

## Rewe Group modernisiert die Fleischproduktion

Neue Pläne bei REWE Österreich - Fleischerzeugung wird landesweit umstrukturiert



Hier werden Strategien entwickelt und Entscheidungen gefällt. REWE-Headquarter in Wiener Neudorf. © REWE

: `Y]gW\ dfcXi \_h]cb 'VY]`F Yk Y 'fcW\ ]Yfh'X]Y  
GhUb Xc fhY

I a 'DfcXi \_hg]W\ Yf\Y]h'i bX'DfcXi \_hei U]hÀhj cb': `Y]gW\ bUW\ \U'h][  
ni 'i b hYfghØhnYb'n]Y\h'X]Y '\_cbj Ybh]cbY`Y'F ]bX!i bX  
GW\ k Y]bYZY]gW\ dfcXi \_h]cb 'Ui g'Gh"J Y]h'Ub 'XYf'; `Ub ']b '?ÀfbhYbž  
bUW\ 'CVYfØghYffY]W\ ']b 'XUg'Xcfh][ Y : `Y]gW\ k Yf\_ **9VYfghU`nY`**  
i a "'8]YgY '5b`U[ Y ``Ài ZhgY]h`&\$%- ']a 'J c ``VYhf]YV 'a ]h'Y]bYf  
À\ f]W\ Yb '?UdUn]hÀhj cb '&\$"\$\$HcbbYb'i bX'[ Y\ Øfh'ni 'XYb  
a cXYfbghYb 'NYf`Y[ YVYhf]YVYb ']b '9i fcdU"  
< ]Yf'j YfUfVY]hYh'a Ub '\_ØbZh][ 'GW\ k Y]bY! 'i bX'F ]bXZY]gW\ 'ZØf'X]Y  
: ]]U`Yb 'j cb **6]`Už'6]`U'D`i g`i bX`5XY[** 'i bX'k ]`g]W\ 'bi b  
Ui ggW\ `Y» `]W\ 'Ui ZØghYffY]W\ ]gW\ Y 'DfcXi \_hY 'VYgW\ fAb \_Yb"  
Fc\ghcZZY 'gc ``Yb 'YVYbZU`g`j cb '\]Yf'Ub 'XYb '\Ui gY][ YbYb 'K i fgh  
i bX '7cbj Yb]YbW\ VYhf]YV '[ Y`]YZfh'k YfXYb"

: `Y]gW\ k Yf\_ ']b 'Gh"J Y]h'Ub 'XYf'; `Ub 'V`Y]Vh'Yf\ U`hYb

5``YfX]b[ g`V`Y]Vh`Ui W\ XUg]: `Y]gW\ k Yf\_]b`Gh`J Y]h`Ub`XYf` `Ub  
Yf\ U`hYb"; Yd`Ub h]ghž`g]W\ \ ]Yf`Ui Z`X]Y : `Y]gW\ `c[ ]gh\_`ZØf`[ UbñY  
( ' \$`A Àf\_hY]b`XYb`6i bXYg`ÀbXYfb`?ÀfbhYbž`GhY]Yfa`Uf\_ž  
GØXVi f[ Yb`UbX`i bX`GU`nVi f[ `ni `VYgW\ fÀb\_Yb"5``YfX]b[ g`k YfXYb  
Xi fW\ X]Y`I a ghfi \_hi f]Yfi b[ `Ui W\ Y]b][ Y`xeVg`j YfÀbXYfh"  
K ]Y`X]Y`**F Yk Y`**; **fci d`j** Yf`Ui hYb`Àggħž`[ ]Vh`Yg`ZØf`X]Y` (   
VYhfcZZYbYb`A ]hUfVY]hYf`XYg`GhUbXcfhYg`]b`?ÀfbhYb`\_Y]bYf`Y]  
; fi bX`ni f`Gcf[ Y"9g`k YfXYb`\bYb`]a` : U``Y`XYg` U``Yg`UbXYfY  
GhY`i b[ Yb`]bbYf\U`V`XYg`?cbnYfbg`[ Yg]W\ Yfh`Ni gÀhn`]W\ gc`  
Ui W\ [ Ya`Y]bgUa`a ]hXYa`Xcfh][ Yb`6Yhf]YVgfUhV]g`9bXY`ÀbbYf  
&\$&'`Y]b`i a ZUggYbXYf`Gcn]U`d`Ub`YbhghY\Yb"

6]c!@Ua a`i bX`6]c!F ]bX`Ui g`HfU]g\_]fW\ Yb`i bX  
K`i fgh`Ui g`F UXghUXh

C ghOghYffY]W\ `gc``k Y]hYf\ ]b`Ui g`XYa`b]YXYfOghYffY]W\ ]gW\ Yb  
HfU]g\_]fW\ Yb`a ]h\_cbj Ybh]cbY`Ya`GW\ k Y]bY!`i bX  
F ]bXZY]gW\ gcfh]a Ybh`VYX]Ybh`k YfXYb`<]Yf`gc``\_ØbZh][ `Ui W\  
NYf`Y[ i b[ `i bX`DfcXi`\_h]cb`ZØf`OghYffY]W\ ]gW\ Yg`6]c!@Ua a`i bX  
6]c!F ]bXZY]gW\ `YfZc`[ Yb`5i g`F UXghUXh]a`GU`nVi f[ Yf`@UbX`gc``Yb  
XUbb`\_ØbZh][ `U``Y`K`i fghk`UfYb`\_ca`a`Yb"

6]g`A ]hhY`XYg`U\ fYg`&\$&`d`Ubh`a`Ub`X]Y`B`Yi`gh]Yfi b[ `XYf`F 9K`9!  
: `Y]gW\ dfcXi`\_h]cb`VYYbXYh`ni`UVYb"

**6Ygi W\ Yb`G]Y`i`bg`Ui`Z`Z`Y]gW\`i`b`X`W\`"Uh**