

## BRAUUNION.PLUS ist jetzt eazle – macht business easy

BRAUUNION.PLUS ist jetzt eazle – macht business easy. eazle.at begeistert bereits rund 14.500 Kunden – bei einer Weiterempfehlungsrate von 90 Prozent.



Aus BRAUUNION.PLUS wurde eazle Ø macht business easy. Der Onlineshop der Brau Union Österreich bekam einen neuen Markenauftritt. © Brau Union Österreich

5bZUb[ `&\$&' 'k i fXY`Y]b[ F Y`Ui bW`Y]b[ Y`Y]hYhZXYf`Ui g`XYa  
VYghY\YbXYb`6&6`C b`]bY!G\cd`XYf`**6fUi`I b]cb`**^2 ghYffY]W`Y]bY  
nY]h[ Ya À»Y`?i bXYb!D`UhZcfa`a UW`h`6YfY]hg`gY]h`9bXY`YVfi Uf  
k UfYb`5bdUggi b[ Yb`]a`@c[ c`]a`C b`]bY!G\cd`gck ]Y`]b`XYf`5dd  
g]W`hVUfZ`UV`gcZcfh`]gh`a`]h`XYa`I a ni [ `Ui Z`k k k "YUn`Y`Uh`XYf  
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B Ua Yb`6F5I I B=CB"D@ Gžg]bX`]bnk ]gW\Yb`fi bX`%(") \$\$`?i bXYb  
Ui Z`YUn`Y`U\_hj ž hA\h][ Yb`fi bX`%- " \$\$`6YghY`i b[ Yb`dfc`A cbUh  
ØVYf`X]Y`D`UhhZcfa ž i bX`nY][ Yb`g]W\`a ]h`Y]bYf  
K Y]hYfYa dZY\`i b[ gfUhY`j cb`fi bX`- \$` `VY[ Y]ghYfh`5i W\`a  
K ]YbYf`; **Ugh\Ui g`F Y]bh\U`Yf`VYghA\h][ h`a Ub. A ]h`YUn`Y`V]YhYh  
i bg`X]Y`6fUi`l b]cb`2 ghYffY]W\`X]Y`A Ø[ `]W\`Y]hžgi dYf  
i b\_ca d`n]Yfhž`k Ubb`i bX`k c`k ]f`k c`Yb`i bgYfY`fY[ Y`a Á»][ Yb  
6YghY`i b[ Yb`ni`hA\h][ Yb`8Ug`j YfgW\UZh`i bg`NY]hži bg`i a`XYb  
6Yhf]YV`ni`\_Øa a Yfb`i bX`i bgYfY`?i bXYb`[ `ØW\`]W\`ni`a UW\Yb"**

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I b]cb`2 ghYffY]W\`ghY\Yb. K ]f`i bhYfghØhnYb`i bgYfY`?i bXYb`Xi fW\  
Y]bZUW\Y`6YghY`i b[ Yb`fi bX`i a`X]Y`i \f` ØVYf`XYb`C b`]bY!  
G\cdžV]YhYb`]bYb`Y]b`[ fc» Yg`Gcfh]a Ybhž`a U» [ YgW\`bY]XYfhY  
5\_h]cbYb`i bX`VY`c\`bYb`]\fY`HfYi Y`K ]f`k c`Yb`XYb`?i bXYb  
\Y`ZYbž`XUa ]h`g]Y`a Y\`f`NY]h`ZØf`XUg`K YgYbh]W\Y`UVYb`]\fY  
; ÁghY`i bX`]\fY`@Y]XYbgW\UZh`ZØf`X]Y`; Ughfcba ]Y"

8 ][ ]hU`Y`HfUb gZcfa Uh]cb. `Ub`XYf`GY]hY`XYf  
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6i g]bYgg!D`UhhZcfa Ybž`X]Y`ni gUa a Yb`a Y\`f`U`g`Y]bY`U`VY`A`]]cb  
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\_fY]YfYb`i bX`ZØf`X]Y`?i bXYb`XUg`6YghY`Yb`]bhi ]h]j Yf`i bX  
YZ]n]YbhYf`XYbb`Y`ni`a UW\Yb`9g`]gh`Y]b`HY]`XYf`GhfUhY`]Y`j cb  
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[ YbUi gc`k ]Y`Yg`i bhYfgW\]YX`]W\`Y`D`UhhZcfa`Yb`]b`UbXYfYb`@AbXYfb  
a ]h`i bXYfhhUi gYbXYb`?i bXYb`XYf`<9=B 9? 9B!: Ua`]]Y`a UW\Yb"  
K ]f`g]bX`ØVYfnYi [ hž`XUgg`k ]f`bi b`a ]h`XYa`[ Ya`Y]bgUa`Yb`5i Zhf]hh  
i bhYf`XYa`A Uf`YbbUa`Yb`YUn`Y`X]Y`A Ø[ `]W\`Y]h`UVYbž`X]YgY  
5fVY]h`Ui Z`Y]b`bÀW\ghYg`@Yj Y`ni`YVYb`Yg`Z`bXYh`Y]bY`9j c`i h]cb  
XYg`hfUX]h]cbY`Yb`J`Yf`Ui Zg`ghUhž`i bX`XYf`K`Y`[ `]b`X]Y`j YfghÀf`hY

8 ][ ]hU`]g]Yfi b[ `k ]fX`i bg`i bX`i bgYfYb`?i bXYb`U``Yf` fÒ» Y`\Y`Zbž  
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J Yf`Àgg`]W\_ Y]h

8 ]Y`Z]bU`Y`I a ghY``i b[ `Ui ZXYb`bYi Yb`A Uf\_YbUi Zhf]hh` YUn`Y`  
a UW h`Vi g]bYgg`YUgm`i bX`X]Y`bYi Y`K YV!5XfYggY`**YUn`Y"Uh**  
j Yf`Ài Zh`Zf`X]Y`?i bXYb`YUgm`8 ]Y`@c[ ]b!8 UhYb`V`Y]VYb  
i bj Yf`AbXYfhž`U``Y`dfU\_h]gWYb`i b\_h]cbYb`fi bX`i a`6YghY``Yb`i bX  
GYfj ]WY`ghY\Yb`XYb`?i bXYb`k Y]hYf\]b`ni f`J YfZØ[ i b[ ``K Yf`Ui g  
; Yk c\ b\Y]h`bcW`X]Y`U`hY`K YVg]hY`Ui Zfi Zhž`k ]fX`ØVYf`X]Y  
BYi Yfi b[ `]bZcfa`]Yfh`i bX`i b\_ca d`]n]Yfh`ni f`bYi Yb`5XfYggY  
k Y]hYf[ Y`Y]hYh`?i bXYbž`X]Y`XUni`k Y]hYfY`fU[ Yb`\UVYbž`\_ØbbYb  
g]W`Ub`]\fYb`dYfgØb`]WYb`c`bhU\_h`VY]XYf`6fUi`I b]cb`² ghYffY]W  
k YbXYb`cXYf`]a`U`Y`j cb`hYWb]gWYb`I b\_`Uf\Y]hYb`Ub  
\_i bXYbgYfj ]WY4 \_ca a i b]\_Uh]cb`"YUn`Y"Uh

, VYf`X]Y`6fUi`I b]cb`² ghYffY]W

, VYf`ž\$`A ]c``<@6]Yf`gYhnh`X]Y`6fUi`I b]cb`² ghYffY]W`]b`Y]bYa  
\\$U\f`UV`a`]h`ZøbZnY\`b`Zø\fYbXYb`6]Yfa`Uf\_Ybž`ØVYf`%\$  
6]YfgcfhYb`i bX``Ui`ZYbXYb`bbcj`Uh]cbYb`8Ug`I`b`hYfbY\`a`Yb`ghY\`h  
gck`c\`Zf`bhYfbUh]cbU`Y`DfYa`]ji`!6fUbXg`k`]Y`<Y]b`Y`\_Ybž  
8YgdYfUXcg`i`bX`Gc`ž`X]Y`7]XYf!A`Uf\_Yb`Ghfc`b`[ Vck`i`bX`Gh]V]hnYfž  
ØghYffY]W`k`Y]h`j`YfVfY]hYhY`Hcd!A`Uf\_Yb`k`]Y`;`ØggYfž`GW`k`YW`UhYfž  
X]Y`K`Y]nYbV]Yfa`Uf\_Y`9XY`k`Y]gg`i`bX`XUg`U`\_c\c`ZfY]Y`GW`cgg`c`X  
gck`]Y`A`Uf\_Yb`a`]h`ghUf\_Yf`fY`]cbU`Yf`6YXYi`hi`b[ `k`]Y`N]dZYfž  
Di`bh][`Ua`Yfž`K`]YgY`Vi`f[`Yfž`?`U]gYfž`GW`UXa`]b[`Yfž`F`Y]b]b[`\Ui`gž  
J`]\`UW`Yf`i`bX`c\`fYbVi`f[`Yf`"&"`+`\$`A`]hUfVY]hYf`]b`[`Ubn`²`ghYffY]W  
gcf`Yb`XUZøfž`XUgg`fi`bX`(-`\$\$`?`i`bXYb`i`bX`A`]\`cbYb  
6]Yf`]YV\UVYf`]a`[`UbnYb`@UbX`a`]h`6]Yf`j`Yfgcf`h`k`YfXYb`8Ugg  
X]Y`**6fUi`I`b]cb`²`ghYffY]W`XUVY]`Ui`Z`VYghY`Fc\`ghcZZYž`ØW`ghY  
E`i`U`]h`h`i`bX`b`UW`U`h`[`Y`DfcXi`\_h]cb`gck`c\`a`I`a`k`Y`h`U`g  
Ui`W`]a`[`YgY`gW`Už`]W`Yb`6YfY]W`g`Yhñž`j`YfghY\h`g]W`j`cb  
gY`Vgh`GY]h`&\$`]gh`X]Y`6fUi`I`b]cb`²`ghYffY]W`HY`X`Yf`  
]b`hYfbUh]cbU`Yb`<9-B9?9B!`Ua`]`Y`**

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