

Ultra-frisch und express

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



K Y`W Yb `GhY``Yb k Yfh`\Uh: f]gW Z`Y]gW VY]XYf`5VgUhn!
i bX`? i bXYbV]bXi b[gghfUhY[]Y`XYf`A Yhfc 3

F i XY`h`:`Y]gW nÀ\`h`VY]`A Yhfc`ni`XYb`DfcXi _hYb`XYf`I`hfUZf]gW Y

i bX]gh'XUa]h'gck c\`Zf'i bg'U'g'Ui \`Zf'i bgYfY?i bXYb'Y]bY
XYf'k]W h][ghYb'GÀi 'Yb'i bgYfYg'; YgWÀZhg"K]f'gYhnYb'i bg'Xi fW
ghfYb[Y'E i U]hÀhg_cbhfc``Yb ni a 'N]Y'ž'i bgYfYb?i bXYb]a a Yf'X]Y
\ØW ghY'E i U]hÀhni 'V]YhYb"6YgcbXYfg'k UfYb_i bX][Y
; Ughfc bca]Y_i bXYb'gWÀhnYb'i bgYf'X]ZYfYbn]YfhYg'i bX
j]Y'ZÀ'h][Yg'5b[YVch'Ub': `Y]gW gdYn]U]hÀhYb"8i fW'Y]bY'Yb[Y
Ni gUa a YbUfVY]h'a]h'@YZfUbhYb']gh'Yg'i bg'a Ø['Wž'Ui Z
?i bXYbk ØbgW Y'fUgW ni 'fYU[]YfYb'i bX]bX]j]Xi Y'Y'@Ogi b[Yb
Ubni V]YhYb"

I bgYf'A]hUfVY]hYfhYUa'']b'XYb'A Áf_hYb'i bX]a'5i » YbX]Ybgh
j YfZØ[h'ØVYf'[fc»Yg?bck'<ck'ja': `Y]gW gY_hcf"GY]bY'5i Z[UVY
]a'GYfj]WVYfY]W ']gh'Ygž'Ui ZVYgcbXYfY'5bZcfXYfi b[Yb'ni
fYU[]YfYbž'HfYbXg'Zf'X]Y'; Ughfc bca]Y'ni 'Yf_YbbYb'i bX
DfcV'Ya 'Ogi b['Zf'i bgYfY?i bXYb'ni 'Ybhk]W_Y'b"
6Y]k Y'W Yb': `Y]gW gc fhYb'gY\Yb'G]Y
K UW ghi a gdchYbh]U'3

F i XY'h'ø'XYb'`YhnhYb'`U\fYb'k i fXY'XUg'\cW k Yfh][Y'F]bXZY]gW
'k]Y'ni a '6Y]gdY'`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'[YgWÀhnH
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'ØVYf'X]Y'`YhnhYb'`U\fY
j Yfa Y\ fh'bUW [YzfU[h'5i ZZU`YbX']gh'XUVY]Zf'i bgž'XUgg'X]Y
GU]gcb'XUZØf'VYfY]hg'ZfØ\Yfž'bÀa'']W ']a 'Gca a Yfž'VY[]bbh"

A]h'k Y'W Yb'E i U]hÀhgdfc[fUa a Yb'dfcZ]`Yfh'g]W'X]Y
A Yhfc'U'g': `Y]gW !@]YZYfd UfhbYf'XYf'; Ughfc bca]Y3

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]bł'GhY]fYf['ØW_fGW k Y]bł'
J cfU'dYbgW k Y]b'i bX'5i ghf]Ub'6'UW_5b[i g'ff]bXł'Ni XYa
j YfZØ[Yb'k]f'ØVYf']bhYfbUh]cbU'fYbca a]YfhY'DfYa]i a a Uf_Yb
k]Y'n"X]Y'A Uf_Y'`UW_g'7fYY_ž'X]Y']a 'UVgc'i hYb'Hcd!GY[a Ybh
Ub[Yg]YXY'h']gh'Gc'[Y']b[h'Yg'i bgž'XYb'5b[YVchgl6c[Yb'j cb
fY[]cbU'Yf'i bX'ØghYffY]W]gW Yf'V]g'`]b'ni ']bhYfbUh]cbU'Yf'K UfY
ni 'gdUbbYb"

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

F i XY'h 'A Yhfc 'j YfZØ[h'ØVYf'Y]b [fc » Yg'ØghYffY]WX]gWX Yg'6]c!
Gcfh]a Ybh'i bX'j YfhfY]Vh'bUhØf]WX '5A 5'; ØhYg]Y[Y!; `Y]gWX "
; YfUXY 'XUg'5b[YVch'Ub 'ØghYffY]WX]gWX Ya 'i bX'fY[]cbU'Ya
: `Y]gWX '\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]gWX Y '@UbXk]fhgWX UZh'! a 'X]Y
Ni gUa a YbUfVY]hbcWX 'ni ']bhYbgjj]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'£'_YbbnY]WX bYb
Yf\Ø\hY' 'H]Yfk c\`ghJbXUfXg" '8]Y'5bZcfXYfi b[Yb'g]bX'[Y[YVYb
i bX'j]Y'Y'; UghfcBca]Y_i bXYb 'X]ZZYfYbn]YfYb'g]WX 'Xi fWX
E i U']hÀhgdFc[fUa a Yžj]Y'Y'6Yhf]YVY'g]bX'5A 5'; Ughfcg]Y[Y'
nYfh]Z[n]Yfh'i bX'VYghY\Yb'Ui ggWX 'Y» ']WX 'Ui Z'ØghYffY]WX]gWX Y
K UfY"

A]h'k Y'WX Yb '8]Ybgh'Y]ghi b[Yb'i a fu\ a h'A Yhfc 'gY]b
: `Y]gWX !5b[YVch'ZØf'X]Y'; UghfcBca]Y3

F i XY'h 'A Yhfc 'V]YhYh'Y]b ' BchZU'gYfj]WX . 'gc' _ØbbYb
[YgWX b]hhYbY'K UfYb'Ui WX '_i fnZf]gh]['bUWX VYghY''h'k YfXYb"
6YgcbXYfg'[YgWX Àhnh'k]fX'i bgYfY': ccX'GYfj]WX '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'gWX 'À[h'g]WX 'X]Y['cVU'Y'5i gf]WX hi b['XYg'A Yhfc!
?cbnYfbg'Ui Z'XUg': `Y]gWX !5b[YVch'XYf'A Yhfc '² ghYffY]WX
b]YXYf3

F i XY'h'; fi bXgÀhn']WX 'U[]Yfh'A Yhfc '² ghYffY]WX ']a '6Yni ['Ui Z'XUg
: `Y]gWX !5b[YVch'Ui hcBca 'i bX'VYgh]a a h'X]Y'Gcfh]a YbhY'gY'Vgh"
8i fWX 'X]Y['cVU'Y'5i gf]WX hi b['j cb'A Yhfc ' _ØbbYb 'bhfYfbUh]cbU'
K UfYb'cdh]a]Yfh'VYgWX UZh'k YfXYb" '8]YgY'A Ø[']WX _Y]h[YVYb'k]f
bUhØf']WX '[YfbY'Ub'i bgYfY'<cFY7U!?'i bXYb'k Y]hYfž'i a 'Y]b
a Ø[']WX gh'VfY]hYgžj]Y'ZÀ'h][Yg'i bX'gdUbbYbXYg': `Y]gWX gcfh]a Ybh

ni 'V]YhYb" Gc 'ZjbXYh'a Ub 'VY] A Yhfc 'GdYn]U`]hÀ hYbž ØVYf'X]Y '_Y]b
UbXYfYg`I b hYfbY\ a Yb 'Ua 'ÒghYffY]W X]gW Yb 'A Uf_h'j YfZØ[hžk]Y
n"6"; U]W]YbVYYZcXYf'6]gcbZY]gW 'Ui g'BcfXUa Yf]_U"

GYhnYb 'G]Y ? ca a i b]_Uh]c b g! Hcc c`g'ZØf' = f : `Y]gW !
A Uf_Yh]b ['Y]b 3

F i XY'h.'I 'hfUZf]gW Yž XUni 'nÀ\`Yb 'C Vghž; Ya ØgYž:]gW i bX
: `Y]gW žk]fX 'Ui Z'gÀa h']W Yb ? UbÀ'Yb 'VYk cfVYb" I 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 Yhfcži bgYfYa ? i `]bUf]_a U[Un]bž'YfgW Y]b Yb 'gdUbbYbXY
6Yf]W hY 'i bX : UWUfh]_Y'ž'U_hi Y``ni a '6Y]gd]Y``ni a 'H\Ya U
?UVZY]gW "GU]gcbU'Y ? UhU'c[Y'fh"6"K]`X! 'i bX'; UbgE'k YfXYb
XYb ? i bXYb 'ja a Yf'dYfgØb`]W ØVYf'X]Y GU'Yg: cfW ØVYfa]hhY'h

K]Y 'gY\Yb 'g]Y 'X]Y ? ccdYfUh]c b gW Ub Wb '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 '2 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'j]Y`Y' _Y]b Yž'a]hhY'ghÀbX]gW Y'; Yk YfVY! 'gck]Y
=bXi ghf]YVYhf]YVY 'bØhnYb i bgYf']bX]j]Xi Y``Yg'Gcfh]a Ybh'5i W
\Yf'']Y[h'i 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]b Yb 'gck]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 bXW "Uh