

## Plattform für Regionalspezialitäten

Transgourmet setzt mit "Premium" und "Vonatur" Akzente im Frischfleisch-Verkauf. Standortspezifische Sortimente eröffnen auch kleineren Fleisch- und Wurstproduzenten Absatzperspektiven



a a Yf\]b', ) 'DfcnYbh'i bgYfYg'; YgUa hi a gUhnYg'Yfn]Y`Yb'k ]f'a ]h XYf'; Ughfcbca ]Y"'8]YgY'dfcZ]`]Yfh'g]W\ ']a 'K YhhVYk YfV'j cf'U``Ya ØVYf'X]Y'Ei U`]hÀh']\fYf': `Y]gW\[Yf]W\hY''8U\Yf']gh'ZØf'i bg'XUg 5b[YVch'Ub': f]gW\ZY]gW\ 'YI hfYa 'k]W\h][ ž'gU[h'H\ca Ug DUb\c`nYfž'; YgW\ÀZhgZØ\fYf'j cb'HfUbg[ci fa Yh'² ghYffY]W\fY\Ya U`g'WŽ WDZY]ZZYfŁ']a '; YgdfÀW\'a ]h'XYf': `Y]gW\YfnY]hi b[" &\$%\* 'YffY]W\hY'XYf'7/ 7!'i bX': ccXgYfj]WY!; fc»\ÀbX`Yf'Y]bYb I a gUhn'j cb') %\* 'A]``]cbYb'9i fcž'XUj cb'YbhZ]Y`Yb'\_bUdd'((\$ A]``]cbYb'Ui Z'XUg'; YgW\ÀZh'a]h'?i bXYb'Ui g'XYa '; Ugh[Yk YfVY' j ca 'K Øfgh`ghUbX'V]g'ni a '< Ui VYbfYghUi fUbh''

A ]h'X]YgYa 'I a gUhnj c`i a Yb'gW\UZZh'HfUbg[ci fa Yh'bUW\'Y][YbYb 5b[UVYb']a '; Ughfc[fc»\UbXY`'^2 ghYffY]W\g'Y]bYb'A Uf\_hUbhY]`'j cb &&ž 'DfcnYbh'i bX'XUa ]h'X]Y'Dc`Y!Dcg]h]cbž'j cf'XYf'A Yhfc'i bX k Y]hYfYb'A Uf\_hhY]`bY\a Yfb"'6Y]': `Y]gW\'YffY]W\h'HfUbg[ci fa Yh gc[Uf'Y]bYb'A Uf\_hUbhY]`'j cb'&('DfcnYbh'fl7/7!5V\c`i b['i bX Ni ghY``i b[Ł"

### 8]YYbhgWXY]XYbXYb: fU[Yb]

k Y`W\Ya :: `Y]g\\\!@]YZYfUbhYb `g]Y `g]\\\ 'Ubj YfhfUi Yb"

8fY] Ei U`]hÀhq\_UhY[cf]Yb

\*\* buwk '6Yhf]Y Vghmd 'g]b X 'X]Y '5 bgd f Ø Wk Y 'Ub 'E i U`]hÀhi b X 'GYfj ] Wk gY\f'j YfgWk]Y XYb "'Gc']gh'VY]'; fc \*\* \_ Ø Wk Yb 'X]Y 'd fY]gk YfhY GhUb X Uf Xe i U`]hÀhi [ Y Zf U [ h 'X U ZØ f ' [ ] V h g 'VY] 'Hf Ubg [ ci fa Yhi X]Y 9] [ Y ba Uf \_ Y '9 Wc bca m "': Ø f 'V c X Y bghÀb X] [ Y '; Ugh\Ài gY f ']ghi X Ug DfY]g #@ Y ]ghi b [ gj Yf\À`hb]g 'X Yf 'A Uf \_ Y 'E i U`]hm 'd Ugg Yb X "'I b X 'X]Y < Ui V Y bgn Y b Y 'V Y j cfni [ h X Y b 'Hcd! @ Y j Y `Ub 'E i U`]hÀhž 'ZØ f 'X Y b 'X]Y < Ui ga Uf \_ Y 'Df Ya ] i a 'gh Y \h'"

K À\fYbX'\_`Y]bYfY'; UghfcVYhf]YVY'Ui Z'X]Y'fY[Y`a À»][Y': U\fh']b XYb'7/7'b]W\h'j Yfn]W\hYb'k c``Ybž``UggYb'g]W\: UghZccX!?YhhYb i bX'; fc» VYhf]YVY'X]Y'K UfY'`]YVYf'ni ghY``Yb"'\*\$'DfcnYbh'XYf 6YghY``i b[Yb'k YfXYb'VYfY]hg'ØVYf'\deltahYfbYh'[YhÀh][h" 5VYf'Ui W\Ni ghY``\_i bXYb'VYgi W\Yb'a Y\fa U`g']a 'A cbUh'i bgYfY'A Àf\_hYž'i a g]W\'ØVYf'BYi \Y]hYb'ni ']bZcfa ]YfYb'i bX'H]ddg'ni '\c`Yb ž'a Yf\_h DUb\c`nYf'Ub"'5dfcdcg'H]ddg.'\deltaXYg'XYf'UW\h'HfUbg[ci fa Yh! <\Ai gYf'j YfZØ[h'ØVYf'Y]b'7cc\_'\&\\$'?cW\ghi X]cž'k c'9l dYfhYb'XYb?i bXYb'j cfZØ\fYbž'k]Y'X]Y'bYi YghYb'?i`]bUf]\_hfYbXg']b'X]Y [Ughfcbca ]gW\Y'DfUl]g'i a [YgYhnh'k YfXYb"

### DfYa ]i a 'i bX'5A 5'; ØfYg]Y[Y`

Jcf'X]YgYa '<]bhYf[fi bX'k]fX'XYi h']W\ž'k Ufi a 'Y]bY':]fa U'k]Y

HfUbg[ci fa Yh']b']\fYa ': 'Y]gW\!A Uf\_Yh]b['a]h'Y]bYf'VfY]hYb

5b[YVchgdU`YhhY'Ui ZZÀ\fh'i bX']a a Yf'k]YXYf'bYi Y

JYf\_Ui ZgZÒfXYfi b[gdU\_YhY'gW\bØfh"A]W\UY``Jc[``nY]W\bYh'U`g

6YfY]W\g`Y]hYf'7UhY[cfm'A UbU[Yf'ZØf': `Y]gW\'i bX'K i fgh'XUZØf

j YfUbhk cfh`]W\"`GY]b'\&V']gh'Ygž'VY]'XYf'9bhk]W\_`i b['j cb': `Y]gW\!

Dfc[fUa a Yb'X]Y'BUW\ZfU[Y'XYf'?i bXYb'i bX'XUg'5b[YVch'XYf

DfcXi nYbhYb'Ui Z'Y]bYb'BYbbYf'ni 'Vf]b[Yb"

8 Ugʻd Ugg]YfhYʻ]aʻj Yf[ Ub[ YbYbʻ\*J\fžʻU`gʻHfUbg[ ci fa Yhʻ5A 5!; ØhYg]Y![ Y`!GW\k Y]bYZY]gW\`]aʻF U\a YbʻXYfʻcVYbʻYfk À\bhYb 9][ Yba Uf\_Yb!F Ub[ Yʻ DfYa ]i aʻ Ui ZʻXYbʻA Uf\_hʻVfUW\hY"'Jc[`. K ]fʻZØ\fYbž'j Yfa i h`]W\`U`gʻY]bn][ Yfʻ; Ughfc!; fc»\ÀbX`Yfž'Y]b

Xi fW. [Àb[][Yg: Y]gW.gcfh]a Ybh'Ui g'XYb'5A 5

Ei U']hÀhgdfc[fUa a Yb "'I bX'nk Uf'a ]h'XYb'9I \_'i g]j a Uf\_Yb

DfYa ]i a 'F]bX ž' DfYa ]i a '? U'V ž' DfYa ]i a 'GW.k Y]b ž

DfYa ]i a '@Ua a 'i bX' DfYa ]i a '; YZØ[Y` "'; Ughk ]fhYž'X]Y'g]W\
a ]h'XYa '5A 5'; Ughfcg]Y[Y`gW.a ØW\_Ybž'\_ObbYb'Ui Z'X]YgY'K Y]gY
g]W\Yf'gY]bž'XUgg'g]Y'VY]a 'DfYa ]i a !: Y]gW\'j cb'HfUbg[ci fa Yh
f]W\h]['`]Y[Ybž'k Y]`'U``Y'GcfhYb'X]YgY'[Y\cVYbYb'Ei U`]hÀhgghi ZY

XUg'5A 5!G]Y[Y`hfU[Yb'i bX'XUa ]h'X]Y'OghYffY]W\]gW\Y'<Yf\_i bZh

Zfca 'ghUV'Y'hc'hUV'Y 'hfUbgdUfYbh'bUW\k Y]gYb"

#### 6]c i b X H]Yfk c \ `

A ]h:XYf:A Uf\_Y: JcbUhi f ž:X]Y:\Yi Yf:Y]b[YZØ\fh:k i fXYž:VYX]Ybh HfUbg[ci fa Yh:X]Y:5bgdfØW\Y:YbYf:FYghUi fUbh[ ÀghYž:X]Y:VY]a
: `Y]gW\\_cbgi a `Ui W\:Ui Z:BUW\\U:h][\_Y]hž:X]Y:gck c\:`6]c `U`g`Ui W\
h]Yf[YfYW\:hY:< U`hi b[ `a ]h:Y]bgW\:]Y» hž:[fc» Yb `K Yfh:`Y[Yb":K Ug
\_cb\_fYh:\]bhYf:XYa `gdfÒXYb `6Y[f]ZZ: BUW\\U:h][\_Y]h `ghYW\_hž:]gh
XYa `9bXj YfVfUi W\Yf:gW\:k Yf:j Yfa ]hhY`VUf":I a `X]YgYg'A Ub\_c
Ui gni [`Y]W\Ybž:Yfn\:A\:h'YXYg' JcbUhi f !DfcXi \_h'Y]bY
Ui h\Ybh]gW\Y; YgW\]W\:hY:gY]bYf'9bhghY\i b[ž:]b`XYf'X]Y
BUW\\U`h][\_Y]h'Y]bY:VYgcbXYfY:Fc``Y:gd]Y:h":DUb\c`nYf'bYbbh'U`g
6Y]gd]Y:Y:ZØf'XUg' Ghcfm'HY``]b[ `a ]h'XYf'A Uf\_Y: JcbUhi f `XUg
6]c:6Yf[kY]XYf]bX `i bX`XUg' 6]c!?`YYgW\:kY]b"

K Ugʻ6]cZY]gW\'VYhf]ZZhž']gh'XUgʻ5b[YVch'Ui gʻXYf'@UbXk]fhgW\UZhkY]hYf\]b'fUfž'VY]'HfUbg[cifaYh']gh'aUb'XYg\U'V'Zfc\ž'a]h'XYf:]faU'GcbbVYf['ØVYf'Y]bYb'@]YZYfdUfhbYf'ni'jYfZØ[Ybž'XYf'ni\ibXYfh'DfcnYbh'6]cZY]gW\'YfnYi[h'ibX'X]YgYg'ÒghYffY]W\kY]hUbV]YhYh'

 $6Y]a : Ghcfm'HY``]b[ : ini a : H\Ya U'H]Yf\U`hi b[ : Ya dZ]Y\`h'Yg'g]W\&ZUi Z'Y]bZUW\&Y'6chgW&UZhYb'ni : gYhnYb'''HfUbg[ ci fa Yh'k YbXYh'ZØfbUW&\U`h][ : dfcXi n]YfhYg'GW&k Y]bYZY]gW&'Y]bY'8fY]!Ghi ZYb!FY[ Y`Ub. :; ccX'1 : a Y\f'D`Uhn'ZØf'X]Y'H]YfYž'6YhhYf'1 : Ghfc\\U`hi b[ :i bX 6Ygh'1 : 6]c!GW&k Y]bY\U`hi b[ ''$ 

DUfhbYf'ZØf': `Y]gWXYf

J]YY'\Y]a ]gW\Y'<UbXk Yf\_gZY]gW\Yf'i bX'9fnYi [Yf'j cb fY[]cbU`hmd]gW\Yb': `Y]gW\gdYn]U`]hÀhYb'j YfZc`[Yb'Y]bY'À\b`]W\Y Ei U`]hÀhgghfUhY[]Y"'→bYb'V]YhYh'g]W\'XU\Yf'HfUbg[ci fa Yh'U`g 5VgUhna]hh'Yf'Ub"'DUb\c`nYf.' K]f'`UXYb''YbY'@]YZYfUbhYb'Y]bž'X]Y ØVYf']\fY'DfYa]i a dfcXi\_hY'Y]bY'[i hY'; YgW\]W\hY'ni 'YfnÀ\`Yb\UVYbž'a]h'i bg'?cbhU\_h'Ui Zni bY\a Yb"'K]f'gY\Yb'i bg'U`g D`UhhZcfa ž'Ui Z'XYf'; Ughfcbca Yb'i bX'GdYn]U`]hÀhYb!: `Y]gW\Yfž'X]Y ni Y]bUbXYf'dUggYb'Ui W\'ni Y]bUbXYf'Z]bXYb'\_ObbYb "HfUbg[ci fa Yh'U`g'DUfhbYfgW\UZhg!5[Ybhi f3' 6Y]'\i bXYfh?'Y]b`]YZYfUbhYb'ni 'VYghY`Ybž']gh'ZØf'YXYb'FYghUi fUbh!6YhfY]VYfY]b'<cffcf ž'gc'DUb\c`nYf"'9VYbgc'k Yb]['UVYf'gc``hY'g]W\'Y]b a ]hhY`ghÀbX]gW\Yf'DfcXi nYbh'X]Y'5fVY]h'Ubhi bž'i bnÀ\`][Y

8]YgYg'AcXY```a UW\h'j cf'U``Ya `XUbb`G]bbž'k Ybb`Y]b
: `Y]gW\YfVYhf]YV'hmd]gW\Y'FY[]cbU`gdYn]U`]hÀhYb`YfnYi [hž'X]Y
bUhi f[Ya À» ']bbYf\U`V'XYf'Y][YbYb`FY[]cb']\fY
GhUa a \_i bXgW\UZh`\Uh''I bhYf`6YfØW\_g]W\h][i b[ `XYf`dfcXi n]YfhYb
A Yb[Y'a UW\h'Yg'Xi fW\Ui g'G]bbž'k Ybb`X]YgYg'GdYn]U`gcfh]a Ybh
bi f'Ua `GhUbXcfh']b`XYf`VYhfYZZYbXYb`FY[]cb'Ub[YVchYb'k]fX"
J c[``k Y]gh'XUfUi Z`\]bž'XUgg'Ui W\`]b`X]YgYa ': U```X]Y`@]ghi b[
Ui ggW\`]Y»`]W\`ØVYf'X]Y`NYbhfU`Y']b`HfUi b`YfZc`[h"

HfUbg[cifa Yh'V]YhYha]ha Y\f'U`g`, \$\$: `Y]gW\!i bX`fi bX`' '\$
; YZØ[Y`Ufh]\_Y`b`Y]b`VYgcbXYfg`i a ZUb[fY]W\Yg`Gcfh]a Ybh"'5i W\
k Ybb`XYf`@Òk YbUbhY]``Ui Z: `Y]gW\`Ui g`2 ghYffY]W\`YbhZÀ``hž
]bhYfbUh]cbU`Y`GdYn]U`]hÀhYb`k ]Y`I G!F]V!9mY!GhYU\_`i bX`?cVY`6YYZ
XØfZYb`bUhØf`]W\`b]W\h`ZY\`Yb"`K cfUi Z'7UhY[cfm'A UbU[Yf'Jc[`
VYgcbXYfg`ghc`n`]gh`: Øf`YXYb`Y]bnY`bYb`: `Y]gW\!5fh]\_Y``]gh'X]Y
E i U`]hÀh`]gh`]b`Y]bYa`Fc\k UfYb\_UhU`c[`a]h`[YbUi Yb
DfcXi \_hgdYn]Z]\_Uh]cbYb`ZYgh[Y`Y[h"`5i Z'X]YgY`K Y]gY`k]fX
[`Y]W\V`Y]VYbXY`E i U`]hÀh`[UfUbh]Yfh"`8 Ug`]gh`nk Uf`Y]bY
GhY]`j cf`U[Y`ZØf`YXYb`@]YZYfUbhYbž`UVYf`ni [`Y]W\`Y]b
9]bhf]hhgh]W\_Yh`ZØf`X]Y`Ni gUa a YbUfVY]h`a]h`XYf
GmghYa [Ughfcbca]Y"

.

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