

Tierwohl gepaart mit Regionalität und Klimaschutz

- Neu im Sortiment: Wurst-, Schinken und Fleisch aus Tierwohl-Haltung
 - Fair zum Tier – fair zur Umwelt
 - Genuss mit gutem Gewissen



...

6Yf[Yf'GWX]b_YbžXYf'hfUX]h]cbgfY]WX Y': Ua]`]YbVYhf]YV'Ui g
G]Y[\Ufhg_]fWX Yb#6Yn]f_Hi ``bž[Y\h]b'GUWX Yb
j YfUbhk cfhi b[gVYk i gghYf'DfcXi _h]cb'i bX'B UW\U'h][_Y]h'Y]bYb
bÀWX ghYbž'k]WX h][Yb'GWX f]hh'i bX``UbW]Yfh'X]Y'YfghYb'H]Yfk c\`!
DfcXi _hY''5V'gcZcfh'g]bX'VY]'A Yhfc'gck]Y']b'XYb'Y][YbYb'6Yf[Yf!
:]`]U'Yb`j`]Yf`j`YfgWX]YXYbY'GWX]b_Yb!`i bX'K i fghgdYn]U`]hÀhYbž
K ØfghY'`gck]Y': f]gWXZY]gWX`i bYf'XYa`bYi Yb'H]Yfk c\`!@JVY`j cb
6Yf[Yf'GWX]b_Yb'Yf\À`h]WX''' 8Ub_`XYf'DUFhbYfgWXUZh'a`]h'A Yhfc

_ÒbbYb`k]f`i bgYfYb`VÀi Yf`]WX Yb`@YZYfUbhYb`j ca`GhUfh`k Y[`X]Y
G]WX Yf\Y]h`Y]bYf`_cbh]bi]Yf`]WX Yb`J Yfa`Uf_hi b[`'[YVYb"
; Ya Y]bgUa`a ÒWX hYb`k]f`XUg`6Yk i gghgY]b`XYf`?cbgi a`YbhYb`ZØf
H]Yfk c\`ghY][Yfb"]K`Ybb`6Ui`Yfbž`DfcXi`nYbhYb`i`bX`<UbXY`Ub
Y]bYa`GhfUb[`n]Y\Ybž`_Ubb`Y]bY`bUWX\U`h][Y`J`YfÀbXYfi`b[
\YfVY][YZØ\fh`k`YfXYb`ž`k`Y]»`A`U["F`i`Xc`Z`6Yf[Yfž
; YgWXÀZhgZØ\fYf`VY]`6Yf[Yf`GWX]b`_Yb

K`YfVi`b[

GWX k`Y]b`Ya`ÀghYf`Ui`g`B`]Y`XYf`ÒghYffY`]WX
`]YZYfb`k`Yfhj`c``Yb`F`c\`ghc`ZZ

..

8]Y`H]YfY`ZØf`XUg`6Yf[Yf`H]Yfk`c\`!Dfc[fUa`a`k`UWX`gYb`VY]
VÀi`Yf`]WX`Yb`Ni`]YZYfVYhf]YYb`fi`bX`i`a`X]Y`DfcXi`_h]cbgghÀhhY`]b
B`]Y`XYf`ÒghYffY`]WX`Ui`Z`8]Y`H]YfY`\UVYb`]a`J`Yf[`Y]WX`ni`a
[YgYhn`]WX`Yb`GhUbXUfX`XcddY`h`gc`j`]Y`D`Uhnž`5i`g`Ui`Z`]bg`fY]Y`i`bX
k`Y]WX`Y`Ghfc\Y]bghfYi`"`8`Ua`]h`_ca`a`Yb`k`]f`Ui`WX`XYb
`Ub`\`f`[Yb`cfXYfi`b`j`cb`H]YfgWX`i`hncf[Ub]gUh]cbYb`bUWXž`gc
F`i`Xc`Z`6Yf[Yf`"8]Y`GWX k`Y]bY`_ÒbbYb`]\`fY`bh]b_hY`j`cb`XYf
6Yk`Y[i`b[`V]g`\]b`ni`Gcn]U`cbhU_hYb`Ui`g`YYb`i`bX`k`YfXYb
Ui`ggWX`Y]»`]WX`a`]h`[UfUbh]Yfh`[Yb`hYWX`b]_ZFY]Ya`i`hYf`Ui`g`XYa
8`cb`Ui`f`Ui`a`[Ya`ÀghYh`5`g`?f]hYf]Yb`ZØf`XUg`Dfc[fUa`a`k`i`f`XYb
dfc`H]Yf`%\$`i`a`Y\`f`D`Uhn`U`g`[YgYhn`]WX`j`cf[YgWX`f]YVYbž`X]Y
HfYbbi`b[`j`cb`@Y[Y!`i`bX`5`_hj`]hÀhgVYfY`]WXž`_Y]b
J`c``gdU`hYb`Vc`XYbž`k`Y]WX`Y`Ghfc`!9]bghfYi`ž`X]Y`A`Ò[`]WX`_Y]h`ni`a
5i`g`Ui`Z`gck`]Y`J`Yfn]WX`h`Ui`Z`GWX`k`Ubn_i`d]YfYb`i`bX`?UghfUh]cb
i`b`hYf`J`c``b`Uf`cgY`XYZ]b]Yfh`8]Y`YfghYb`6Ui`Yfb`UVYb`X]Y
Yb`hgdfYWX`Yb`XYb`I`a`V`Ui`a`U`b`U\`a`Yb`Ui`Z`\`f`Yb`<ÒZYb
Xi`fWX`[YZØ\`fh`i`bX`]Y`ZYfb`UV`gc`Z`fh`XYb`Fc`ghc`ZZ`ZØf`X]Y`b`Yi`Y
Dfc`Xi`_h]b]Y`"8`Ug`N]Y`XYf`Ua`]`Y`6Yf[Yf`Ui`hYh`_`Ufž`H]Yfk`c\`
Ui`gni`V`Ui`Yb`i`bX`ni`Z`cfW`YfYb`?cbhfc`Yfh`k`]fx`XUg`Dfc[fUa`a`
Xi`fWX`Y]bY`i`b`U`V\`Ab[`]Y`?cbhfc`!`i`bX`NYf]Z]n]Yfi`b[gghY`Y`"

F i Xc`Z'6Yf[Yf`k Y]hYf. . =W `V]b `ØVYfnYi [hž'XUgg`XUg`H\Ya U`XUb_ XYf`bYi Yb : ØfXYfUb[YVchY`gY]hYbg : fUi `6i bXYga]b]ghYf]b ?Øgh]b[Yf`Yhh`Y]bYb`6cca `Yf`YYb`k]fX" I bX`XUg`]gh[i h`8Ybb Y`a Y\`f`6Ui Yfb`k]f`j cb`X]YgYf: cfa `XYf`@UbXk]fhgW\ UZh ØVYfnYi [Yb`_ØbbYbž`XYgħc`Y\Yf`_ØbbYb`k]f`Ui gfY]W\ YbX DfcXi _hY`YfnYi [Ybži a `g]Y`]b`a Ø[`]W\ ghj`]Y`Yb`J Yf`Ui ZgħħY``Yb VfY]h`Ubni V]YhYb" A Y]b`5ddY``Ub`X]Y ?cbgi a Ybh]bbYb`i bX ?cbgi a YbhYb. . Y`a Y\`f`i bX`Y`ØZhYf`G]YH]Yfk c\`!DfcXi _hY`_Ui ZYbž XYgħc`gW\ bY``Yf`[Y`]b[h`XYf`I a gh]Y[`Ui ZX]YgY : cfa `XYf H]Yf`U`hi b[.

H]Yfk c\``]gh`Y]b`; YVch`XYf`Ghi bXY` . . 8 Ug`]gh i bgYf`6Yf[Yf` : 5 ≠ gdfYW\ Yb

H]Yfk c\``i bX`B UW\ \U`h][_Y]h`g]bX`k]fhgW\ UZh`]W\ `i bX`a cfU`]gW\ `Y]b ; YVch`XYf`Ghi bXY`i bX`YbhgdFYW\ Yb`Ui W\`XYb`K ØbgW\ Yb`XYf ?cbgi a YbhYb``8]Y` ; fØbXi b[`XYf`6Yf[Yf`H]Yfk c\`!`h]Uhj`Y`]gh XU\Yf`X]Y` `c[]gW\ Y`9f[Abni b[`i bX` : cfhgYhni b[`XYg \Ui gY][YbYb`FY[]cbU`]hAhg!`i bX`?`ja UgW\ i hndfc[fUa a Yg F9; =CB5@CDH=A 5@``8 Ua]h`[Y`]b[h`Yg`i bgž`XUg` ; i hY`Ui g`XYf FY[]cb`ni `ZcfW\YfYbž`X]Y`@UbXk]fhY`XYf` ; Y[YbX`ni `i bħYfghØhnYb i bX`XUg`K c\`VYZ]bXYb`XYf`H]YfY`ni `Yf\Ø\Yb ž`Yf`_Afh`F i Xc`Z 6Yf[Yf``E i U`]hUhj` `cW\ k Yfh][ghY`i bX`[YgW\ a UW_`]W\ \YfUi gfu[YbXY`DfcXi _hY`k YfXYb`Xi fW\`XYb j YfUbhk cfhi b[gj c``Yb`I a [Ub[`a]h`XYb`H]YfYb`g]W\ Yf[YghY``h"

8 Ug`6Yf[Yf` : 5 ≠ gdfYW\ Yb`Ui Z`Y]bYb`6`]W.

- %\$`i `a Y\`f`D`Uhn`U`g`XYf`[YgYhni`]W\ Y`A]bXYghghUbXUfX
- 6cl Yb`a]h`j YfgW\]YXYbYb` : i b_h]cbgVYfY]W\ Yb

- @]Y[YVYfY]W\`a]h`Ghfc\
- 5i g`Ui Z
- fY[]cbU`Ygž[YbhYWb]_ZfY]Yg` : i hhYf
- ?UghfUh]cb `i bhYf`J c``bUf_cgY
- _Y]bY `i d]YfhYb `F]b[Y`gWk ÅbnY

6Ygi WYb`G]Y `i bg`Ui Z `ZY]gWk i bXWc "Uh