

Ultra-frisch und express

Thomas Rudelt, seit September neuer Geschäftsführer Offer Management (Einkauf) der Metro Österreich, im Gespräch mit der Fleischerzeitung.



...

K Y`WXYb`GhY`Ybk Yfh`\ Uh: f]gWZ Y]gW`VY]`XYf`5VgUhn!
i bX`? i bXYbV]bXi b[gghfUhy[]Y`XYf`A Yhfc3

Fi XY`h: `Y]gW`nÄ`h`VY]`A Yhfc`ni `XYb`DfcXi _hYb`XYf`I`hfUZf]gWY

i bX`]gh`XUa`]h'gck c\`Z0f'i bg`U`g`Ui W\`Z0f'i bgYfY`?i bXYb`Y]bY
XYf`k]W\h][ghYb`GÄi`Yb`i bgYfYg'; YgW\ÄZhg"K`]f`gYhnYb`i bg`Xi fW\
ghfYb[Y`E i U`]hÄhg`cbhfc`Yb`ni a`N]Y`ž i bgYfYb`?i bXYb`]a`a Yf`X]Y
\0W\ghY`E i U`]hÄh`ni`V]YhYb"6YgcbXYfg`k UfYb`_i bX][Y
; Ughfcbca`]Y`_i bXYb`gW\ÄhYb`i bgYf`X]ZYfYbn]YfhYg`i bX
j]Y`ZÄ`h][Yg`5b[YVchUb`:`Y]gW\gdYn]U`]hÄhYb"8i fW\`Y]bY`Yb[Y
Ni gUa`a YbUfVY]h'a`]h`@YZYfUbhYb`]gh`Yg`i bg`a`0[`]W\ž`Ui Z
?i bXYbk 0bgW\Y`fUgW\`ni`fYU[]YfYb`i bX`]bX]j]Xi Y`Y`@0gi b[Yb
Ubni V]YhYb"

I bgYf`A`]hUfVY]hYfhYUa`]b`XYb`A`Äf`_hYb`i bX`]a`5i »YbX]Ybgh
j YfZ0[h`0VYf`[fc»Yg`?bck`<ck`]a`:`Y]gW\gY`_hc"GY]bY`5i Z[UVY
]a`GYfj]WVYfY]W\`]gh`Ygž`Ui Z`VYgcbXYfY`5bZcfXYfi b[Yb`ni
fYU[]YfYbž`HfYbXg`Z0f`X]Y`; Ughfcbca`]Y`ni`Yf`_YbbYb`i bX
DfcV`Ya`00gi b[`Z0f'i bgYfY`?i bXYb`ni`Yb`hk]W`Y`b"

6Y]`k Y`W\Yb`:`Y]gW\gc`fhYb`gY\Yb`G]Y
K`UW\ghi`a`gd`chYb]U`3

F i XY`h`b`XYb`YhnhYb`d\`fYb`k i fXY`XUg`\cW\k Yfh][Y`F`]bXZY]gW\
`k]Y`ni a`6Y]gd]Y`I`G!K`UfY``]a`a Yf`a`Y\`f`[YZfU[h"6YgcbXYfg
ni a`:`f)`Yb`k]fX`XUg`b]W\h'gc`a`U[YfY`:`Y]gW\`gY\`f`[YgW\Ähnh"
5i W\`GW\k Y]bYZY]gW\`]gh'a`]h`XYb`F`UggYb`8i fcWi bX`A`Ub[U`]WU
]a`HfYbX"i bX`Ui W\`K`]XZY]gW\`k]fX`0VYf`X]Y`YhnhYb`d\`fY
j Yfa`Y\`fh`bUW\ [YZfU[h"5i ZU`YbX`]gh`XUVY`]Z0f'i bgž`XUgg`X]Y
GU]gcb`XUZ0f`VYfY]hg`Zf0\Yfž`bÄa` `]W\`]a`Gca`a Yfž`VY[]bbh"

A]h`k Y`W\Yb`E i U`]hÄhgd`fc[fUa`a Yb`d`fcZ`]Yfh`g]W\`X]Y
A`Yhfc`U`g`:`Y]gW\!@]YZYfdUf`hbYf`XYf`; Ughfcbca`]Y`3

F i XY`h`A`Yhfc`j YfhfY]Vh`Y]bYfgY]hg`fY[]cbU`Y`DfYa`]i a`a Uf`_Yb`k]Y
FY[]cbU`C`dh]a`U`fGW\k Y]bŁž`GhY]fYf[`0W`_fGW\k Y]bŁž
J`cfU`dYbgW\k Y]b`i bX`5i ghf]Ub`6`UW`_5b[i g`fF`]bXŁž`Ni XYa
j YfZ0[Yb`k]f`0VYf`]bhYfbUh]cbU`fYbca`a]YfhY`DfYa`]i a`a Uf`_Yb
k]Y`n"6"X]Y`A`Uf`_Y`dW`_g`7fY`Y`ž`X]Y`]a`UVgc`i hYb`Hcd!GY[a`Ybh
Ub[Yg]YXY`h`]gh`Gc`[Y`]b[hYg`i bgž`XYb`5b[YVchg!6c[Yb`]cb
fY[]cbU`Yf`i bX`0ghYffY]W\]gW\Yf`V]g`\]b`ni`]bhYfbUh]cbU`Yf`K`UfY
ni`gdUbbYb"

6YX]YbYb`G]Y`a`]h`≡fYa` :` `Y]gW!Gcfh]a` Ybh`Ui` W`X]Y
HfYbXg`ni` `6]c!:` `Y]gW`ž:` `Y]gW`Ui` g`² ghYffY]W`ž:` `Y]gW`Ui` g
XYf`F`Y[]cbž:` `Y]gW`Ui` g`Ufh[YfYW`hYf`H]Yf\U`hi` b[3`

F i XY`h`A`Yhfc`j`YfZØ[h`ØVYf`Y]b`[fc»Yg`ØghYffY]W`]gW`Yg`6]c!
Gcfh]a` Ybh`i` bX`j`YfhfY]Vh`bUhØf`]W`5A`5` ; ØhYg]Y[Y`!:` `Y]gW`"
; YfUXY`XUg`5b[YVch`Ub`ØghYffY]W`]gW`Ya` `i` bX`fY[]cbU`Ya
: `Y]gW` \Uh`VY]`i` bg`Y]bYb` \c`Yb`GhY`Ybk`Yfhž`XU`Yf`ZØfXYfb`k`]f
`c`_U`Y`Ghfi`_hi` fYb`i` bX`X]Y` \Y]a`]gW`Y`@UbXk`]fhgW`UZh`"I` a` `X]Y
Ni` gUa` a` YbUfVY]h`bcW`ni` `]bhYbg]j`]YfYbž`k`]fX`XUg`fY[]cbU`Y
Gcfh]a` Ybh`_ØbZh][` `ghÀf`_Yf`Ui` g[Yk`Y]hYh`9]b][` Y`fY[]cbU`Y
E i U`]hÀhgdfc[fUa` a` Y`fh"6`"FY[]cbU`Cdh]a` U`Ě`_YbbnY]W`bYb
Yf\Ø`hY`H]Yfk`c` \`ghUbXUfXg`"8]Y`5bZcfXYfi`b[Yb`g]bX`[Y[YVYb
i` bX`j`]Y`Y` ; Ughfc bca`]Y_i` bXYb`X]ZZfYbn]YfYb`g]W`Xi` fW
E i U`]hÀhgdfc[fUa` a` Yž`j`]Y`Y`6Yhf]YVY`g]bX`5A`5` ; Ughfcg]Y[Y`!
nYfh]Zn]Yfh`i` bX`VYgh`Y`Yb`Ui` ggW`Y`Y»`]W`Ui` Z`ØghYffY]W`]gW`Y
K`UfY`"

A`]h`k`Y`W`Yb`8]Ybgh`Y]ghi`b[Yb`i`a` fU`a`h`A`Yhfc`gY]b
: `Y]gW!5b[YVch`ZØf`X]Y` ; Ughfc bca`]Y3

F i XY`h`A`Yhfc`V]YhYh`Y]b` BchZU`gYfj`]W` .`gc`_ØbbYb
[YgW`b]hhYbY`K`UfYb`Ui`W`_i`fnZf]gh][`bUW`VYghY`h`k`YfXYb`"
6YgcbXYfg`[YgW`Àhnh`k`]fX`i`bgYfY` : ccX`GYfj`]W`8]ghf]Vi`h]cb
gck`]Y`i`bgYfY`Ni`ghY`i`b[`a`]h`XYa`A`Yhfc`9I`dfYgg`]bbYf\U`V`j`cb
XfY]`Ghi`bXYb`i`bX`nk`Uf`%\$ \$i` `Ya`]gg]cbgZfY]`a`]h
9`Y`_hfcZU`fnYi` [Yb`]b`K`]Yb` `k`Y]hYfY`GhÀXhY`Zc`[Yb`"

K`]Y`gW`À[h`g]W`X]Y`[`cVU`Y`5i`gf]W`hi`b[`XYg`A`Yhfc!
?cbnYfbg`Ui`Z`XUg` : `Y]gW!5b[YVch`XYf`A`Yhfc`² ghYffY]W`
b]YXYf3

F i XY`h` ; fi`bXgÀh`n`]W`Ui`]Yfh`A`Yhfc`² ghYffY]W`]a` `6Yni` [`Ui`Z`XUg
: `Y]gW!5b[YVch`Ui`hcbca` `i` bX`VYgh]a` a`h`X]Y`Gcfh]a` YbhY`gY`Vgh`
8i`fW`X]Y`[`cVU`Y`5i`gf]W`hi`b[`j`cb`A`Yhfc`_ØbbYb`]bhYfbUh]cbU`
K`UfYb`cdh]a`]Yfh`VYgW`UZZh`k`YfXYb`"8]YgY`A`Ø[`]W`_Y]h`[YVYb`k`]f
bUhØf`]W`[YfbY`Ub`i`bgYfY`<cFY7U!?!i`bXYb`k`Y]hYfž`i`a` `Y]b
a` Ø[`]W`gh`VfY]hYgž`j`]Y`ZÀ`h][` Yg`i`bX`gdUbbYbXYg` : `Y]gW`gcfh]a` Ybh

ni `V]YhYb" `Gc`Z]bXYh'a Ub`VY]`A Yhfc`GdYn]U`]hÅhYbž`ØVYf`X]Y`_Y]b
UbXYfYg`l bhYfbY\`a Yb`Ua` `ØghYffY]W\]gW\Yb`A Uf_h] YfZØ[hž`k]Y
n"6"; U`]W]YbVYYZ`cXYf`6]gcbZY]gW\`Ui g`BcfXUa Yf]_U"

GYhnYb`G]Y`? ca`a`i`b]_Uh]cbg!Hcc`g`ZØf`≡f`: `Y]gW\!
A Uf_Yh]b[`Y]b3`

F i XY`h`l` `hfUZf]gW\Yž`XUni`nÅ`\`Yb`C`Vghž`; Ya`ØgYž`:]gW\`i`bX
: `Y]gW\ž`k]fX`Ui`Z`gÅa`h`]W\Yb`? UbÅ`Yb`VYk`cfVYb" `l`bgYf`5b[`YVch
i`bX`i`bgYfY`5_h]cbYb`k`YfXYb`ØVYf`X]Y`A`Yhfc`Dcgh`_ca`a`i`b]n]Yfhž
]b`; ci`fa`Yhfcž`i`bgYfYa` `?i` `]bUf]_a`U[`Un]bž`YfgW\Y]bYb`gdUbbYbXY
6Yf]W\hY`i`bX`: UW\Ufh]_Y`ž`U`_hi`Y``ni`a` `6Y]gd]Y``ni`a` `H\Ya`U
?U`VZY]gW\`"GU]gcbU`Y`? UhU`c[`Y`fh"6" `K`]`X!`i`bX`; Ubgl`k`YfXYb
XYb`?i`bXYb`]a`a`Yf`dYfgØb`]W\`ØVYf`X]Y`GU`Yg`: cfW\`ØVYfa`]hY`h"

K`]Y`gY\`Yb`g]Y`X]Y`? ccdYfUh]cbgW\UbW`b`nk`]gW\Yb`A`Yhfc
i`bX`XYa` ` \Y]a`]gW\Yb`: `Y]gW\Yf\`UbXk`Yf`_ž`]b`XYggYb
8cddY`Zi`b_h]cb` `U`g`?i`bXY`i`bX`F`Y[`]cbU`!@]YZYfUbh3

F i XY`h`A`Yhfc`^`ghYffY]W\`UfVY]hYh`gY\`f`]bhYbg]j` `a`]h`XYa
\Y]a`]gW\Yb`: `Y]gW\Yf\`UbXk`Yf`_`ni`gUa`a`Yb" `B]W\h`bi`fž`XUgg`j`]Y`Y
fY[`]cbU`Y`: `Y]gW\Yf`i`bgYfY`@]YZYfUbhYb`]a` `K`i`fghVYfY]W\`g]bXž
Ui`W\`gY\`f`]Y`Y`_`Y]bYž`a`]hY`ghÅbX]gW\Y`; Yk`YfVY!`gcck`]Y
≡Xi`ghf]YVYhf]YVY`bØhnYb`i`bgYf`]bX]j`]Xi`Y``Yg`Gcfh]a`Ybh" `5i`W\
\]Yf``]Y[`]hi`bg`X]Y`Ni`gUa`a`YbUfVY]h`nk`]gW\Yb`i`bgYfYa` `: `Y]gW\!
i`bX`K`i`fghk`UfYb[`]fi`ddYba`UbU[`]Yf`>Øf[`]Yb`<`]fbgW\U``i`bX`XYb
_`Y]bYb`gcck`]Y`XYb`[`]fc»Yb`6Yhf]YVYb`XYf`: `Y]gW\!`i`bX
K`i`fghVfUbW\Y`Ua` `<YfnYb"

6Ygi`W\Yb`G]Y`i`bg`Ui`Z`Z`Y]gW\i`bXWŁ"Uh