

Fleischerei Böck: Mit neuer Eigenschlachtung durchstarten

Mit Leidenschaft, Unterstützung seiner Familie und moderner Technik hat Fleischermeister Martin Bo?ck seinen Betrieb auf ein neues Niveau gehoben. Ein Erfolg, der auf Qualita?t, Tradition und zukunftsorientiertes Denken baut.



Chef Martin Bo?ck hat gut lachen: Der Betrieb steht auf festen Beinen und mit Tochter Lisa ist bereits auch die Nachfolge bestens geregelt. © Henry Gasselich

:`Y]gWYfa Y]ghYf`A Ufh]b`6ÖW`Ui g`F UghYbZY`X`]gh`_Y]b`A Ubb`XYf
[fc»Yb`K cfhYžUVYf`Y]b`A Ubb`XYf`HUhYb``5`g`&\$&&`gY]b
JYfhfUi YbggW`UW h`cZ`Ub[Yg]W hg`XYf`YI d`cX]YfYbXYb
9bYf[]Y_cghYb`X]Y`DZcfhYb`Zi`f`ja a Yf`gW`cggž`YbhgW]YX`g]W`XYf
:`Y]gWYfa Y]ghYf`i bX`J]Y`\\UbX`Yf`gW`bY``ni`f`K]YXYfUi ZbU`a Y
XYf`9][YbgW`UW hi b[žX]Y`Yf`&\$*\$`k Y[Yb`XYf`nU`fY]WYb
VY`c`fX`]WYb`5i ZU[Yb`Y]b[YghY`h`\\UhY``B Uhi`f`]W`_`cbbhY`a Ub
i bX`a i gg`a Ub`Y`hnh`Y]bk YbXYbž`XUgg`g]W`X]Y`5i ZU[Yb`gY]hXYa
b]W`hj`Yff]b[Yfh`\\UVYb``8`cW`XUg`k]gW`h`A Ufh]b`6cW`_

dfcZYgg]cbY``ni f'GY]hY. ' 9g']gh'Y]b'I bhYfgW[X]YXž'cV']W[X'Y]bYb
U'hYb'6Yhf]YV'Ub'X]Y'U_hi Y``Yb'5i ZU[Yb'UbdUggYb'a i gg'cXYf
Y]bYb'6Yi Yb'Yff]W[hYž'XYf'XYb' [YgYh'W[X]Yb'6Ygh]a a i b[Yb
Y]b\i bXYfdfcnYbh]['Ybhgd]W[X]h "Gc'XYb_hi: 'Y]gW[X]Yfa Y]ghYf'6ÖW_
i bX'XUg']gh]b'Y]bYf'NY]hž]b'XYf'Y\Yf'XUg': 'Y]gW[X]YfghYfVYb
VY'_U[h'k]fXž'U'g'ØVYf'bYi [fØbXi b[Yb' [Ygd'fcW[X]Yb'k]fXž'Y]bY
d'cg]h]j Y'5i gbU\ a Y"; Ya Y]bgUa 'a]h'gY]bYf': fUi '<Y' [Už'g]Y
_i a a Yfh'g]W[X]i a 'X]Y'6i W[X]U'hi b['i bX'X]Y'; YgW[X]Užh'Y' bX
HcW[hYf'@]gUž'X]Y'a]h'&& 'ſ\ſYb'VYfY]hg [YbUi 'k Y]» ž'XUgg'g]Y'XYb
6Yhf]YV'Y]bYg'HU[Yg'i VYfbY\ a Yb'k]fXž'Z' \fh'Yf'XUg'K U'Xj]Yfh'Yf
I bhYfbY\ a Yb'a]h'Ghc`n'i bX'K Y]hV`]W_"

<Y' [U'6cW_]gh'Z' f'X]Y'6i W[X]U'hi b['i bX'XYb'fY]Vi b[g`cgYb
6Yhf]YV'ni ghUbX][' ' \]Yf'_cbhfc``]Yfh'g]Y' [YfUXY'Y]bY '@]YZYfi b["' |
<Yb'fm; UggY`]W[X]F UghYbZY'X']gh'Y]bY'A Uf_h[Ya Y]bXY'a]h'%"* '\$'
9]bk c\ bYfb']a '6Yn]f_ '?fYa g!@UbX']b'B]YXYfcghYffY]W[X] 'i bX
Ubb'g]W[X] ['i W]W[X]gW[X]UhnYbž'XUgg'Yg'bcW[X]Y]bYb'hfUX]h]cbY``Yb
: 'Y]gW[X]VYhf]YV']b'XYf'; Ya Y]bXY' []Vh" | ' <Yb'fm; UggY`]W[X]''

9]b'6Yhf]YV'a]h'HfUX]h]c b

8]Y': 'Y]gW[X]YfY]'6cW_\Uhi]b']\ſYb'%' & 'ſ\ſYb'gY]h]\ſYf'; fi bXi b[
]a 'ſ\ſ%' * & 'bUhi f']W[X]gY\ſ'j]Y'Y'<c\Ybž'UVYf'Ui W[X]Y]b]['Y'H]YZYb
YfZc` [fY]W[X] [Ya Y]ghYfh" 'B UW[X]XYa ' ?fY [ghcX'j cb'; fc»j UhYf'? Uf'
k i fXY'XYf'6Yhf]YV'Y]b][Y'ſ\ſY'U'g'K]hk YbVYhf]YV' [YZ' \fhž'V]g
? Uf'6cW_ž'XYf'J UhYf'XYg'\Yi h][Yb'ſ\ſUVYfgž'U'hYfgVYX]b[h'XUg
I bhYfbY\ a Yb'k Y]hYfZ' \ſYb'Xi fZhY" I fgdfi b[']W[X]i a ZUgghY'XYf
6Yhf]YV'Y]b'Ub [YgW[X]cggYbYg'K]fhg\Ui g'gck]Y'J]Y\! 'i bX
GhYW[X]j]Y\ \UbXY' "HfU[]gW[X]Yfk Y]gY'a i gghY'A Ufh]b'6cW_\VYfY]hg
%- - ' XUg'Fi XYf'i VYfbY\ a Ybž'bUW[X]Ya 'Y]b'Z' fW[X]hYf']W[X]Yf'I bZU``
]\b'i VYf'B UW[X]h'a]h'&' 'ſ\ſYb'ni a 'I bhYfbY\ a Yf'i bX
6Yhf]YVg]b\UVYf'a UW[X]hY"GY]bY '@\ſY'UVgc`j]YfhY'A Ufh]b'6cW_\VY]
nk Y]: 'Y]gW[X]Yfbž'X]Y'Yg'\Yi hY'Y]XYf'b]W[X]h'a Y\ſ' []Vh'XYf'
: 'Y]gW[X]YfY]'GW[X]a]X']b' ?]fW[X]VYf ['Ua 'K U'XY'i bX'XYf': 'Y]gW[X]YfY]
A Ubb']b' ? cb][gVfi bb'Ua 'K U[fUa "GY]h'%- - (']gh'A Ufh]b'6cW_
: 'Y]gW[X]Yfa Y]ghYf"

B Yi ghUfh'bUW[X]'%+ 'ſ\ſYb

GY]h\Yf'Zi \fh'A Ufh]b'6cW_[Ya Y]bgUa 'a]h'gY]bYf': fUi '<Y'[U'XUg
l bhYfbY\ a Yb'YfZc`[fY]W`"<Yi hY'VYhfY]Vh'X]Y': `Y]gW\YfY]'XfY]
; YgW\UZhY.'XUg'GhUa a \Ui g']b'F UghYbZY'X'i bX'nk Y]':]]U'Yb']b
Nk Yh'i bX'@]W\hYbUi "'`b'g[YgUa h'VYgW\UZh][h'XUg'l bhYfbY\ a Yb
' *`DYfgcbYbž'Y]bgW`Y]»`]W`X'Yf': Ua]]Yba]h[`]YX'Yf"': Uhh]b'<Y'[U
_i a a Yfh'g]W`i a '6i W\U'hi b['i bX'; YgW\UZhYž'HcW\hYf'@]gU']gh
hU[`]W`]a '6Yhf]YV'hUh][ž'i a 'g]W`X]Y'DfU[]g'j ca 'J UhYf
Ubni Y][bYb'i bX'X'Yb'6Yhf]YV'Y]ba U'i VYfbY\ a Yb'ni '_cbbYb"'`a
'YhnhYb'`š\`f'\Uh'X]Y': Ua]]Y'gW`Y]»`]W`VYgW`cggYbž'X'Yb'6Yhf]YV
ni 'j Yf[fc»Yfb'i bX'fi bXi a 'ni 'YfbYi Yfb"J cb'Ui »Yb'Y]b
gW\Y]bVUf' bcf a U'Yg ' : `Y]gW\YfZUW [YgW\UZhž'cZYZbVUfh'g]W`]a
`bYfYb'Y]b'\cW`a cXYfbYg'i bX'[fc»ni [] [Yg'l bhYfbY\ a Yb"
GY'Vgh: `Y]gW` / '7c! : chc[fUZ<Ybfm; UggY`]W`ž'X'Yf'VYfY]hg'j]Y'Y
6Yhf]YVY'VYgi W\Yb'Xi fZhYž'k Uf'VYY]bXfi W_h' 9]b
VYY]bXfi W_YbX'Yf'6Yhf]YV' `b]W`h'bi f'k Y[Yb'X'Yf'; fc»Y"'GY'hYb
\UVY`]W`Y]bYb'gc'Yi U_hYb'5fVY]hgUV'Ui Z[YgY\Yb'i bX'Y]b'HYUa ž
VY]'XYa 'YX'Yf'<UbX[f]Z'ni '%\$`DfcnYbh'g]hnh" '8]YgY
J Yf[fc»Yfi b[']ghž'k]Y'VYfY]hg'Yfk U\`bhž'Ui ZY]bY
6Yhf]YVggW`Y]»i b['ni fi W_ni Zi \fYb"'5'g'X'Yf'DUfhbYfgW`UW`h\cZ
X'Yf'6cW_g]a 'gi Xk Ygh]W\Yb'K U'Xj]YfhY`Ub[Yg]W`hg'X'Yf
?cghYbYi d`cg]cbYb'XUg'<UbXhi W`k UfZž'_Ua 'a Ub'ja '<Ui gY'6cW_
fUgW`ni a 'GW`i gg.' 8 Ubb'gW`UW`hYb'k]f'k]YX'Yf'gY'Vgh"
; YgU[hž[YhUb" '&\$&&Z]Y`X]Y'9bhgW\Y]Xi b[ž'XUbb'k i fX'Y'[fi bX']W`
[Yd'Ub'hi bX'&\$&' X'Yf'Ni VUi 'Yff]W`hYhž'X'Yf'%+`š\`fY' bUW`X'Ya
9bX'Y'X'Yf'9][YbgW`UW`hi b['bi b'Y]bYb'BYi VY[]bb'Yfa c[`]W`hY"

< c \ Y ' 5 i Z U [Y b ž ' b Y i Y f ' 5 a h g h] Y f U f n h

K Ufi a 'a Ub'XUa U'g'Ui Z\cfhY3' 9g'[UV'a Y\fyfy'; fi bXY ž'YfnU\`h
A Ufh]b'6cW_" 8]Y'j]Y'Yb'5i ZU[Yb'i bX'Y]b'bYi Yf'5a hgh]YfUfnhž
X'Yf'Y]b][Y'hYi fY'9fbYi Yfi b[Yb'ZcfX'YfhY"'Gc'VYgW`cgg]W`XUa U'g
]a 'š\`f'&\$*\$ž'Ua 'Zc`[YbX'Yb'A cbhU['b]W`h'a Y\`f'ni 'gW`UW`hYb"
GY]bY'DUfhbYf'UbXk]fhY`Y]hYhY'6cW'_Ub'Y]bYb'bYi Yb
DUfhbYfgW`UW`h\cZ'k Y]hYf'i bX'XUg'; YgW\UZh`]YZ'k]Y'\Yi hY'gY\`f
[i h'K cW\Yb'h]W`k YfX'Yb'fi bX"' \$'V]g'(\$'GW`k Y]bY'i bX'g]YVYb
V]g'UW`h'F]bX'Yf'[YgW`UW`hYhž'X'Uni 'Y'bUW`6YXUfZ?U'VYf'i bX
@Ja a Yf"'Fi bX'%) 'DfcnYbh'X'Yg'l a gUmYg'Yfn]Y'h'X]Y': `Y]gW\YfY]
i VYf'X]Y'; Ughfcba]Y"'8Yb'BYi ghUfh'X'Yf'9][YbgW`UW`hi b[
gW`fY]Vh'A Ufh]b'6cW'_Ui W`gY]bYb'hfYi Yb'DUfhbYfVUi Yfb'ni 'i bX
Y]bYa 'k Y]hYfYb'dfcZUbYb'; fi bX.' A]f[]b['X]Y'<Yfi a ZU\fyfy]
gW`cb[]Y\cf]['Ui Z'X]Y'BYfj Yb" '8]Y'9][YbgW`UW`hi b['Vf]b[h
ni XYa 'i bVYghfY]hVUfY'E i U']hUhj cfhY]'Y.' 8]Y': `Y]gW [i hY']gh
Y]bZUW`VYggYfž'k Ybb'a Ub'gY'Vgh'gW`UW`hYh"'5i W`k Ybb'k]f
\Yfj cffU[YbX'Y'DUfhbYf'\UhYbž'j cf'U'Ya 'VY]'F]bX! i bX
?U'VZY]gW`ž'gc'\Uh'g]W`X]Y'E i U']hUhXi fW`X'Yb'BYi ghUfh'X'Yf
9][YbgW`UW`hi b['gdi fVUf'j YfVYggYfh ž'VYghUh][h'6cW_"8]Y'bYi Y

GWX`UWX hi b[` _Ubb`g]WX`gY\Yb`UggYb.`Dfc`GWX`UWX hhU[`g]bX`V]g`ni
%\$\$`GUI Yb`cXYf`&\$`F]bXYf`a c[`]WX`"8Yb`[YgUa`hYb
GWX`UWX hVYfY]WX`\Uh`i Vf][Ybg`XYf`GWX`UWX hhYWX b]_!DfcZ]`J`cfUb
Ui`g`D]WX`\VY]`K`Y`g`Ui`g[YghUhhYh" `A`Ufh]b`6cW_`]gh`a`]h`XYf
I`a`gYhni b[`Ui`g[YgdfcWX`Yb`ni`Z]YXYb"

8Yf`HfUX]h]cbgVYhf]YV`ghY`h`Zi`f`:`f]gWX`Y`i`bX`E`i`U`]hUh`Ui`g`XYa
K`U`Xj`]YfhY`ž`_ca`V]b]Yfh`a`]h`VYghYf`J`YfUfVY]hi`b[`i`bX
\Yfj`cffU[YbXYa` `GYfj`]Wž`|` `<Ybfm;` UggY`]WX`J`cfbY`hfUX]h]cbY`Y`Y
: `Y]gWX`YfY]ž`\]bhYb`X]Y`\Y`Yb`[`fc»`ni`[`][`Yb`<U`Yb`Y]bYg
\cWX`a`cXYfbYb`GWX`UWX`h\cZYg" `@]b_g`X]Y`H]YfUb`]YZYfi`b[`
GhfYggZfY]`Ub`]YZYfb`Zi`f`6Ui`Yf`/` `J]Y\`" `A`]hh][`X]Y
\c\Ybj`YfghY`VUFY`@UXYfUa`dYž`fYWX`hg`X]Y`5i`g`]YZYfi`b[`|` `<Ybfm
;` UggY`]WX`A`cXYfbghY`GWX`UWX`hhYWX`b]_` `<]Yf`X]Y`5V_`Udd!`i`bX
6fi`\Ub`U[Y" `GWX`k`Y]bY`i`bX`F]bXYf`k`YfXYb`Y]bnY`b`]b
: Ygh\U`hYVcl`Yb`VYhUi`Vh" | `<Ybfm;` UggY`]WX`5i`WX`XYf
NYf`Y[YfUi`a` `]gh`a`cXYfbghY]b[Yf]WX`hYhž`X]Y`NYf`Y[Yh]gWX`Y`UggYb
g]WX`\c\Ybj`YfghY`Yb" `8Yf`6cXYb`ghUa`a`hj`cb`GY]hn`Ž`?`Yf`Yf" |
<Ybfm;` UggY`]WX`"

9X`Y`H]YfY` `VYghY`E`i`U`]hUh

K`]WX`h][`Zi`f`:`Ua` `]Y`6cW_`]gh`X]Y`Ni`gUa`a`YbUfVY]h`a`]h`XYb`6Ui`Yfb
Ui`g`XYa`I`a`ZY`Xž`i`a` `VYghY`fY[`]cbU`Y`DfcXi`_hY`dfcXi`n]YfYb`ni
_cbbYb" `8UVY]`gYhnYb`X]Y`6cW_g`VY]`XYb`GWX`k`Y]bYb`Ui`ZY]bY`
8i`fcW?fYi`ni`b[`ž`VY]`XYb`F]bXYfb`Ui`Z`C`WX`gYb`i`bX`?`U`V]bbYb"
8]Yg`\Uh`gck`c`\`VY]a` `GWX`k`Y]bY!`U`g`Ui`WX`VY]a` `F]bXZY]gWX`XYb
J`cfhY]`Y]bYf`k`i`bXYfVUFYb`A`Ufa`cf]Yfi`b[` " `A`Y]bY`@UbXk`]fhY
`Y]ghYb`\]Yf`\Yfj`cffU[YbXY`5fVY]hi`bX`]YZYfb`a`]f`Yfgh`_`Ugg][`Y
H]YfY]b`VYghY`a` `Ni`ghUbX" `K`Ybb`XUg`Ui`WX`Yhk`Ug`a`Y`\f`_c`ghYhž
XUbb`]gh`a`]f`XYf`9f`U`h`_`Y]bVUi`Yf`]WX`Yf`Ghfi`_hi`fYb`XUg`nk`Y]ZY`cg
k`Yfh" `<Yf[YghY`h`k`]fX`U`Yg]a` `Y][`YbYb`6Yhf]YV`/`YX][`]WX`Y]b][`Y
gU]gcbU`Y`GdYn]U`]hUhYb`k`YfXYb`ni`[`Y`_`Ui`Zn" `8`Ug`5b[`YVch`XYf
: `Y]gWX`YfY]`]gh`i`a`ZUb[`fY]WX` `6fUi`bgWX`k`Y][`Yfž`@YVYf`_UgY`]b`Zi`bZ
GcfhYb`fbcfa`U`ž`?`UgYž`gWX`UfZž`D]nnU`i`bX`DUfUXY]gYf!`A`cnnUfY`Uł
N][`Yi`bYfgdYW`ž`XUg`GWX`k`Ufn[`YgY`WX`hYž`GUI`a`U]gYbž`GWX`]b`Yb
fk`cb][`_fi`ghYb!`ž`DfYgg!`ž`GUI`bU!`ž;`Yk`i`fn!`i`bX`F`cgYbgWX`]b`_Ybłž
6i`fYbk`i`fghY`ž`<`Ui`ggU`Ua`]ž`?`Ubhk`i`fghž`?`bcXY`i`bX`j`]Y`Yg`a`Y`\f"
8Uni`_ca`a`Yb`X]Y`hU[`]WX`Yb`A`Ybi`g`i`bX`<`Ui`ga`Ubb`_c`gh`U`g`H`?
K`UfY"

=bj`Ygh]h]cb`Zi`f`X]Y`Ni`_i`bZh

: i f`X]Y`BYi Yff]W\hi b[`Y]bYf`fY[]cbU`Yb`GW`UW\hgUhhY` \UVYb`X]Y
6cW_g`bUhi f`]W`k Yfhj c``Y: cfXYfi b[Yb`Yf\U`hYb.`Y]bYfgY]hg`j ca
5K GžXYa `5i ghf]U`K]fhgW\UZhggYfj]W`Ui Z6i bXYgYVYbY`i bX
UbXYfYfgY]hg`j ca `@UbX`B]YXYfcghYffY]W`a]h`XYf`B C 6 9; ž`XYf
b]YXYfcghYffY]W`]gW\Yb`6i f[gW\UZhg!`i bX`6YhY`]] i b[g; a V< "
A Ufh]b`6cW`V`]W`h`hfchn`XYf`[Yk U`h][Yb`ϕ] Ygh]h]cb`cd]a]gh]gW`]b
X]Y`Ni _i bZh` 8 Ug; YgW\UZh`Ui Zh`[i hž`X]Y: `Y]gW\ei U`]hUh]gh
XYi h`]W`VYggYfž`a Y]bY`HcW\hYf`k]``XYb`6Yhf]YV`i VYfbY\`a Yb`
<Yfnž`k Ug`k]`gh`Xi `a Y`f3`K Ybb`]W`VYXYb`_Yž`XUgg`]W`%-`-` `a]h
Y]bYf`Ui » Yfgh`[Yf]b[Yb`A Yb[Y`K i fgh]b`XYf`K cW`Y`Ub[YZUb[Yb
\UVY`i bX`\Yi hY`j]Yf`V]g`Zi bZ`HcbbYb`]a `[`Y]W\Yb`NY]hfUi a
\YfghY``Yž`XUbb`_Ubb`]W`bi f`YfghUi bh`i VYf`X]YgY`i b[`Ui V`]W\Y
FY]gY`gY]b``I bX`[`i W`]W`"

@YgYb`G]Y`Ui W`. : `Y]gW\YfY] / `GW`UW\h\cZ`6ÖW`_gYhnh`Ui Z
X]Y`DfcZYgg]cb]ghYb.`VYghY`i bX``Ub[`A`f][Y
DUfhbYfgW\UZhYb`ZØf`Y]bYb`YfZc`[fY]W\Yb`6Yhf]YV`

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