

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 `DUhYfbcgħYf!GY`WYb `Ua `DfcXi _h]cbgħUbXcfh`K]YgY`Vi f[`Ui ZYb `Ui WY bċċWY `dU\fnY\bhY`bUWY `]YfYf`Yfgha U`][Yb =bVYhf]YVbU\ a Y`k]Y `[YgWY a]Yfh" 8 Uj cb`_cbbhY`g]WY`X]Y : `Y]gWY YfnY]hi b[` _Øfn`]WY`VY]Y]bYa `6Yhf]YVgfi bX[Ub[

ØVYfnYi [Yb"

5b`Ugg`k Uf`X]Y`c ZZ]n]Y``Y`DfÀgYbhUh]cb`XYf`A cgYfgWYb
DfcXi _h]bbcj Uh]cb` 6`ÒÒ_bYf ``, VYf`X]Y`<YfghY`i b[```Yk Y]`g` \$
DfcnYbh`@Ja a !`i bX`F]bXZY]gWY `Ui g`2 ghYffY]WY 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`DUhYfbcgYf!GY`WYb`[fÀi WYfh`i bX`[YVfUhYb`
\UVYb`k`]f`gWc`b`]b`XYf`YhnhYb`Df]b`hUi g[UVY`VYf]WYh`5VYf`k`]Y
_ca a h`a Ub`ØVYf`\Ui dh`Ui ZX]YgY`B`Ua`Ybg[YVi b[3`6Y]`i bg`]b
`2`ghYffY]WY`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]WYh
%@Ja a YfT`bYbbYb`ž`UWYh`Ubg`A cgYf``8Ugg`GWYUZY`V`Ø_Yb`k`]gg`Y
XYf`[Y`YfbhY`2`ghYffY]WYf`UVYf`gWc`b`gY]h`XYa`?`]b`XYf`[UfhYbž
_ÒbbY`U`gc` `bc`WY`XUni`i`b`hYfghØhnh`Xi`fWY`X]Y`5VV]`Xi`b[`Y`b`Yg
GWYUZYg`Ui`Z`XYf`K`i`fgh`Ui`h` `gc`Zcfh`X]Y`f]WYh`[Y`5ggcn]Uh]cb
\YfghY`Yb`"

8Ug`a`U[`VUbU`_]`b[Ybž`UVYf`a`Ub`VYXYb`Y`B`YVYb`hUXY`cgYf
E`i`U`]hÀh`gh`_fYUh]j`Yg`A`Uf`Yh]b[`YVYb`gc`k`]WYh`[ž`i`a`Y`b`DfcXi`_h
YfZc`[fY]WY`Ui`Z`XYa`A`Uf`_h`UbWYfYb`ni`_ÒbbYb`I`bX`XUg`]gh
A`cgYf`a`]h`XYf`6`ÒÒ_bYf`Xi`fWY`Ui`g`ni`ni`h`Ui`Yb`@`gh`b[Yb`[]Vh`Yg
`YXYbZU`g`VYfY]hg`VY`5XY`[`i`bX`A`Yf`_i`f`]b`[Ubn`2`ghYffY]WYž`]b`&) \$
6`U!: `]U`Yb`]b`B`]YXYf`ghYffY]WY`i`bX`K`]Ybž`VY`]B`U`/`f]gWY`]b
C`2`ž`B`2`ž`Gh`_`i`bX`GU`nVi`f[ž`VY`]`b`hYfgdUf`i`bX`GdUf`ci`fa`Yh`]b
B`2`ž`VY`]I`b`a`Uf`_h`]b`[Ubn`2`ghYffY]WY`gck`]Y`]b`Y`b`cgh`AXYb`
A`cgYf`k`ØfXY`g]WY`b`UhØf`]WY`Ui`WY`ØVYf`Y`b`Yb`J`Yhf`YV`Xi`fWY
`Y`]gWY`YfZUWY`[YgWY`ZhY`ZfYi`Ybž`ni`a`U`Yg`g]WY`i`a`Y`b`gdYn]Y`Yg
DfcXi`_h`UbXY`h`k`Y`WY`Yg`Yg`]b`X]YgYf`cfa`V`g`Yf`bc`WY`b`]WYh
[Y`YVYb`U`Uh`"

6`YgcbXYfY`?`cc`d`YfUh]cb

: Øf`X]Y`<YfghY`i`b[`XYf`@Ja`a`k`i`fghž`XYfYb`9b`h`]W`i`b[`fi`bX`Y`b
`U`f`[YXUi`Yfh`U`hž`]gh`A`cgYf`Y`]b`Y`VYgcbXYfY`?`cc`d`YfUh]cb`a`]h
`XYa`B`2`@`UbXYgni`WYh`YfVUbX`ZØf`GWYUZY`i`bX`N]Y`[Yb`
Y`]b[Y`[Ub`[Yb`J`cb`X]YgYa`VYn]Y`h`A`cgYf`XUg`@Ja`a`Z`Y`]gWY`
i`bg`]gh`Yg`Y`]b`Y`VYgcbXYfY`5i`gnY]WYbi`b[ž`gc`Y`]b`Yb`f`Ybca`a`]Y`f`h`Y`b
DfcXi`n`YbhYb`U`g`5Vb`Y`a`Yf`ni`U`UVYb`K`]f`gd`]Y`Yb`X`Ua`]h`]b`XYf

7\Ua d]cbg!@YU[i Y'a]h ž'gc '6i bXYgfUh'i bX'B^ 'GW\ UžnØW\ hYf!
CVa Ub\ b["9Xi Ufx ? ØW_VY] XYf'6`ØO_bYf!DfAgYbhUh]cb/Yf
ZFYi Y'g]W\ UVYf'Ui W\ ØVYf'X]Y HUhgUW\ Yž' 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'; Ughfcba]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\ h\ YfVUbX'ZØf'GW\ UZY'i bX
N]Y[Yb 'gYhnh'X]Y :]fa U'A cgYf']\fYb 'K Y['XYf'\Y]a]gW\ Yb
E i U']h\h gj YfUfVY]hi b['_cbgYe\ Ybh'Zcfh'8]YgYf'K Y['\Uh'A cgYf
K i fgh']b 'XYb 'YhnhYb 'A\ 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']h\h'_Ui Zhž'k Ybb'a Ub
ni 'Y]bYa 'A cgYf!DfcXi _h[fY]Zh ž'cVhY'Ui W\ '@UbXYgfUh'8 f"
GhYd\Ub 'DYfb_cdZ"

ž'hnh'k]fX'g]W\ 'nY][Ybž'cV'X]Y '?cbgi a YbhYb 'XUg'DfcXi _h
Ub\ bY\ a Yb 'i bX'cV'A cgYf'a]h'XYf'6`ØO_bYf'Y]b 'A\ b']W\ Yf'9fZc'[
[Y']b[hž'k]Y'a]h'XYf' GW\ k UfnYb 'Di hY ž'X]Yž'&\$('Y]b[YZØ\ fhž
`A\ b[gh'ni 'XYb 'VY']YVhYghYb 'K i fghdfcXi _hYb '2 ghYffY]W\ g'nA\ 'h'
8Yf':]fa YbW\YZ'k]``UVYf'b]W\ h'ni 'X]W_ 'Ui ZhfU[Ybž'gdf]W\ h'j cb
Y]bYa ' B]gW\ YbdfcXi _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
; fØ» hY " 'Hfchñ'Y]bYf'[Yk]ggYb ; fØ» Y'UVY'a Ub 'g]W\ 'X]Y
; 'YI]V']h\h'VYk U\fhž'k]f'_ØbbYb 'k]Y'Y]b '_Y]bYf'; Yk YfVYYhf]YV
\UbXY'bž'UVYf'Ui W\ [fc» Y'A Yb[Yb ``]YZYfb "

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