

3 Jahre Genusskoarl: Eröffnung des neuen Standortes und erste Erfolgsbilanz

Die brandneue Anlage für die WienerWürze erhöht die Kapazität von bisher 90hl auf 250hl pro Jahr, ausbaubar auf 570hl jährlich. Der Umsatz des Unternehmens, der sich seit Start im Jahr 2017 verfünfacht hat, soll planmässig bis 2022 auf 600.000 Euro weiter verdreifacht werden.



8Yf` ; Ybi gg_cUf` `Ui g`XYa `K Y]bj]YfhY`]b `B² ž]gh`X]Y`↑ b[Y :]fa UžX]Y`X]Y`Y]bn][Ufh][Y` K]YbYfK ØfnY `VfUi h"8]Y`j Y[UbYž hUX]h]cbY`[YVfUi hY`K ØfnngUi WYž]gh`ØVYf`a Y\ fYfY`A cbUhY [YfY]Zh" `b[fYX]Ybn]Yb`XYf`K]YbYfK ØfnY. `6]c!@ d]bYž`6]c!< UZYfž GU`nž`K UggYf` `i bX`gc bgh`[Uf`b]W h g"; `Y]W nY]h][`]gh`X]Y K]YbYfK ØfnY `Y]bY`YW hY`5`hYfbUh]j Y`ZØf`Gc `U!5``Yf[]_Yf" GY]h`6Y[]bb`XYf`DfcXi _h]cb`XYf`6]c!K ØfnY`Xi fW XUg`↑ b[Y`6]c! GhUfh` d`]a `dU\ f`&\$%+ž`_cbbhY`X]Y`K]YbYfK ØfnY`b]W h`bi f`Y]bY

FY]\Y'Ub'5i gnY]W bi b[Yb'j YfVi W Yb'gcbXYfb'YfZfYi h'g]W 'Y]bYf
ghYh]['k UWgYbXYb'NU\ ``Ub': Ubg]a 'b! 'i bX'5i g`UbX'VYgcbXYfg
]b'8Yi hgW`UbX" K]f[YVYb 'i bgYf'VYghYg'i bgYf'DfcXi _h
[YgW a UW_! 'i bX'[Ygi bX\Y]hgVYk i gghYb 'c bgi a YbhYb
b\Yfni Vf]b[Yb'za]h'j c`ghY a 'dYfgOb]W Yb'9]bgUhn 'zVYhc'b'h?Uf'
GYj Yf]b'HfUi [chh'7\YZ'XYg' ; Ybi gg_cUf" "

Gc 'k Uf'Yg'ZØf'XYb'; Ybi gg_cUf'`YhnhYg'JU\f'UVgY\VUfž'XUgg'Yf'VY]
Ub\U'hYbXYa'9fZc`['a]h'Y]bYf'JU\fYgdfcXi _h]cb'j cb'-\$\`dfc'JU\f
]b'gY]bYf'YfghYb'DfcXi _h]cgghÀhhY'Ub'gY]bY'; fYbnYb'ghØggh'8Yf
I a gUhñž'XYf'\Yi Yf'%+\$"\$\$\$.9i fc 'YffY]W\hž'\Uh'g]W\gY]h'GhUfh
j YfZØbZZUW\h"

8]Y'5a dY`b`ZØfg`K UWX ghi a`ghY\Yb`Ui Z; fØb`i bX`gc`gi WX hYb`k]f
Y]bY`[YY][bYhY`A Ø[`]WX _Y]h`ni f`K Y]hYfYbhk]W_`i b[`žgc`HfUi [c hh`
I a`XYf`ghY][YbXYb`B UWX ZfU[Y`[YfYWX h`k YfXYb`ni` _ØbbYbž`VUi hY
HfUi [c hh`X]Y`DfcXi _h]c b`gY]bYf` K]YbYfK ØfnY`Ub`gY]bYa`U`hYb
i bX`bYi Yb`DfcXi _h]c bggħUbXcfh`]b`K c`_YfgXcfZ`#B²`bi b`Ui g"

BYi Y'DfcXi _h]cb. ? UdUn]hÀh'Ui Z') \$\\`dfc
›U\f'j YfXfY]ZUWX h' 'Ui Z') +\$\\`dfc '›U\f
Ui gVUi VUf

B UW\XYa 'XUg'[YY][bYhY :]a Yb[Y`ÀbXY 'ZØf'X]Y
DfcXi _h]cbgYfk Y]hYfi b[' [YZ bXYbži bX 'X]Y :]bUbn]Yfi b['fc\ bY
: fYa XXYhY`][i b[Ł[Yg]W\Yfh'k Ufž'gYhnhY 'XYf'; Ybi gg_Ucf`'XYb
[fc» Yb 'GW\ f]hh' B UW\ d`Uba À»][Yf'6Ui nY]h'j cb'fi bX 'gYW\g
A cbUhYb 'YfØZZbYhY 'HfUi [chh'[YghYfb 'ZY]Yf`]W\ 'XYb 'bYi Yb
; Ybi gg_cUf`!GhUbXcfh"

8 Ua]h'j YfXfY]ZUW h'g]W b]W h'bi f'X]Y DfcXi _h]cb UV gc Zc fh'z
gcbXYfb 'g]Y '_Ubb 'ZyI]VY 'k Y]hYf [YghY][Yfh'k YfXYb" 8]Y 'bYi Y
5b'U[Y 'Zf'X]Y 'K]YbYfK ØfnY '\ Uh'bi b 'Y]bY ? UdUn]h'j cb '&) \$ \`
dfc 'U\ f'zUi gVUi VUf'Ui Z) + \$ \ ``dfc 'U\ f" 8Yf 'GhUbXcfh'gh'gc
[Yd 'Ubh'zXUgg 'XYf 'U\ fYgVYXUfZ 'XYf 'Fc \ ghc ZY 'X]fY _h'Y]b[Y'U[Yfh
k YfXYb '_Ubb 'i bX 'X]Y [YgUa hY DfcXi _h]cb 'V]g '\]b 'ni a 'ZYfh][
] YfdUW h'Yb 9bXdfcXi _h]b\ci qY 'YfZc ' h' 'b 'X]Y '9ff]W h' b['XYf

DfcXi _h]c b gghÀ hhY '\UVYb 'k]f'&\$\$"\$\$\$'9i fc ']bj Ygh]Yfh ž gc
HfUi [c hh'ghc 'n'VY] '9fÒZbi b['a]h[Y`UXYbYb 'DUfhbYfb 'i bX'; ÀghYb
i bX 'XYa ' < cbcfUhcf'A U["?i fh' < UW_ ž J]nYdfÀg]XYbh'XYf
K]fhgWUZhg_Ua a Yf' B² 'XYf'XYb'; Ybi gg_cUf' a]h'; 'ØW_k ØbgWYb
VYY\fhY"

6`]W_]b 'X]Y 'Ni _i bZh. 'B UW\ \U'h][_Y]h'i bX
E i U']hÀh'XYg'DfcXi _hg'ghY\ h'YfghYf'GhY``Y '

8]Y 'GhUbXcfhYfÒZ b['gh'Ui W '5b'Ugg'Y]bYb '6`]W_]b 'X]Y 'Ni _i bZh
ni 'k YfZYb" 'B UW\ \U'h][_Y]h'i bX'E i U']hÀh'XYg'DfcXi _hg'ghY\ h'YfghYf
GhY``Y" 'GY`VghfYXYbXž'XUgg'X]Y '\c\Y'; ØhY'XYf'K]YbYfK ØfnY'Ui W
k Y]hYf\]b['Yk À\ f'Y]ghYh'V'Y]Vh" '8Ug']gh'i bX'V'Y]Vh'9W_dZY] 'Yf'XYf
I b hYfbY\ a Yb gd\]cgcd\]Y'j cb' HfUi [c hh' K]f'g]bX'i bX'V'Y]VYb
VYk i ggh'Y]bY'Z Y]bY'A Ubi ZU_hi f'i bX': Ua]]Ybi b hYfbY\ a Yb" 'K]f
k c``Yb'ghYhg'Y]b'E i U']hÀhgdfcXi _h'ZØf'? i bXYb '\YfghY``Ybž'X]Y 'Ui Z
Y\ f']W Yž'V]c'c[]gWYi bX'j Y[UbY '@YVYbga]hY'b 'VYXUW\ h'g]bX"

Gcfh]a Yb hgYfk Y]hYfi b[. 'K]YbYfK ØfnY
VY_ca a h'; YgW k]ghYf

BÀW\ ghYf' [Yd'Ub hYf'GW\ f]hh. 'XUg'Gcfh]a Ybh'gc ``'fi bX'i a 'X]Y
K]YbYfK ØfnY'Xi fW\ 'k Y]hYfY'Z Yfa Ybh]YfhY'DfcXi _hY'UV[Yfi bXYh
k YfXYb" ' 9g'gc ``'J Uf]Ub hYb 'XYf'K]YbYfK ØfnY'[VVYb 'k]Y'Y]bY
; YfÀi W\ YfhY'K]YbYfK ØfnY 'cXYf'Y]bY' K]YbYfK ØfnY'a]h'Z Y]bYb
?fÀi hYfb 'i bX'K]YbYfK ØfnY'VUg]YfYbX'Ui Z'UbXYfYb
<Ø'gYbZfØW\ hYbž'k]Y'n"6"?']W\ YfYfVgYb" 'K]f'UfVY]hYb'Ui W\ 'Ub
Y]bYf'; 'i hYbZfY]! NYfh]Zn]Yfi b[žgc 'HfUi [c hh'

K]f'hgW\ UZh`]W\ Y 'DYf'gdYh]j Yb 'i bX'D`ÀbY

5i W\ 'di b_hc 'k]fhgW\ UZh`]W\ Yb '9fZc' ['gYhnh'XYf'; Ybi gg_c'Uf' 'Ui Z
cf[Ub]gW\ Yg'K UW\ ghi a . ' D'Ub ']ghž'XYb 'ZØf'&\$%- 'Yfk UfhYhYb
I a gUhn'V]bbYb 'XfY] 'U\ fYb 'Ui Z'ØVYf'* \$\$"\$\$\$'9i fc 'ni
j YfXfY]ZUW\ Yb ž'gc 'HfUi [c hh'

8UVY]XYb_h'XYf'; Ybi gg_cUf' 'Ui W\ 'X]Y 'Gi W\ Y 'bUW\ 'Y]bYa

ghfUhY[]gWX Yb 'oplj Yghcf'i bX'6i g]bYgg'5b[Y'`Ub" , VYf'Y]bY'fY]b
ZjbUbñ]Y`Y 'oplj Ygh]h]cb'k ÁfY'Yg']XYU`Y]bYb'DUfhbYf'ni 'ZjbXYb'XYf
Ui WX 'oplj bck !\ck 'oplj bck !\ck 'a '6YfY]WX 'XYg
@YVYbga]hhY'Y]bñY`UbXY'g'Y]bVf]b[Yb '_Ubb"
J YfUbhk cfhi b['U'g'fY[]cbU'Yg'I bHfYfbY\ a Yb 'jgh'HfUi [chh'Y]b
5b']Y[Yb. ' K]f'k c`Yb'Y]bYb'bUWU'h][Yb'6Y]hfU['Zf'XYb
K]fhgWX ZnUZhgghUbXcfh'B]YXYfÒghhYfY]WX ž'U'g'YfZc'[fY]WX Yg
I bHfYfbY\ a Yb'a]h'J YfUhk cfhi b['U'g'5fVY]h[YVYf'Y]ghYbž 'gc
HfUi c[chh'XYf'XYfnY]h'j]Yf'A]hUfVY]hYf'nÀ\ 'h"

K Ybb'a Ub'UVYf'a Y]bY': Ua]`]Y'VYfØW_g]WX h][hž'X]Y'ZfY]k]`][
UbdUW_h'k Ybb'Yg'bchk YbX]['ghž'k ÁfYb'k]f'XcddY'h'gcj]Y`'a
6Yhf]YV ž'gc'HfUi [chh'Ui g[Ynk]b_YfbX' A]hhY'! 'i bX'`Ub[Zf]gh]['gh
Yg'i bgYfY'J]g]cb'i bX'A]gg]cb'XYb' ; Ybi gg_cUf' 'U'g'fY[]cbU'Yb
@Y]hVYhf]YV 'i bX'k YfhVYhcbhYg': Ua]`]Yb! 'i bX
HfUX]h]cbgi bHfYfbY\ a Yb'ni 'YhUV']YfYb' ž'gWX 'Yggh? Uf'GYj Yf]b
HfUi [chh"

6Yni [gei Y`Yb'2 ghYffY]WX

9f\À`h]WX ']gh'X]Y' K]YbYfK ØfnY 'Zf'?'cbgi a YbhYb']b'U'`Yb'Xa !
:]U'Yb']b'2 ghYffY]WX ž'VY] 'opljYfgdUf'i bX'GdUf'; ci fa Yh'i bX
A Yf_i f'ÒghYffY]WX k Y]hž'a 'A m'DfcXi Wh'Cb']bY'G\cdž]b
: Y]b_cgh]bgh]hi h]cbž'k]Y'XYa ' A Y]b'`Ua ' ; fUVYb' i bX']b
Ui g[Yk Á\`hYb'6]c!@ÀXYb' 'j cb'`H]fc'`V]g'K]Yb"': Øf'XUg
: UWdi V`]i a 'gY]h'GYdhYa VYf'&\$%-`X]fY_h'Yf\À`h]WX ']gh'X]Y
K]YbYfK ØfnY ']b' 'opljZ'À'Yhfc!; fc»a Áf_hYb']b' J ÒgYbXcfZ'VY]
K]Ybž'Gh' DÒ`hYbž'8cfbV]fb' i bX'@]bñ']b'XYb' BL!: ccX
GhUfhi d !FY[U'Yb"

6Ygi WX Yb 'G]Y i bg 'Ui Z. 'Z Y]gWX i bXW "Uh