYf*A Uf_h ni gUa a Yb ž'gc'GW\Yi W\Yf"'K ca]h'a Ub'k]YXYf'VY]'XYf DfY]qX]q_i qq]cb'Ub[Y_ca a Yb'k ÀfY"

 $9g`Zc`[\ hY`Y]b`_`Y]bYf`8]g_i\ fg`ØVYf`X]Y`?f]gY`]b`BcfX_cfYU`i\ bX$

k Y`WX Y`5i gk]f_i b[Yb`X]YgY`Ui Z`X]Y`\]Yg][Y`: `Y]gWX VfUbWX Y`\UVY"?i fn`ni gUa a Yb[YZUggh `*JdUb`i bX`bUhØf`]WX`Ui WX`GØX_cfYU_Ui ZYb`[Y[Ybk Àfh][`_Y]bY`GWX k Y]bY`Y]bž'k Ug`Y]bYb`, VYfgWXi gg]b`UbXYfYb`@ÀbXYfb`k]Y`8Yi hgWX`UbX`ni f`: c`[Y`\Uh"`I bX`k Ug a UWXYb`X]Y`8Yi hgWXYb`a]h`]\fYb`ØVYfgWXØgg][Yb`H]YfYb3`G]Y j Yf_Ui ZYb`g]Y`V]``][`bUWX`² ghYffY]WX` ni a `@Y]Xk YgYb`XYf\Y]a]gWXYb`9fnYi [Yf"`5i »YfXYa `\Uh'X]Y`5b[gh'j cf`ØVYf\Ò\hYbBch]Yfi b[Yb`ni '<Ua ghYf_Ài ZYb`i bhYf'; fc»UVbY\a Yfb`[YZØ\fhžXYfYY]Yb`?Ø\`\Ài gYf`Yhnh'ØVYfj c```gY]Yb"

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