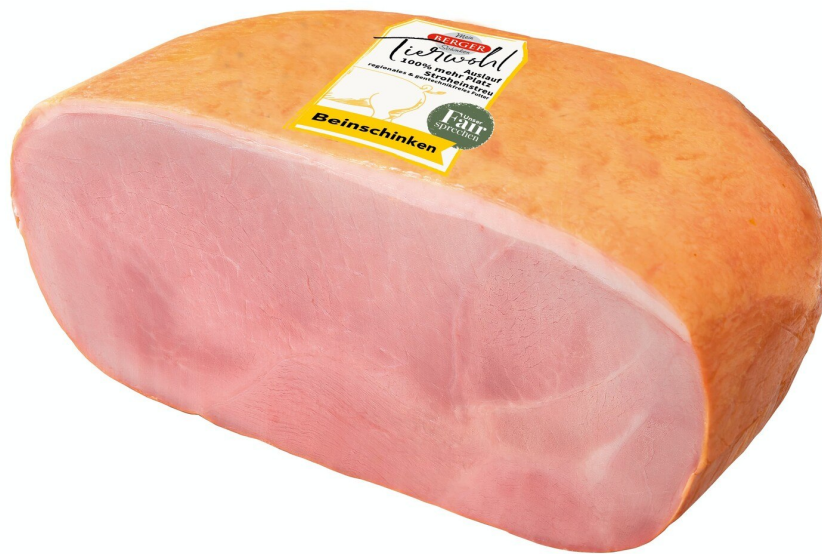


Tierwohl gepaart mit Regionalität und Klimaschutz

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



...

6Yf[Yf'GWX]b_Yb ž'XYf'hfUX]h]cbgfY]WXY': Ua]'YbVYhf]YV'Ui g
GJY[\Ufhg_]fWXYb#6Yn]f_Hi ``bž[Y\h']b'GUWXYb
j YfUbhk cfhi b[gVYk i gghYf'DfcXi _h]cb'i bX'B UW\U'h][_Y]h'Y]bYb
bÅW ghYbž'k]W h][Yb'GWX f]hhi 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 YfgW]YXYbY'GWX]b_Yb!'i bX'K i fghgdYn]U']hÅhYbž
K ØfghY'gck]Y': f]gWZY]gW'i bhYf'XYa 'bYi Yb'H]Yfk c\!@UVY'j cb
6Yf[Yf'GWX]b_Yb'Yf\Å'h']W'" 8Ub_'XYf'DUfhbYfgWUZh'a]h'A Yhfc

_ÒbbYb`k]f`i bgYfYb`VÀi Yf`]WXYb`@]YZfUbhYb`j ca`GhUfh`k Y[`X]Y
G]WXYf\Y]h`Y]bYf`_cbh]bi]Yf`]WXYb`JYfa Uf`hi b[`[YVYb`
; Ya Y]bgUa`a ÒW`hYb`k]f`XUg`6Yk`i gghY]b`XYf`?cbgi a YbhYb`ZØf
H]Yfk c`\`ghY][Yfb`"K Ybb`6Ui Yfb`ž`DfcXi nYbhYb`i bX`< UbXY`Ub
Y]bYa`GhfUb[`n]Y\Ybž`_Ubb`Y]bY`bUW\U`h][Y`JYfÀbXYfi b[
\YfVY][YZØ\fh`k YfXYb`ž`k Y]»`A U[`"Fi Xc`Z`6Yf[Yfž`
; YgW`ÀZhgzØ\Yf`VY]`6Yf[Yf`GW`b_Yb`

K YfVi b[

GW`k Y]bYa`ÀghYf`Ui g`B]YXYfÒghYffY]W`
`]YZYfb`k Yfhj`c`Yb`F`c\ghc`ZZ`

..

8]Y`H]YfY`ZØf`XUg`6Yf[Yf`H]Yfk c`\`!Dfc[fUa`a`k UW`gYb`VY]
VÀi Yf`]WXYb`Ni`]YZfVYhf]YVYb`fi bX`i a`X]Y`DfcXi`_]cbgg`h`hY`]b
B]YXYfÒghYffY]W`Ui`Z`8]Y`H]YfY`\UVYb`]a`JYf[`Y]W`ni`a
[YgYhn`]WXYb`GhUbXUfX`XcddY`h`gc`j]Y`D`Uhnž`5i`g`Ui`Z]bg`i`fY]Y`i`bX
k Y]WXY`Ghfc\Y]bghfYi`" `8Ua`]h`_ca`a`Yb`k`]f`Ui`W`XYb
`Ub[`À\`f][Yb`i`cfXYfi b[`j`cb`H]YfgW`i`hncf[Ub]gUh]cbYb`bUW`ž`gc
Fi Xc`Z`6Yf[Yf`"8]Y`GW`k Y]bY`_ÒbbYb`]Yf`b`gh]b`hY`j`cb`XYf
6Yk Y[i b[`V]g`\]b`ni`Gcn]U`_cbhU`hYb`Ui`g`YVYb`i`bX`k`YfXYb
Ui`ggW`Y]»`]W`a`]h[UfUbh]Yfh[YbhYW`b]_ZfY]Ya`i`h`hYf`Ui`g`XYa
8cbUi`fUi`a`[Ya`ÀghYh`5`g`?f]hYf]Yb`ZØf`XUg`Dfc[fUa`a`k`i`fXYb
dfc`H]Yf`%\$`\$`i`a`Y\`f`D`Uhn`U`g`[YgYhn`]W`j`cf[YgW`f]YVYbž`X]Y
HfYbbi b[`j`cb`@Y[Y!`i`bX`5`_hj]h`ÀhgVYfY]W`ž`_Y]b
J`c`gdU`hYbVcXYbž`k Y]WXY`Ghfc\!9]bghfYi`ž`X]Y`A`Ò[`]W`_Y]h`ni`a
5i`g`Ui`Z`gck]Y`JYfn]W`h`Ui`Z`GW`k`Ub`n`_i`d]YfYb`i`bX`?`UghfUh]cb
i`bhYf`J`c`b`Uf`_cgY`XYZ]b]Yfh`8]Y`YfghYb`6Ui`Yfb`\UVYb`X]Y
Ybhgd`fYWXYbXYb`i`a`VUi`a`U»`bU`a`Yb`Ui`Z]\`fYb`<`ÒZYb
Xi`fW[YZØ\fh`i`bX`]YZYfb`UV`gcZc`fh`XYb`F`c\ghc`ZZ`ZØf`X]Y`bYi`Y
DfcXi`_h]b]Y`"8Ug`N]Y`XYf`i`Ua`]Y`6Yf[Yf`Ui`hYh`_Ufž`H]Yfk c`\`
Ui`gni`VUi`Yb`i`bX`ni`Zc`fW]YfYb`"?"cbhfc`]Yfh`k]fX`XUg`Dfc[fUa`a
Xi`fW`Y]bY`i`bUV`Àb[]Y`?`cbhfc`"!`i`bX`NYfh]Z]n]Yfi b[gghY`Y`

..

F i Xc`Z`6Yf[Yf`k Y]hYf.` ÆX`V]b`ØVYfnYi [hž`XUgg`XUg`H\Ya`U`XUb`_`
XYf`bYi`Yb`:` ÒfXYfUb[YVchY`gY]hYbg`:` fUi` `6i`bXYga`]b]ghYf]b`
? Ògh]b[Yf`Ymh`Y]bYb`6cca` `Yf`YVYb`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`_`ÒbbYbž`XYghc`Y`Yf`_`ÒbbYb`k`]f`Ui`gfY]W\YbX`
DfcXi`_`hY`YfnYi [Ybž`i`a` `g]Y`]b`a` Ò[`]W\gh`j`]Y`Yb`J`Yf`_`Ui`ZgghY`Yb`
VfY]h`Ubni`V]YhYb`"A`Y]b`5ddY`"Ub`X]Y`?`cbgi`a`Ybh]bbYb`i`bX`
?`cbgi`a`YbhYb.` Æ`a`Y`f`i`bX`Y`ÒZhYf`G]YH]Yfk`c`\`!DfcXi`_`hY`_`Ui`ZYbž`
XYghc`gW\YbY`Yf`[Y`]b[h`XYf`i`a`gh]Y[`Ui`Z`X]YgY`:` cfa` `XYf`
H]Yf\U`hi`b[`

.

H]Yfk`c`\`"gh`Y]b`:` YVch`XYf`Ghi`bXY` ` `8Ug`]gh`
i`bgYf`6Yf[Yf`:`5`Æ`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`\`!`Æ]h]Uh]j`Y`]gh`
XU\Yf`X]Y` `c[]gW\Y`9f[Åbni`b[`i`bX`:`cfhgYhni`b[`XYg`
\Ui`gY][`YbYb`FY[]cbU`]hÅhg!`i`bX`?`]a`UgW\i`hndfc[fUa`a`Yg`
F`9;`€`B`5`@`C`D`H`A`5`@` `8Ua`]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`bhYfghØhYb`
i`bX`XUg`K`c`\`VYZ]bXYb`XYf`H]YfY`ni`Yf\`Ò\Yb`ž`Yf`_`Åfh`Fi`Xc`Z`
6Yf[Yf`"E`i`U`]hUh]j` `c`W\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`

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

- %\$ \$i` `a`Y`f`D`Uhn`U`g`XYf`[YgYhn`]W\Y`A`]bXYghghUbXUfX`
- 6cl`Yb`a`]hj`YfgW\]YXYbYb`:` i`b_]cbgVYfY]W\Yb`

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

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