

## 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 gemacht 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]hYhž`XYf`Ui g`XYa  
 VYghY\YbXYb`6&6`C b`]bY!G\cd`XYf`6fUi`'l b]cb`² ghYffY]W\`Y]bY  
 nY]h[ Ya Å»Y`?i bXYb!D`UhhZcfa`'a UW\h`'6YfY]hg`gY]h`9bXY`YVfi Uf  
 k UfYb`5bdUggi b[ Yb`]a`'@[ c`]a`'C b`]bY!G\cd`gck`]Y`]b`XYf`5dd  
 g]W\hVUfž`UV`gcZcfh`]gh`a`]h`XYa`'l a ni [ `Ui Z`k k k "YUn`Y"Uh`XYf  
 DfcnYgg`UV[ YgW\`cggYb"

YUn`Y.`%( ") \$\$`?i bXYb`'`%- "\$\$\$  
 6YghY``i b[ Yb

6YfY]hg'j cf'XYa 'FY'Ui bW'VY\_Ubbh'i bX'VY'YVh'i bhYf'XYa  
BUa Yb'6F5I I B €B "D@ Gž'g]bX' ]bnk ]gWYb'fi bX'%( ") \$\$'?'i bXYb  
Ui ZYUn'Y'U\_hj] ž'hÅh][ 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' - \$I 'VY[ Y]ghYfh''5i W' ]a  
K ]YbYf'; Ugh\Ui g'F Y]b h\U`Yf'VYghÅh][ h'a Ub.' A ]h'YUn'Y'V]YhYh  
i bg'X]Y'6fUi 'I b]cb'² ghYffY]W'X]Y'A Ø[ `]W\_Y]hž'gi dYf  
i b\_ca d`n]Yfhž'k Ubb'i bX'k c'k ]f'k c`Yb'i bgYfY'fY[ Y'a Å» ][ Yb  
6YghY''i b[ Yb'ni 'hÅh][ Yb'"8Ug'j YfgWUZhi bg'NY]hž'i bg'i a 'XYb  
6Yhf]YV'ni '\_Øa a Yfb'i bX'i bgYfY'?'i bXYb'[ `ØW\_]W'ni 'a UWYb"

A Uf\_i g'?Ud`ž'@Y]hi b[ `; YgWÅZh'gZ`X'; Ughfcbca ]Y'VY]'XYf'6fUi  
I b]cb'² ghYffY]W'ž'Yf\_`Åfh' YUn'Y'j Yf\_ØfdYfhž'k cZØf'k ]f'U`g'6fUi  
I b]cb'² ghYffY]W'ghY\Yb.'K ]f'i bhYfghØhnYb'i bgYfY'?'i bXYb'Xi fW  
Y]bZUWY'6YghY''i b[ Yb' 'fi bX'i a 'X]Y'I \f' ØVYf'XYb'Cb']bY!  
G\cdž'V]YhYb']\bYb'Y]b'[ fc» Yg'Gcfh]a Ybhž'a U» [ YgWbY]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]WY'\UVYb' ']\fY  
; ÅghY'i bX'\fY'@Y]XYbgWUZhiZØf'X]Y'; Ughfcbca ]Y"

8][ ]hU`Y`HfUbgZcfa Uh]cb.'Ub`XYf'GY]hY`XYf  
?'i bXYbž'YXYfnY]h'i bX'ØVYfU`

≠`XYf'< 9≡B 9? 9B!: Ua ]'Y'k YfXYb'a ]h'X]YgYa 'GWf]hh'ØVYf'(\$'9!  
6i g]bYgg!D`UhhZcfa Ybž'X]Y'ni gUa a Yb'a Y\f'U`g'Y]bY'\U'VY'A ]'cb  
?'i bXYb'i bhYfghØhnYbž'j YfY]bh'a ]h'XYa 'N]Y'ž'Y]bY'ghUf\_Y'A Uf\_Y'ni  
\_fY]YfYb'i bX'ZØf'X]Y'?'i bXYb'XUg'6YghY`Yb']bhi ]h] Yf'i bX  
YZ]n]YbhYf'XYbb'Y'ni 'a UWYb''9g']ghY]b'HY]'XYf'GhfUhY[ ]Y'j cb  
< 9≡B 9? 9Bž'ni a 'VYghj YfbYmhYb'6fUi Yf'XYf'K Y'h'ni 'k YfXYb"

I bgYfY'Cb']bY!D`UhhZcfa 'i bhYfghØhni bgYfY'?'i bXYb'YXYb'HU[ ž  
[ YbUi gc'k ]Y'Yg'i bhYfgW]YX'WY'D`UhhZcfa Yb']b'UbXYfYb'@ÅbXYfb  
a ]h'\i bXYfhhUi gYbXYb'?'i bXYb'XYf'< 9≡B 9? 9B!: Ua ]'Y'a UWYb"  
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 ZY]b'ÅWghYg'@Yj Y`ni '\VYb' 'Yg'Z]bXYh'Y]bY'9j c'i h]cb  
XYg'hfUX]h]cbY`Yb'J Yf\_Ui Zg'ghUhhž'i bX'XYf'K Y[ ' ]b'X]Y'j YfghÅf\_hY

8][ jhU`g]Yfi b[ `k jfX`i bg`i bX`i bgYfYb`?i bXYb`U`Yf` ; fÔ»Y`\\Y`ZYbž  
YjbYb`[ i hYb`æV`ni `a UWXYb žgc`?Ud`"

YUn`Y. `B Yi Y`A Uf\_Yž`[ Yk c`b hY  
J Yf`Àgg`]W\_X]h

8]Y`Z]bU`Y`l a ghY``i b[ `Ui ZXYb`bYi Yb`A Uf\_YbUi Zhf]h` YUn`Y`  
a UW h`Vi g]bYgg`YUgm`i bX`X]Y`bYi Y`K YV!5XfYggY`YUn`Y"Uh  
j Yf`Ài ZhZØf`X]Y`?i bXYb`YUgm`8]Y`@c[ ]b!8UhYb`V`Y]VYb  
i bj YfÀbXYfhž`U`Y`dfU\_h]gWXYb` : i b\_h]cbYb`fi bX`i a `6YghY``Yb`i bX  
GYfj ]W`ghY`Yb`XYb`?i bXYb`k Y]hYf`]b`ni f`J YfZØ[ i b[ "K Yf`Ui g  
 ; Yk c`b`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`]WXYb`?cbhU\_h`VY]`XYf`6fUi `l b]cb`^2 ghYffY]W  
k YbXYb`cXYf`]a` : U`Y`j cb`hYW`b]gWXYb`l b`\_Uf`Y]hYb`Ub  
\_i bXYbgYfj ]W`4 \_ca`a i b]\_Uh]cb`YUn`Y"Uh

„ VYf`X]Y`6fUi `l b]cb`^2 ghYffY]W

„ VYf`) ž\$`A ]c``<@6]Yf`gYhnh`X]Y`6fUi `l b]cb`^2 ghYffY]W`]b`Y]bYa  
÷U`f`UV` `a ]hZØbZnY`b`ZØ`fYbXYb`6]Yfa Uf\_Ybž`ØVYf`%\$\$  
6]YfgcfhYb`i bX``Ui ZYbXYb`÷bcj Uh]cbYb``8Ug`l bhYfbY`a Yb`ghY`h  
gck c`\\ZØf`÷bhYfbUh]cbU`Y`DfYa ]i a`!6fUbXg`k ]Y`<Y]bY\_Ybž  
8YgdYfUXcg`i bX`Gc`ž`X]Y`7]XYf!A Uf\_Yb`Ghfc b[ Vck`i bX`Gh]V]hYfž  
ØghYffY]W`k Y]h] 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 ]hghUf\_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`FY]b]b[ `Ui gž  
J ]`UWXYf`i bX` : c`fYbVi f[ Yf``&"+\$\$`A ]hUfVY]hYf`]b`[ Ub n`^2 ghYffY]W  
gcf[ Yb`XUZØfž`XUgg`fi bX`(- "\$\$\$`?i bXYb`i bX`A ]``]cbYb  
6]Yf`]YV`UVYf`]a`[ Ub nYb`@UbX`a ]h6]Yf`] Yfgcf[ h`k YfXYb``8Ugg  
X]Y`6fUi `l b]cb`^2 ghYffY]W`XUVY]`Ui Z`VYghY`F c`ghcZYž`\\ØW`ghY  
E i U`]h`h`i bX`bUW`\\U`h][ Y`DfcXi \_h]cb` `gck c`\\]a`l a`k Y`h`U`g  
Ui W`]a`[ YgY``gW`UZh]WXYb`6YfY]W` `gYhnhž`j YfghY`h`g]W`j cb  
gY`Vgh``GY]h`&\$`\$` ]gh`X]Y`6fUi `l b]cb`^2 ghYffY]W`HY]`XYf  
]bhYfbUh]cbU`Yb`<9-B9?9B! : Ua ]`Y"

k k k "VfUi i b]cb"Uh

6Ygi W\Yb`GjY`i bg`Ui Z.`ZY]gW\i bXWc"Uh