

Von den Kleinsten der Größte

„Wurst im Rauch“. Das ist gleichermaßen Claim (oder Slogan) wie auch Philosophie des Unternehmens Moser. Die Tradition des Selchens hat Firmenchef Hans Moser verinnerlicht. Schon als Jugendlicher sei er von seinem Vater in die Geheimnisse dieser Methode eingeweiht worden.



...

8]Y`DUhYfbcghYf!GY`WXYb`Ua`DfcXi`_h]cbgghUbXcfh`K`]YgY`Vi`f[
`Ui`ZYb`Ui`W`bcW`X`J\fnY`bhY`bUW`]\fYf`Yfgha`U`[`Yb
=VVYhf]YVbU`a`Y`k`]Y`[`YgW`a`]Yfh`8Uj`cb`_cbbhY`g]W`X]Y
: `Y]gWYfnY]hi`b[`_Øfn`]W`VY`Y]bYa`6Yhf]YVgfi`bX[`Ub[

ØVYfnYi [Yb"

5b`Ugg`k Uf`X]Y`cZ]n]Y``Y`DfÅgYbhUh]cb`XYf`A cgYfgWXYb
DfcXi _h]bbcj Uh]cb` 6`ÖÖ_bYf`", VYf`X]Y`<YfghY``i b[` `Yk Y]`g`) \$
DfcnYbh`@Ja a `!`i bX`F]bXZY]gW`Ui g`² ghYffY]W`ž`a]h`F`cga Uf]bž
H\ma]Ub`i bX`?cf]UbXYf`a YX]hYffUb`[Yk Øfnh`i bX`ØVYf`%&
Ghi bXYb`]b`XYb`DUhYfbcghYf!GY`WXYb`[fÅi WXYfh`i bX`[YVfUhYb`
`UVYb`k]f`gW`cb`]b`XYf`YmhYb`Df]bhUi g[UVY`VYf]W`hYh`5VYf`k]Y
_ca a`h`a Ub`ØVYf`Ui dh`Ui Z`X]YgY`BUa Ybg[YVi b[3` 6Y]`i bg]b
² ghYffY]W`a ØggYb`U``Y`A Uf`Ybk ØfghY`Ui Z!Yf`YbXYbž`XUg`Uh
]f[YbXk]Y`HfUX]h]cbž`UVYf`k]f`_cbbhYb`X]YgY`K i fgh`U`b]W`h
%@Ja a YfT`bYbbYb ž`UW`h<Ubg`A cgYf`8Ugg`GW`UZY`V`Ö`Yb`k]ggY
XYf`[Y`YfbhY`² ghYffY]W`Yf`UVYf`gW`cb`gY]h`XYa `?]bXYf[UfhYbž
_ÖbbY`U`gc` `bcW`XUni`i bhYfgh`h`Xi fW`X]Y`5VV]Xi b[`Y]bYg
GW`UZYg`Ui ZXYf`K i fgh`Ui h`gcZcfh`X]Y`f]W`h][Y`5ggcn]Uh]cb
`YfghY``Yb"

8Ug`a U[`VUbU``_]b[Ybž`UVYf`a Ub`VYXYb`Y.`BYVYb`hUXY``cgYf
E i U]hÅh]gh`_fYUh]j Yg`A Uf`_Yh]b[`VYVbgc`k]W`h][ž`i a `Y]b`DfcXi _h
YfZc`[fY]W`Ui Z`XYa `A Uf`h`UbW]YfYb`ni`_ÖbbYb`! bX`XUg`]gh
A cgYf`a]h`XYf`6`ÖÖ_bYf`Xi fW`Ui g`ni ni hfUi Yb`"@]ghi b[Yb`[]Vh`Yg
YXYbZU`g`VYfY]hg`VY]5XY[`i bX`A Yf`_i f`]b[]Ub`² ghYffY]W`ž`]b`&) \$
6]`U!:`j]U`Yb`]b`B]YXYfÖghYffY]W`i bX`K]Ybž`VY]`BU`/`:`f]gW`]b
C² ž`B² ž`Gha _`i bX`GU`nVi f[ž`VY]`bhYfgdUf`i bX`GdUf`; ci fa Yh]b
B² ž`VY]`i b]a Uf`_h]b[]Ub`² ghYffY]W`gck]Y`]b`Y]b`_cgh`ÅXYb"
A cgYf`k ØfXY`g]W`bUhØf`]W`Ui W`ØVYf`Y]bYb`JYhf]YV`Xi fW`
:`Y]gW`YfZUW`[YgW`ÅZhY`ZfYi Ybž`ni a U`Yg`g]W`i a `Y]b`gdYn]Y``Yg
DfcXi _h`UbXY`hž`k Y`W`Yg`Yg`]b`X]YgYf`: cfa `V]g`Yf`bcW`b]W`h
[Y[YVYb`Uh`"

6YgcbXYfY`?ccdYfUh]cb

: Øf`X]Y`<YfghY``i b[`XYf`@Ja a k i fghž`XYfYb`9bhk]W`i b[`fi bX`Y]b
X\`f`[YXUi Yfh`Uhž`]gh`A cgYf`Y]bY`VYgcbXYfY`?ccdYfUh]cb`a]h
XYa `B²`@UbXYgni W`hj YfVUbX`ZØf`GW`UZY`i bX`N]Y[Yb
Y]b[Y[Ub[Yb`"Jcb`X]YgYa `VYn]Y`h`A cgYf`XUg`@Ja a ZY]gW`" : Øf
i bg]gh`Yg`Y]bY`VYgcbXYfY`5i gnY]W`bi b[ž`gc`Y]bYb`fYbca a]YfhYb
DfcXi nYbhYb`U`g`5VbY`a Yf`ni `UVYb`"K]f`gd]Y`Yb`XUa]h]b`XYf

7\Ua d]cbg!@YU[i Y'a]h ž'gc'6i bXYgfUh'i bX'B² 'GWUZhØW'hYf!
C Va Ubb'ᄇ["'9Xi UfX'?'ÒW_`VY]'XYf'6`ÒÒ_bYf!DfĀgYbhUh]cb/`Yf
ZfYi Y'g]W'UVYf'Ui W'ØVYf'X]Y`HUhgUWYž' XUgg'Yg'a]h'XYf':]fa U
A cgYf'Y]bYb'5VbY\`a Yf'[]Vhž'XYf'b]W'h'bi f'9XY'hY]'Y'b]a a hž'k]Y
Yhk U'X]Y'; Ughfcbca]Y "

A]h'X]YgYa ']bbcj Uh]j Yb'DfcXi _h'i bX'XYf'fY[]cbU`Yb
Ni gUa a YbUfVY]h'a]h'XYa '@UbXYgni W'hj YfVUbX'ZØf'GWUZY'i bX
N]Y[Yb'gYhnh'X]Y':]fa U'A cgYf']\fYb'K Y['XYf'\Y]a]gWYb
E i U']hĀhgj YfUfVY]hi b['_cbgYei Ybh'Zcfh"'8]YgYf'K Y['\Uh'A cgYf
K i fgh]b'XYb`YhnhYb`ᄇ\fYb'k Y]h'ØVYf'X]Y'; fYbnYb'i bgYfYg
6i bXYg`UbXYg'\]bUi g'Y]bYb'[i hYb'F i ZVY]'XYb'?cbgi a YbhYb
Y]b[YVfUW'h'A Ub'k Y]» ž'XUgg'a Ub'Hcd!E i U']hĀh_Ui Zhž'k Ybb'a Ub
ni 'Y]bYa 'A cgYf!DfcXi _h[fY]Zh ž'cVhY'Ui W'@UbXYgfUh'8f"
GhYd\Ub'DYfb_cdZ"

ᄇhnh'k]fX'g]W'nY[Ybž'cV'X]Y'?cbgi a YbhYb'XUg'DfcXi _h
UbbY\`a Yb'i bX'cV'A cgYf'a]h'XYf'6`ÒÒ_bYf'Y]b'Ā\`b`]WYf'9fZc`[
[Y`b[hž'k]Y'a]h'XYf' GW'k UfnYb'Di hY ž'X]Yž'&\$\$('Y]b[YZØ\fhž
'Āb[gh'ni 'XYb'VY'YVhYghYb'K i fghd'fcXi _hYb'² ghYffY]W'g'nĀ\`h"
8Yf':]fa YbWYZ'k]``UVYf'b]W'h'ni 'X]W_`Ui ZhfU[Ybž'gdf]W'hj cb
Y]bYa ' B]gWYbdfcXi _hž'XUg'Yfgh'gY]bYb'A Uf_h]Z]bXYb'a i gg "
, VYf\Ui dh'ØVh'g]W'<Ubg'A cgYf'`YVYf'a 'I bXYfghUhYa Ybh"
K]Yj]Y`Yf'a]h'gY]bYb' -) 'A]hUfVY]hYfb'i a gYhnhž'k]``Yf'b]W'h]b'XYf
NY]hi b[``YgYbž'bi f'gcj]Y`. ' K]f'g]bX'j cb'XYb'?`Y]bghYb'XYf
; fÒ» hY "Hfchn'Y]bYf'[Yk]ggYb'; fÒ» Y`\UVY'a Ub'g]W'X]Y
: `YI]V]'hĀh'VYk U\fhž' k]f'_ØbbYb'k]Y'Y]b'_Y]bYf'; Yk YfVYVYhf]YV
\UbXY`bž'UVYf'Ui W'[fc» Y'A Yb[Yb``YZYfb "

6Ygi W'Yb'G]Y'i bg'Ui Z.'ZY]gW'i bXWĉ"Uh