

Fleischerei Lauss: Die Weichen stehen auf Vorfahrt

Die Fleischerei Lauss in Kollerschlag im Mu?hlviertel hat mit dem Gescha?ftsumbau 2018 das Unternehmen zukunftsfit gemacht und setzt auf behutsames, regionales Wachstum.



Susanna und Johannes Lauss mit ihren beiden To?chtern Esther und Paulina im rundum erneuerten Fachgescha?ft. © HaRo

5a ' \Yi h][Yb 'GhUbXcfh]b ' ?c ``YfgW `U['YI]gh]Yfh'gW c b 'gY]h% , \$ Y]bY': `Y]gW YfY]" 6]g '%- , * 'ja '6Yg]hn 'XYf': Ua]]Y '6fi bbVUi Yf i VYfbU\ a ']b 'X]YgYa ' \f 'XYf' J UhYf 'XYg' \Yi h][Yb ' \UVYfgž **xcgYZ** @Ui ggž 'XYf 'VY]' XYb '6fi bbVUi Yfg 'U'g'; YgY ``Y '[YUfVY]hYh ' \UhYž a]h'gY]bYf'; Uhh]b 'A Uf]U 'XUg 'I b hYfbY\ a Yb 'i bX 'a cXYfb]g]YfhY 'XYb < UbXk Yf_gVYhf]YV 'i bX 'XUg 'Ub[YgW `cggYbY'; Ugh\Ui g gW f]hhk Y]gY" '9]b][Y ' \fY 'gdUhYf 'VY[Ubb 'XUbb 'Gc\ b ' **xc \UbbYg** @Ui gg 'gY]bY '@Y\ fY 'ja 'Y 'hYf `W Yb '6Yhf]YV 'i bX ``Y [hY '%- - * 'gY]bY A Y]ghYfd fi Z b['UV. ' A Y]b 'J UhYf ' \Uh'a]f'j cb '5bZUb['Ub 'X]Y : fYi XY 'Ub 'X]YgYa 'A Yh]Yf 'VY][YVfUW h" ' \W ' _cbbhY 'a]f' _Y]bYb

gW\cbYfYb'6Yfi Zj c\fg\hY``Yb\z]gh'XYf':`Y]gW\Yfa Y]ghYf'Ui W\ b\UW\ g\U\fYb'XYf'GY`VghghUbX][_Y]h'i bj YfUbXYfh'VY[Y]ghYfh" `&\$-gW\`]Y`]W\ hfUh`Yf]b'X]Y':i »ghUdZYb'gY]bYg'J UhYfg'i bX'Z\ fh gY]h\Yf'a]h'gY]bYf':fUi 'Gi gUb bU'X]Y': YgW\]W\Y'XYg I b\hYfbY\ a Ybg']b'nk Y]hYf': YbYfUh]cb"5`g`YfghY'A U» bU\ a Y gdYffhY'XYf'` b[i b\hYfbY\ a Yf'bcW\]a 'gY`VYb'`U\f'XUg'; Ugh\Ui g ni 'i bX'Zc_i gg]YfhY'gY]bY'5bghfYb[i b[Yb'Ui Z'X]Y':`Y]gW\YfY]"9]b GW\ f]hh\z'XYb'`c\UbbYg'@Ui gg'V]g'\Yi h\Y'b]W\h'VYXUi Yfh' 8Ug'k Uf X]Y'f]W\ h][Y'9b\hgW\Y]Xi b['i bX'\Uh'X]Y'Ni _i bZ\h'XYg'6Yhf]YVg b\UW\ \U'h]['dcg]h]j 'VYY]bZi ggh"

9][YbY 'F]bXYfgWX `UWX hi b['i bX
Ui g[YnY]WX b hY 'GdYn]U`]hUhYb

8]Y: `Y]gWYfY]`@Ui gg`gW`UW hYh`V]g`\\Yi hY`F]bXYf`i bX`?U`VYf
gY`VYf`k Y]`X]Y: Y[YbX`fi bX`i a`?c`YfgW`U[`Z f`X]Y`F]bXYfni W`h
d fUXYgh]b]Yfh`]gh`I b hYf`UbXYfYa`k YfXYb`Ui W`<cW`UbXf]bXYf
j YfUFVY]hYh`i bX`j YfYXY`h`8]Y`GW k Y]bY`_ca a`Yb`j ca`
GW`UW h\cZ`5fha Umf`]b`GW`]YfVUW`"

GYb gUh]cbY`Y·6fUhk i fghY

Ni 'XYb 'UVgc`i hYb 'GdYn]U`]hUhYb 'XYg`<Ui gYg`nU\ `hXUg`[YgUa hY
6fUhk i fghdfc[fUa a "8]Y`? bUW_Yf`]b`j YfgW]YXYbYb 'JYfg]cbYb
fba]h? UgYža]h? UgY`i bX 'DUdf]_UŁg]bX 'YVYbgc 'VY_Ubbh`k]Y
VY`]YVh"8]Y` : fUb_Z f hYf`i bX 'XYf`@YVYf_UgY`]b`j]Yf`J Uf]UbhYb
Z]bXYb 'YVYbZU`g`]VfY 'VY[Y]ghYfhYb` : fYi bXY`k]Y 'XUg`[YgUa hY
5i ZgWb]hbk i fghgcfh]a Ybh"K Y]hYfY`<c\Ydi b_hY 'XYg`5b[YVchg
g]bX 'XYf`@YVYfgW UX Y`]a 'G Wk Y]bYbYhñZ f'XYb 'G Wk Y]bYZY]gW
i bX 'G Wk Y]bY 'YVYf`ZUgW]Yfhi bX 'XUbUW`a]h` ; Yk i fnYb`i bX
GYa a Y`VfcW_Yf`b`j Yfa Yb[h`k YfXYbžUVYf`Ui W`X]Y
<Ui ga Ubbg_cgh]a ` ; `Ug`k]Y 'XUg`Di ``YX 'Dcf_`cXYf`XUg
; `Ug`Z Y]gW ž`Y]bY '5f`cghYffY]W]gW Yg`F`]YhYž`Z]bXYh`a a Yf
a Y\ f`5VbY\ a Yf"5i W`XUg`5b[YVch`Ub`gY`Vgh`[Ya UW hYb
?bcXY`b`fGdYU_!ž`<UgW YY!ž` fUa a Y`!`i bX `H]fc`Yf`?bcXY`bŁ[Y\ h
gdf]Wk cfh]Wk`k]Y`X]Y`k Ufa Yb`GYa a Y`b`k Y["HU[`]Wk`k]fX`XYb
?i bXYb`Y]b`A]hhU` ga Ybi `Ub`YVchYb`"⊕`XYf`[Ya `Ui YfhYb

GY`WX_Ua a YfžX]Y`bYYb`XYf`a cXYfbYb`FUi WXUb`U[Y`Yf\U`hYb
k i fXYžk YfXYb`GdYW`i bX`<Ui gk i fghY`]b`VYghYf
: `Y]gWX YfhfUX]h]cb`\Yf[YghY`h`DfcXi _hYžk]Y`g]Y`]a`A i \`j]YfhY`
gWXcb`]a a Yf`ni `XYb`?`Ugg]_Yfb`\Y]a]gWX Yf`:`Y]gWX j YfYXY`i b[
[YnU\`h\UVYb"

DYfgcbU`a Ub[Y`9]b`@Y\ f`]b[`i bX`Y]b
; YgY``Y`k YfXYb`[Ygi WX h

8]Y`:`Y]gWX YfY`]@Ui gg`VYgWX UZh]h\Yi hY`nY\ b`A]hUfVY]hYf`]a
I b\hYfbY\ a YbžgYWX g`XUj cb`]a`J Yf_Ui Z`5i WX`Ub`>\Ub bYg`@Ui gg
]gh`XYf`DYfgcbU`a Ub[Y`b]WX h`gdi f`cg`j cfi VYf[Y`Ub[Yb. K`f
gi WX`Yb`Y]bYb`; YgY``Yb`i bX`Y]bYb`@Y\ f`]b[``; fi bXgUhn`]WX`g]bX
k`f`b]WX h`gWX`YWX h`Ui Z[YghY`h`8]Y`a Y]gYb`i bgYfYf
A]hUfVY]hYf`]bbYb`g]bX`Ub[`U\ f`]`a`I b\hYfbY\ a Yb`hUh]`9]bY
?f]h`_`Ub`XYf`U_hi Y`Yb`5i gV]Xi b[`k` ``@Ui gg`XUbb`XcWX
`cgk YfXYb. 8]Y`@Y\ fUVgc`j YbhYbžX]Y`g]WX`VY`i bg`VYk YfVYbž
g]bX`]a a Yf`gWX`YWX hYf`Ui g[YV]XYh`8]Y`@Y\ fY`gc`hY`a Y]bYf
A Y]bi b[`bUWX`b]WX h`bcWX`a Y\ f`j Yfk UggYfh`k YfXYb"
?bUdd`(\$`DfcnYbh`XYg`I a gUhnYg`k YfXYb`]a`9b!`fcgl; YgWX UZh`a]h
@YVYbga]h\Y`Y]b\Y`UbXY`i bX`; Ughfcbc`]Y`Yfn]Y`h`gc`nU\`h`Ui WX
Y]b`?fUb`Yb\Ui g`ni a`?i bXYbghUa a`"

5i WX`Ui Z`]YVYj c``Y`8YhU]`g`k i fXY`]b`XYf`; YgWX UZhgi a gYhni b[
[YUWX hYh`|`6Y][YghY`h`8]Y`a UgWX]bY`Y`5i gghUhhi b[`XYf
: `Y]gWX YfY`]@Ui gg`]gh`Ui Z`XYa`a cXYfbghYb`GhUbX`XYf`8]b[Y`|`
6Y][YghY`h`

Hc hU`Yf`; YgWX UZhgi a VUi

8Ug`bYi Yž`&\$%`_ca d`Yhhi a [YVUi hYž`UWX [YgWX UZh`k i fXY
[Ya`Y]bgUa`a]h`XYb`@UXYbVUi dfcZg`5]WX`]b[Yf`i bX`K`c[YfYf
[YghU`hYh`ZYXYfZ`f`YbX`Z`f`XUg`@UXYbVUi i bhYfbY\ a Yb`k Uf`XYf`
5]WX`]b[Yf`9i dYfhY`5b`XfYUg`F`UUU`Ub`XYf`; YghU`hi b[ž
I a gYhni b[`i bX`?ccfX]bUh]cb`XYg`I a VUi g`VYhY`][h`8Ug`bYi Y
; YgWX UZh`]gh`(`E`i UXfUha`YhYf`[fc`i bX`i a ZUggh`Ui WX`Y]bYb
ni gUhn`]WX`Ybž`[fc`ni [][Yb`a`V]ggVYfY]WX`a`]h`&)`[Ya`i h`]WX`Yb
D`UhnYb`]b`YbY`a`; YVUi XYhY`ž`]b`XYa`gY`bYfnY]h`Ui WX`XUg
; Ugh`Ui g`XYg`C`fhYg`i b\hYf`YVfUWX h`k Uf`9g`a`i gg`]a`C`fh

[f[Yb]XY]bY'; Ughfc bca]Y'[YVYbžk c'a Ub'a]jhU[g'Yhk Ug'K Ufa Ygž F Y']cbU'Yg'i bX'a]h'VYghYb'Ni hUhYb'Ni VYfY]hYhYg'[Yb]Y» Yb _Ubb' žgc'Gi gUb bU'i bX' x\UbbYg'@Ui gg'i VYf']\fY'A ch]j Uh]cbž]\fYb'6Yhf]YV'i a 'Y]bYb' a V]gg'ni 'Yfk Y]hYfb" 8Yf' a V]ggVYfY]W k]fX'j cb'i bgYfYb'; UghYb']a a Yf'VYggYf'Ub[Ybca a Yb" 8Ug'k Uf Y]bY'[c`Xf]W h][Y'9b hgW Y]Xi b[ž'\Yf'ni 'bj Ygh]YfYb' ž'g]Y\h'g]W XYf':]fa Yb]b\UVYf'\Yi hY'j c``YbXg'VYghUh][h'Ni gUhñ]W k i fXYb Ui W X]Y?i W Y'i bX'X]Y'J cfVYfY]hi b[gfUi a Y'Zi f'DUfhmgYfj]W i bX'7UhYf]b['Yfk Y]hYfh'i bX'_ca d'Yhh'YfbYi Yfh" l bX'bUhí f']W k i fXY'Ui W XYf'J Yf'_Ui ZgfUi a 'a cXYfb]g]Yfh'Dfi b_ghi W_XYg @UXYbg'gh'\]Yf'X]Y' H\Y_Y'G]f]ji g| ' j cb'5]W]b[Yfžni gUhñ]W 'UXYb'X]Y'nU'\fY]W Yb'G6!GWfUb_XYb'; Yb]Y» Yf'ni a 'i gh]YfYb i bX'Ni [fY]ZYb'Y]b"

8 Ug? Yfbghi W_. X]Y H\ Y_Y[G]f]i g|

8 Ug`nYbhfU`Y`? Yfb ghi W`XYg`bYi Yb` : UW [YgWUZhg`XYf` : `Y]gWYfY]@Ui gg`gh`X]Y`H\Y`Y`G]f]i g]` j cb`5]W]b[Yf"8]YgYg`A cXY` i VYfnYi [h`a]h`VYY]bXfi W`YbXYb` : YUhi fYg. `g]b _YbXY`6Yhf]YVg_cghYb`XUb_`Y]bYg`h\$`nk]gWYb` ..7`i bX` * ..7`i bX`Y]bYg`XYa`Yb`hgd`fYWYbX`[Yf]b[Yb`? U`hY`Y]ghi b[gVYXUfZg`9bh`Ughi b[XYf`A]hUfVY]jhYf`a`Y\`f`5Vj`Yf`_Ui`Z`Xi`fW`j`Yf`VYgg`Yfh`Y9f[cbca`]Y`6YX]YbZfYi`bX`]W`_Y]h`i`bX`Ni`VY\`cf`i`bH`YfgW`]YX`]W`ghY` : `UgUi`ZgUh`hY`Z`f`Y`!`XYb`6YXUfZ`8]Y`A`i`h`!`Ub`!HYW`bc`c`[Y`Yf`c`h`X]Y`6Yhf]YVgg]W`Yf`Y]h`8`Yf`J`YfXUa`dZYf`gh`j`Yfn]bb`h`i`bX`U`h`XUXi`fW`[Yf]b[ghY`?cffcg]cbgUbZU`][_Y]h`

9fZc`['hfchn'YI dcb]YfhYf'@U[Y

: i f'X]Y': `Y]gWX YFY]@Ui gg`\UVYb'g]WX'U`Y`X]YgY`**bj** Ygh]h]c b Yb
VYnU`\h[Ya UW h`Hfc hn`c XYf`j]Y`Y]WX hgc[Uf`k Y[Yb XYF`@U[Y
bU\Y`Ub`XYf` fYbnY`ni`8Yi hgWX`UbX`\Uh`g]WX`X]Y` ua`]]Y`i VYf`X]Y`
; fYbnY`\]bk Y[`Y]bYb`\Yfj cffU[YbXYb`F`i ZYfUFVY]hYh`9]bYb`F`i Z
XYF`hU[hU[`]WX`Ui Zg`BYi Y`VYghUh][h`k]fxZ`k]Y`XYf` fa`Yb]b`\UVYf`
[YfbY`YfnU`\h` 8]Y`A YbgWX Yb`gWX UhnYb`i`bg`Z`f`i`bgyfY`Y`f`]WX`Yb`
Ui`h`Ybh]gWX`!`UbXk`Yf`_]WX`Yb`Dfc`Xi`_hY` 8`Ug`]gh`_Y]b`GY`Vgh`Ui`ZYf`
Xc`WX`X]Y`5`bghfYb`[i`b`[Yb`k`YfXYb`hU[`]WX`Xi`fWX`i`bgyfY`hfY`i`Y

?`]YbhY``VY`c\bh"

6Ygi \WX Yb`G]Y`i \bg`Ui Z`ZY]g\WX i \bX\Wc "Uh