

Auch Unilever setzt auf Fleisch- und Milchalternativen

Unilever strebt 1 Milliarde Euro Umsatz mit pflanzenbasierten Fleisch- und Milchalternativen an



B]Www.hrbi frx]Y:=ZZUrgYhnhrUi Z: Y]gWw.UrhYfbUh]j YbžrUi Ww.rl b]Yj Yfrk]`XYbrl a gUhnra]hrdZUbnYbVUg]YfhYbr: Y]gWw!ri bXrA]`Ww.UrhYfbUh]j Yb]brxYbr_ca a YbXYbrZØbZrV]grg]YVYbrzUvfYbrUi ZrY]bYrA]``]UfXYr9i fcghY][Yfbr8 Ugr]ghrXUgrN]YrxYfrA]hhrBcj Ya VYfrk Yrhk Y]hjcf[YghYr`hYbr: i hi fYr: ccXg!=b]h]Uh]j YrrA]hrX]YgYfri bhYfghØhnh Ib]`Yj YfrA YbgWwYbrVY]`XYfrI a ghYri b[rUi ZrY]bYr[YgØbXYfY 9fbÀ\fi b[ri bXrj Yff]b[Yfhx]YrI a k YrhVYrUghi b[rXYf

8 Uni 'k]fX'l b]`Yj Yf'XUg'5b[YVch'j cb'dZUbnYbVUg]YfhYb': `Y]gW.! i bX'A]`W.U`hYfbUh]j Yb'ghUf_'Ui gVUi Yb'i bX'ni gÀhn`]W.

- V]g'&\$&) 'X]Y'@YVYbga]hhY`UVZÀ``Y'Ybh`Ub['XYf
 K YfhgWX ÒdZ b[g_YhhY'j cb'XYf': UVf]_'V]g']bg'FY[U`\U`V]YfYbž
- V]g'&\$&) 'X]Y '5bnU\`'XYf'DfcXi _hY'a]h'Y]bYa
 j YfVYggYfhYb'9fbÀ\fi b[gdfcZ]`'j YfXcddY`bž
- ?U`cf]Ybž'GU`n'i bX'Ni W_Yf']b'DfcXi _hYb'k Y]hYf fYXi n]YfYb"

<UbbY_Y:: UVYfž:DfÀg]XYbh]b:XYf:: ccXg:/ `FYZfYg\a Ybh'8]j]g]cb.
K]f'_ObbYb:XYb:A YbgWXYb:b]WXhij cfgWXfY]VYbžik Ugig]Y:YggYb
gc``Yb":5VYfik]f'_ObbYb:XUZØfigcf[YbžiXUggig]WX:^YXY#f'9]bnY`bY
[YgØbXYfiYfbÀ\fhii bX:ZØfidZUbn`]WXY:5`hYfbUh]j Yb:YbhgWXY]XYb
_Ubb"</pre>

DYhYf'8Y__Yfgž'; YbYfU``A UbU[Yf'857< '/ '9|YW'h]j Y'J]WY
DfYg]XYbh'A]XX`Y'9i fcdYž'Yf[Àbnh `A YbgWXYb'k c``Yb'g]WX
VYk i gghž'[Ygi bX'i bX'i a k Y`hgWXcbYbXYf'YfbÀ\fYb"'8]YgYf'HfYbX
\Uh'g]WX'gY]h'5i gVfi WX'XYf'7cfcbU!DUbXYa]Y'XYi h`]WX
VYgWX`Yi b][h"'8Yg\U`V'k YfXYb'k]f'a Y\f'DfcXi _hY'UbV]YhYbž'X]Y
YfgWXk]b[`]WX'g]bXž'[i h'gWXaYW_Yb'i bX'[Ygi bX'ZØf'AYbgWX'i bX
I a k Y`h'g]bX"

NU\`fY]WXY'A Uf_hY]bZØ\fi b[Yb`cXYf FY`Ui bWXYg`]b`8Yi hgWX`UbXž'² ghYffY]WX`i bX XYf`GWXkY]n`g]bX`VYfY]hg`j cb`XYf`=b]h]Uh]j Y]bgd]f]Yfh

Nk Y] *J\fY bUW `XYa `9fk YfV j cb `H\Y J Y[YhUf]Ub `6i hW Yf V]YhYh I b] `Yj Yf]b `8 Yi hgW `UbX `VYfY]hg `UW h'j YfgW]YXYbY `DfcXi _hY `a]h dZUbnYbVUg]YfhYb : `Y]gW U`hYfbUh]j Ybž'j]Yf `XUj cb 'j Y[Ub" `8 Yf G]Y\h! 7\]W_!Ui g `6i f[Yf `k i fXY `X]YgYg `J\f']b `8 Yi hgW `UbX 'j cb XYf `H]YfgW i hncf[Ub]gUh]cb `D9H5 `a]h `XYa `J Y[Ub : ccX `5k UfX `U`g

VYghY'<À\bW\YbU`hYfbUh]j Y'Ui g[YnY]W\bYh"'Ni XYa 'g]bX'VY] 6i f[Yf'?]b['XYf'j Y[YhUf]gW\Y'K \cddYf'i bX'dZUbn`]W\Y'Bi [[Yhg Yf\À`h`]W\"

: Ugh'X]Y'< À`ZhY'XYg'6Yb'/ '¾ffmg'Gcfh]a Ybhg']gh'Ybhk YXYf'j Y[Ubf&' i Ł'cXYf'ZYhhfYXi n]Yfh'f&' i Ł'''6Y]XY'A Uf_Yb'k i fXYb'j cbB]Y`gYb'U`g'nk Y]'XYf'Hcd'&) 'BYi Y]bZØ\fi b[Yb']b'9i fcdUUi g[YnY]W\bYh''' = b'8Yi hgW\`UbX'[]b['6Yb'/ '¾ffm‰'a]h'gY]bYaj Y[UbYb'Gcfh]a Ybh'gc[Uf'U`g'G]Y[Yf'\Yfj cf'''8Ug'YfghY'j Y[UbY9]g'j cb'A U[bi a 'k i fXY'&\$%-'Ui W\a]h'XYa 'D9H5'JY[Ub': ccX5k UfX'Ui g[YnY]W\bYh''

8]Y'A Uf_Y'?bcff'\Uh']b'8Yi hgWX`UbX'&\$&\$'ØVYfk]Y[YbX dZUbnYbVUg]YfhY'\dbcj Uh]cbYb'Ui Z'XYb'A Uf_h'[YVfUWXh''; Ya Y]bgUa 'a]h'XYf'BUhi fgWXi hncf[Ub]gUh]cb'K K: 'I?'i bX UbXYfYb'bUa \UZhYb'9I dYfhYb'\Uh'X]Y'@YVYbga]hhY`a Uf_Y']a `YhnhYb'\J\f'X]Y'@]ghY'XYf': i hi fY') \$':ccXg 'Ybhk]W_Y`h''8]Y') \$ BU\fi b[ga]hhY`ki fXYb'a]h'XYa 'N]Y`'Ui g[Yk À\`hž'A YbgWXYb Y]bY'[Ygi bXYž'UVk YWXg`i b[gfY]WXY'i bX'gWXa UW_\UZhY'9fbÀ\fi b[ni 'V]YhYb'i bX']a '9]b_`Ub['a]h'XYf'BUhi f'ni 'ghY\Ybž'k Y]`']\f 5bVUi 'Y]bY'[Yf]b[YfY'6Y`Ughi b['ZØf'X]Y'I a k Y`h'i bX'XUg'?`]a U XUfghY``h''

8Yf'A Uf_h'k ÀW gh'i bX'k ÀW gh'i bX'k ÀW gh

8 Y f [`c V U `Y `A U f_h `ZØf `d Z U b n`] W Y Y : `Y] g W U `hY f b U h] j Y b `k À W g h a] h Y] b Y f `Xi f W g W b] h h`] W Y b `A`\f`] W Y b `K U W g h a g f U h Y 'j c b '%) ž D f c n Y b h i b X `k] f X `V] g `& \$ & + 'j c f U i g g] W h`] W '') ž (`A] ``] U f X Y b `I G! 8 c ``U f `Y f f Y] W Y b " 6 U f W U mg 'g W A h n h ž `X U g g `X] Y `X] Y `B U W Z f U [Y `b U W d Z U b n Y b V U g] Y f h Y b `D f c X i _h Y b `] b `X Y b `b A W g h Y b `n Y \ b `\$U \ f Y b `g c [U f i a `Ø V Y f `%" \$ \$ \$ `i `k U W g Y b `i b X `V] g `& \$ & - `% (\$ `A] ``] U f X Y b `I G! 8 c ``U f k Y f h `g Y] b `_ O b b h Y "

8 UgʻA Uf_hk UW\ghi a 'j cbʻdZUbn`]W\Ybʻ: `Y]gW\U`hYfbUh]j Ybʻk]fX\Ui dhgÀW\`]W\Xi fW\X]Yʻk Y`hk Y]hʻa Ugg]j YʻNi bU\a Yʻj cb
j Y[UbYbʻi bXʻZYI]hÀfYbʻ9fbÀ\fi b[gk Y]gYbʻ[Yhf]YVYb"

±bgVYgcbXYfYʻX]Yʻ?cbgi a YbhYb[fi ddYʻXYfʻA]``Yb]U`gʻj Yfn]W\hYh
Ui gʻ[Ygi bX\Y]h`]W\YbʻcXYfʻO_c`c[]gW\Ybʻ; fØbXYbʻ]a a YfʻOZhYf

Ui Z: `Y]gW\"'8]Y'Ni bU\a Y'j cb' ≠bZY_h]cbgZÀ``Yb']b'XYf A UggYbh]Yf\U`hi b['gck]Y'Y]b'5bgh]Y['j cb'5``Yf[]Yb'i bX I bj YfhfÀ[`]W_Y]hYb'Ui Z'h]Yf]gW\Y'DfcXi _hY'g]bX'k Y]hYfY'; fØbXY"

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