

## 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'gWcb'gY]h`%, , \$  
Y]bY': `Y]gWYfY]"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`b\\UVYfgž`**cgYZ**  
**@Ui gg**ž`XYf`VY]`XYb`6fi bbVUi Yfg`U`g'; YgY`Y`[ YUfVY]hYh`\\UhhYž  
a ]h'gY]bYf'; Uhh]b`A Uf]U`XUg`l bhYfbY\\a Yb`i bX`a cXYfb]g]YfhY`XYb  
<UbXk Yf\_gVYhf]YV`i bX`XUg`Ub[ YgW\\`cggYbY'; Ugh\\Ui g  
gWf]hkh Y]gY""9]b][ Y`\\fY`gdUhYf`VY[ Ubb`XUbb`Gc\\b`**xc\\UbbYg**  
**@Ui gg**gY]bY`@Y\\fY`ja `Y`hYf`WYb`6Yhf]YV`i bX`Y[ hY`%- - \*`gY]bY  
A Y]ghYfdfi Ži 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 Z'j c fghY`Ybž']gh'XYf':`Y]gW\Yfa Y]ghYf'Ui W\`bUW\  
»\fYb`XYf'GY`VghghUbX][\_Y]h'i bj YfUbXYfh'VY[ Y]ghYfh" `&\$-\$-  
gW`jY»`jW\`hfUh'Yf']b`X]Y':i » ghUdZYb'gY]bYg'J UhYfg'i bX`Zi \fh  
gY]h\Yf'a ]h'gY]bYf': fUi `Gi gUbbU`X]Y'; YgW\jW\_Y`XYg  
l bhYfbY\`a Ybg']b`nk Y]hYf'; YbYfUh]cb""5`g`YfghY`A U»bU\`a Y  
gdYffhY`XYf'» b[ i bhYfbY\`a Yf'bcW\`ja `gY`VYb'»\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]hhž`XYb'»\`UbbYg'@Ui gg`V]g`\Yi hY`b]W\h`VYXUi Yfh' `8 Ug`k Uf  
X]Y`f]W\h][ Y`9bhgW\Y]Xi b[ `i bX`\Uh`X]Y`Ni \_i bZh`XYg`6Yhf]YVg  
bUW\`U`h][ `dcg]hj] `VYY]bZi ggh"

9][ YbY`F ]bXYfgW\`UW\hi b[ `i bX  
Ui g[ YnY]W\ bhY`GdYn]U`]hUhYb

8]Y':`Y]gW\YfY]"`@Ui gg`gW\`UW\hYh`V]g`\Yi hY`F ]bXYf'i bX`?U`VYf  
gY`VYfž`k Y]"`X]Y'; Y[ YbX`fi bX`i a `?c`YfgW\`U[ `Zi f`X]Y`F ]bXYfni W\h  
dfUXYgh]b]Yfh']gh"l bhYf`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\`jYfVUW"

GYbgUh]cbY`Y`6fUhk i fghY

Ni `XYb`UVgc`i hYb`GdYn]U`]hUhYb`XYg`<Ui gYg`nU\`h`XUg'[ YgUa hY  
6fUhk i fghdfc[ fUa`a ""8]Y`?bUW\_Yf']b`j YfgW\]YXYbYb`J Yfg]cbYb  
fba ]h? UgYž`a ]h? UgY`i bX`DUdf]\_UŁ`g]bX`YVYbgc`VY`Ubbh`k ]Y  
VY`jYVh"8]Y': fUb`\_Zi fhYf'i bX`XYf'@YVYf`UgY`]b`j ]Yf`J Uf]UbhYb  
Z]bXYb`YVYbZU`g`]\fY`VY[ Y]ghYfhYb': fYi bXY`k ]Y`XUg'[ YgUa hY  
5i ZgW\b]hkh i fghgcfh]a Ybh`K Y]hYfY`<c\Ydi b`hY`XYg`5b[ YVchg  
g]bX`XYf'@YVYfgW\UXY``ja `GW\k Y]bYbYhnž`Zi f`XYb`GW\k Y]bYZY]gW  
i bX`GW\k Y]bY`YVYf`ZUgW\Yfh'i bX`XUbUW\`a ]h'; Yk i fnYb`i bX  
GYa`a Y`VfcW\_Yf`b`j Yfa Yb[ h`k YfXYbž`UVYf`Ui W\`X]Y  
<Ui ga Ubbg\_cgh]a`'; `Ug`k ]Y`XUg`Di ``YX`Dcf`\_cXYf`XUg  
` ; `Ug`ZY]gW\`žY]bY`5fh`cghYffY]W\]gW\Yg`F ]`YhhYž`Z]bXYh]ja`a Yf  
a Y`\f`5VbY\`a Yf""5i W\`XUg`5b[ YVch`Ub`gY`Vgh[ Ya UW\hYb  
?bcXY`b`fGdYW`!ž`<UgW\YY!ž'; fUa`a Y`!`i bX`H]fc`Yf`?bcXY`bŁ[ Y\h  
gdf]W\k cfh]W\`k ]Y`X]Y`k Ufa Yb`GYa`a Y`b`k Y[ ""HU[ `]W\`k ]fX`XYb  
?i bXYb`Y]b`A ]hhU[ ga Ybi`Ub[ YVchYb""»`b`XYf'[ Ya Ui YfhYb

GY`W`\_Ua a Yfž`X]Y`bYVYb`XYf`a cXYfbYb`FUi W`Ub`U[ Y`Yf`U`hYb  
k i fXYž`k YfXYb`GdYW`i bX`<Ui gk i fghY``]b`VYghYf  
: `Y]gW`YfhfUX[h]cb`Yf[ YghY``h`DfcXi \_hYž`k ]Y`g]Y`ja `A i ` `j ]YfhY`  
gW`cb`ja a Yf`ni `XYb`?`Ugg]\_Yfb`Yja ]gW`Yf: `Y]gW`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 W`h

8]Y`: `Y]gW`YfY]`@Ui gg`VYgW`UZh[ h`Yi hY`nY`b`A ]hUfVY]hYf`ja  
I bhYfbY`a Ybž`gW`g`XUj cb`ja `JYf`Ui Z``5i W`Ub`x`UbbYg`@Ui gg  
]gh`XYf`DYfgcbU`a Ub[ Y``b]W`h`gdi f`cg`j cfi VYf[ Y[ Ub[ Yb.`K ]f  
gi W`Yb`Y]bYb`; YgY``Yb`i bX`Y]bYb`@Y`f`]b[ "; fi bXgUhn`W`g]bX  
k ]f`b]W`h`gW`Y`W`h`Ui Z[ YghY``h`8]Y`a Y]ghYb`i bgYfYf  
A ]hUfVY]hYf.]bbYb`g]bX`Ub[ `U`f][ `ja `I bhYfbY`a Yb`hUh[ " `9]bY  
?f]h]\_`Ub`XYf`U`hi Y``Yb`5i gV]`Xi b[ `k ]``@Ui gg`XUbb`XcW`  
`cgk YfXYb.`8]Y`@Y`fUVgc`j YbhYbž`X]Y`g]W`VY]`i bg`VYk YfVYbž  
g]bX`ja a Yf`gW`Y`W`hYf`Ui g[ YV]`XYh`8]Y`@Y`fY`gc``hY`a Y]bYf  
A Y]bi b[ `bUW`b]W`h`bcW`a Y`f`j Yfk UggYfh`k YfXYb"  
?bUdd`(\$`DfcnYbh`XYg`I a gUhnYg`k YfXYb`ja `9b![ fcg!; YgW`UZh`a ]h  
@VYbga ]hhY`Y]bnY`UbXY`i bX`; Ughfcbca ]Y`Yfn]Y`hž`gc`nU`h`Ui W`  
Y]b`?fUb`Yb`Ui g`ni a `?i bXYbghUa a "

5i W`Ui Z`]YVYj c``Y`8YhU]`g`k i fXY`]b`XYf`; YgW`UZhgi a gYhni b[  
[ YUW`hYh`| `6Y][ YghY``h`8]Y`a UgW`]bY``Y`5i gghUhi b[ `XYf  
: `Y]gW`YfY]`@Ui gg`]gh`Ui Z`XYa `a cXYfbghYb`GhUbX`XYf`8]b[ Y``|  
6Y][ YghY``h`

Hc hU`Yf`; YgW`UZhgi a VUi

8Ug`bYi Yž`&\$%, `\_ca d`Yhhi a [ YVUi hYž: UW[ YgW`UZh`k i fXY  
[ Ya Y]bgUa `a ]h`XYb`@UXYbVUi dfcZ]g`5]W`]b[ Yf`i bX`K c[ YfYf  
[ YghU`hYhž`ZYXYfZ `fYbX`Z f`XUg`@UXYbVUi i bhYfbY`a Yb`k Uf`XYf`  
5]W`]b[ Yf!9I dYfhY`5bXfYUg`F UUV`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  
; YgW`UZh]gh`() `E i UXfUha YhYf[ fc»`i bX`i a ZUggh`Ui W`Y]bYb  
ni gUhn`W`Ybž[ fc»ni [ ][ Yb`a V]ggVYfY]W`a ]h`&) `[ Ya i h]W`Yb  
D`UhnYb`]b`YbYa`; YVUi XYhY]ž`]b`XYa`gY]bYfnY]h`Ui W`XUg  
; Ugh`Ui g`XYg`CfhYg`i bhYf[ YVfUW`h`k Uf``9g`a i gg]a `Cfh

jf[ YbXY]bY'; Ughfcbca ]Y'[ YVYbžk c'a Ub'a ]hhU[ g'Yhk Ug'K Ufa Ygž  
FY[ ]cbU'Yg'i bX'a ]h'VYghYb'Ni hUhYb'Ni VYfY]hYhYg'[ Yb]Y»Yb  
\_Ubb° ž'gc'Gi gUbbU'i bX'æ\UbbYg'@Ui gg'i VYf'\fY'A ch]j Uh]cbž  
]\fYb'6Yhf]YV'i a 'Y]bYb'æ V]gg'ni 'Yfk Y]hYfb"' 8Yf'æ V]ggVYfY]Wk  
k ]fX'j cb'i bgYfYb'; UghYb'ja a Yf'VYggYf'Ub[ Ybca a Yb"'8 Ug'k Uf  
Y]bY'[ c'Xf]Wk h][ Y'9bhgWk Y]Xi b[ ž'\Yf'ni 'bj Ygh]YfYb ž'g]Y'h'g]Wk  
XYf': ]fa Yb]b\UVYf'\Yi hY'j c''YbXg'VYghUh][ h''Ni gUhn']Wk'k i fXYb  
Ui Wk'X]Y'?i WkY'i bX'X]Y'J cfVYfY]hi b[ gfUi a Y'Zi f'DUfhmgYfj ]Wk  
i bX'7UhYf]b[ 'Yfk Y]hYfh'i bX'\_ca d'Yhh'YfbYi Yfh''i bX'bUhi f']Wk  
k i fXY'Ui Wk'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]i g| ' 'j cb'5]Wk]b[ Yfž'ni gUhn']Wk  
'UXYb'X]Y'nU'\fY]WkYb'G6!GWkfUb\_Y'XYb'; Yb]Y»Yf'ni a ' ; i gh]YfYb  
i bX'Ni [ fY]ZYb'Y]b"

8]Y': 'Y]gWkYfY]'@Ui gg.'Y]b'a cXYfbYg': UWk[ YgWkUZh'a ]h'U''Ya ž'k Ug  
X]Y': 'Y]gWkYfY]'ja 'X\ f'&\$&' 'V]YhYb'a i gg"'| '6Y][ YghY''h'8]Y  
: 'Y]gWk'!i bX'K i fghh\Y\_Y']gh'XUg'?Yfbghi W\_XYf': 'Y]gWkYfY]'@Ui gg  
]b'?c''YfgWk'U[ "'| '6Y][ YghY''h'8Yf'gh]'j c''[ YghU'hYhY  
æ V]ggVYfY]Wk'V]YhYh'D'Uhn'Zi f']bg[ YgUa h'&) 'DYfgcbYb"'|  
6Y][ YghY''h'

8 Ug'? Yfbghi W\_. 'X]Y'H\Y\_Y'G]f]i g| ' '

8 Ug'nYbhfU'Y'?Yfbghi W\_XYg'bYi Yb': UWk[ YgWkUZhg'XYf': 'Y]gWkYfY]  
@Ui gg']gh'X]Y'H\Y\_Y'G]f]i g| ' 'j cb'5]Wk]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 ]gWkYb' ' '7'i bX' \*  
..7'i bX'Y]bYg'XYa YbhgdFYWkYbX'[ Yf]b[ Yb'?U'hY'Y]ghi b[ gVYXUfZg  
'9bhUghi b[ 'XYf'A ]hUfVY]hYfž'a Y\ f'5Vj Yf\_Ui ZXi fWk'j YfVYggYfhY  
9f[ cbca ]Yž'6YX]YbZfYi bX']Wk\_Y]hi bX'Ni VY\cf  
'i bhYfgWk]YX']Wk ghY'; 'UgUi ZgUhnY'Zi f'Y!'XYb'6YXUfZ  
'8]Y'A i 'h]!: Ub!HYWkbc'c[ ]Y'Yf'c\h'X]Y'6Yhf]YVgg]WkYf\Y]h"  
'8Yf'J YfXUa dZYf']gh'j Yfn]bbh'i bX'\Uh'XUXi fWk'[ Yf]b[ ghY  
?cffcg]cbgUbZU''[ \_Y]h"

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

: i f'X]Y': 'Y]gWkYfY]'@Ui gg'\UVYb'g]Wk'U''Y'X]YgY'→bj Ygh]h]cbYb  
VYnU'\h[ Ya UWk'h'Hfcm'cXYf'j ]Y''Y]Wk'hgc[ Uf'k Y[ Yb'XYf'@U[ Y  
bU\Y'Ub'XYf'; fYbnY'ni '8Yi hgWk'UbX'\Uh'g]Wk'X]Y': Ua ]]Y'i VYf'X]Y  
; fYbnY'\]bk Y[ 'Y]bYb'\Yfj cffU[ YbXYb'Fi ZYfUfVY]hYh''9]bYb'Fi Zž  
XYf'hU[ hU[ ']'Wk'Ui Zg'BYi Y'VYghUh][ h'k ]fXž'k ]Y'XYf': ]fa Yb]b\UVYf  
[ YfbY'YfnU'\h' '8]Y'A YbgWkYb'gWkUhnYb'i bg'Zi f'i bgYfY'Y\ f']WkYbž  
Ui h\Ybh]gWk!\UbXk Yf\_]WkYb'DfcXi \_hY"'8 Ug']gh\_]b'GY'Vgh'Ui ZYfž  
XcWk'X]Y'5bghfYb[ i b[ Yb'k YfXYb'hU[ ']'Wk'Xi fWk'i bgYfY'hfYi Y

?`jYbhY``VY`c\bh"

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