

## Hofer macht sich gegen Lebensmittelverluste stark

Durch exakte Mengenplanung, hohe Warendrehung, kurze Transportwege und zahlreiche Maßnahmen in den Filialen werden Überschüsse auf ein Minimum reduziert. Zudem spenden 100 % der Hofer-Filialen überschüssige Produkte an Tafelrichtungen und soziale Organisationen.



...

9hk U'Y]b'8f]hhY''U''Yf'dfcXi n]YfhYb'@YVYbga ]hhY''[ Y\h'Ä\Åf]W\ 'Ui Z  
XYa 'K Y[ 'j ca ' : Y'X'ni a 'HY''Yf'j Yf'cfYbžk Ufbh'X]Y  
l a k Y'hgW\i mncf[ Ub]gUh]cb'K K : ''9g\UbXY'h'g]W\ 'XUVY]'b  
² ghYffY]W\ 'i a 'Yhk U') ++"\$\$\$'HcbbYbž'X]Y 'YXYg'Å\Åf'U'g'5VZU''  
YbXYb"0%QK Ybb'@YVYbga ]hhY''k Y[ [ Yk cfZYb'k YfXYbž']gh'XUg  
b]W\h'bi f'Y]bY'J YfgW\k YbXi b[ 'j cb'k Yfhj c''Yb'B U\fi b[ ga ]hhY'bž  
gcbXYfb'Ui W\ 'j cb'F Yggci fWb''<cZYf'gYhnh'g]W\ 'ZØf'Y]bYb  
VY\i hgUa Yb'l a [ Ub[ 'a ]h'Fc\ghcZYb'i bX'Y]bY

j YfUbhk cfhi b[ gj c`Y`<YfghY`i b[ j cb`DfcXi \_hYb`Y]b": Øf  
fY`Yj UbhY`H\Ya YbZY`XYfž`DfcXi \_h[ fi ddYb`i bX`F c\ghc ZY` `k ]Y`n"  
6`"H]Yfk c\ž`? UZZYŽ`? U\_Uc`cXYf`DU`a Ò` ` \Uh`XYf`8 ]g\_cbhYf`XU\Yf  
9]b\_Ui Zgdc`h]\_Yb`YfUfVY]hYhž`X]Y`ZØf`@]YZfUbhYb`i bX  
; YgW`ÅZhgdUfhbYf`Y]bYb`j YfV]bX`]W`Yb`< UbX`i b[ gfU\`a Yb  
XUfghY`Yb`"5`g`bYi YghYf`GW`f]h`k i fXY`bi b`Y]bY`Dc`h]\_`ni f  
J Yfa Y]Xi b[ j cb`@YVYbga ]hhY`j Yf`i ghYb`j YfÖZYbh]W`h"

@YVYbga ]hhY`j YfgW`k YbXi b[ j Yfa Y]XYb

8]Y`i bhYfbY\`a Ybgd\`]cgc d\]Y`j cb`<cZYf`]gh`Ui Z`\ÖW`ghY  
9Z]n]Ybnž`di b\_h[ YbUi Y`A Yb[ Ybd`Ubi b[ `i bX`\c\Y`K UfYbXfY\`i b[  
Ui g[ Yf]W`hYhž`k cXi fW` `@YVYbga ]hhY`j YfgW`k YbXi b[ `Ui Z`Y]b  
A ]b]a i a `fYXi n]Yfh`k ]fX`"9Z]n]YbhY`@c[ ]gh]\_`i bX`\_i fnY  
HfUbgdcf`hk Y[ Y`gc f[ Yb`ZØf`\ÖW`ghY` : f]gW`Y`i bX`Ub[ Y`<U`hVUf`\_Y]h  
XYf`DfcXi \_hY`"5`Y` : ]]U`Yb`k YfXYb`hÅ[ `]W`a`a ]h`C Vgh`i bX` ; Ya ØgY  
VY`YZYfhž`ni XYa `k ]fX`Ui Z`fY[ ]cb`U`Y`6YgW`UZZi b[ `[ YUW`hYh`"8Yf  
9]bgUhn`Y]bYg`]bhY`][ YbhYb`≠H]VUg]YfhYb`K UfYb`k ]fhgW`UZhggmgh`Ya g  
i bX`X]Y`U\`fY`Ub[ Y`9fZU\`fi b[ `XYf` : ]]U`Y`hYf`[ UfUbh]YfYb`Y]bYb  
cdh]a U`Yb`K UfYbVYghUbX`"F Ygha Yb[ Yb`k YfXYb`\_i fn`j cf  
9ffY]W`Yb`XYg`A ]bXYgh`U`hVUf`\_Y]hgXUhi a g`a ]h`Y]bYa `Gh]W`Yf  
[ Y`\_Yb`bnY]W`bYh`i bX`d`fY]gj Yf[ Øbgh][ h`Ub[ YV`chYb`"9]b  
k YgYbh]W`Yf` : U`\_hcf`]a `J Yf`\_Ui Z`]gh`Ui W`X]Y`6UW`Vcl ž`XYbb`XUg  
<cZYf`!Y][ YbY`6fch`i bX`6UW`\_k UfYbgmghYa `Yfa Ò[ `]W`h  
VYXUfZg[ YfYW`hYg`6UW`\_Yb`"5a `gd`ÅhYfYb`B UW`a ]hU[ `k YfXYb`bi f  
bcW`Y]bnY`bY`6`YW`Y`VYZØ`hž`i a `XYb`?i bXYb`V]g`@UXYbgW`i gg  
Zf]gW`Yg`6fch`i bX` ; YV`ÅW`\_UbV]YhYb`ni `ÖbbYb`i bX`[ `Y]W`nY]h][  
XUfUi Z`ni `UW`hYbž`XUgg`bi f`?`Y]bgha Yb[ Yb`ØVf][ V`Y]VYb`"  
5i » YfXYa `k ]fX`6fch`j ca `J c`fhU[ `d`fY]g`fYXi n]Yfh`Ub[ YV`chYb`"I a  
@YVYbga ]hhY`j Yf`i ghY`]b`XYf`j cf[ Y`U[ YfhYb`@]YZf`\_YhhY`ni  
j Yff]b[ Yfbž`V]YhYh`<cZYf`Ui W`C Vgh`i bX` ; Ya ØgY`a ]h  
GW`Öb\`Y]hgZY`\`Yfb`Ubž`XUg`Ub`gcb`ghYb`b]W`h`j]b`XYb`< UbXY`  
[ Y`Ub[ Yb`k ØfXY`"8UXi fW` `k YfXYb`c`\_U`Y`9fnYi [ Yf`[ Ygh`Åf`\_hi bX  
a Ò[ `]W`Y`k ]fhgW`UZh]W`Y`J Yf`i ghY`Xi fW` `I a k Y`hY]bZØggY`k ]Y`n"  
6`"9I hfYa k YhhYfYfY][ b]ggY`j Yff]b[ Yfh`"9g`k YfXYb`bi f`DfcXi \_hY  
Ub[ YV`chYbž`X]Y`]b`di bW`c` ; YgW`a UW`\_i bX`E`i U`]h`h`UVgc`i h  
Y]bk UbXZfY]`g]bX"

5`Y : ]]U`Yb`gdYbXYb`ØVYfgWk Øgg][ Y`@YVYbga ]hhY`

6YfY]hg`gY]h`&\$%+`gdYbXYb`%\$\$`i`XYf`<cZYf!:`]]U`Yb`b]Wk h  
j Yf\_Ui ZhY`@YVYbga ]hhY`Ub`\_Uf]hUh]j Y`cXYf`[ Ya Y]bbØhn][ Y  
9]bf]Wk hi b [ Yb`k ]Y`n`"6"J YfVUbX`XYf`ÒghYffY]Wk ]gWk Yb`HUZY`bž  
7Uf]hUgž`GCA 5 / `DUfhbYf`i bX`J ]bn]`A`Āf`\_hY`"5`Y`@YVYbga ]hhY`ž`X]Y  
ni`<cZYf`]b`XYb`J Yf\_Ui Z`\_ca`a Ybž`k YfXYb`Ui ZYbX`[ YhYghYh`i bX  
j Yf\_cghYhž`i a`Y]bY`[ `Y]Wk V`Y]VYbX`c`Y`E`i`U`]h`Ā`h`ni  
[ Yk`Ā`f`Y]ghYb`i bX`XUg`Gcfh]a YbhgUb [ YVch`ghYhg`Ub`X]Y  
6YXØfZb]ggY`XYf`?`i bXYb`Ubni`dUggYb`"DfcXi`\_ha`i ghYfž`X]Y`b]Wk h  
j YfnY`f`h`k YfXYbž`gdYbXYh`<cZYf`Ub`XYb`J YfY]b`dfc`a YbhY`"K`Ybb  
@YVYbga ]hhY`k`YXYf`j Yf\_Y`f`g!`bcWk`j YfnY`f`Z`Ā`][`g]bXž`k YfXYb  
X]YgY`Ui Wk`Ub`@UbXk ]fhYž`: i`hhYfa ]hhY`dfcXi`nYbhYb`cXYf  
9bhgcf[ i b [ gi`bhYfbY`a Yb`ni`f`K`Y]hYfj Yfk Yfhi b [ `UV[ Y [ YVYbž  
gcXUgg`g]Y`ni`f`9fnYi [ i b [ j`cb`: i`hhYfa ]hhY`b`X]YbYb`"

>YXYf`? Ø`gWk fUb`\_`nĀ`h`

<cZYf`gYmh`Ui Z`nU`f`Y]Wk Y`GYbg]V`][g]Yfi b [ ga`U`b`U`a Yb`ZØf  
Y]bYb`j YfUbhk`cfhi b [ gVYk`i`gghYb`l`a [ Ub [ `a ]h`@YVYbga ]hhY`b`"  
8Uni`nĀ`Yb`k Yfhj`c`Y`H]ddg`i bX`Hf]W\_gž`i a`XYb`9]b\_Ui Z`f]Wk h][  
ni`d`UbYb`fh`"6"X]Y`9fghY`i b [ `Y]bYg`9]b\_Ui ZgnYhhY`g`a ]hhY`g`  
**<cZYf`5dd**Ł`i bX`DfcXi`\_hY`cdh]a`U`ni`"U [ Yfb`fh`"6"<]bk`Y]gY`ni`f  
gUWk [ YfYWk`hYb`@U [ Yfi b [ j`cb`gYbg]V`Yb`DfcXi`\_hYb`X]fY`\_h`Ui Z`XYf  
J YfdUW`i b [ Łž`ni`dcfh]cb]YfYb`i bX`ni`j Yfk YbXYb`fh`"6"\_**fYUh]j`Y`  
F`Ygh`!F`YnY`dhY**Ł`Ni`XYa`k`]fX`]a`: i`[ V`Uhh`i bX`Ui Z`XYf`K`YVg]hY  
Ui Z`XYb`l`bhYfgWk]YX`nk ]gWk Yb`A`]bXYgh`U`hVUf`\_Y]hg!`i bX  
J YfVfUi`Wk`gXUhi`a`Ui`Za`Yf\_gUa`[ Ya`UWk`h`8]Y`K`YfhgWk`Ā`hni b [ `ZØf  
@YVYbga ]hhY`k`]fX`VYfY]hg`]a`?`]bXYgU`hYf`Yf`Yfb`h`l`a`XUni  
VY]ni`hfU [ Ybž`XUgg`VYfY]hg`?`]bXYf`i bX`ž`[ YbX`]Wk Y`Y]b  
6Yk`i`gghgY]b`ZØf`[ Ygi`bXY`9fb`Ā`fi b [ `i bX`XYb`k YfhgWk`Ā`hnybXYb  
l`a [ Ub [ `a ]h`@YVYbga ]hhY`b`Ybhk ]W`Y`bž`k`i`fXYb`]b`XYf  
J Yf [ Ub [ Yb`Y]h`VYfY]hg`j YfgWk]YXYbY`A`U`b`U`a Yb`]bg`@YVYb  
[ Yfi ZYb`fh`"6"XYf`GWk`i`k`YhVYk`YfV`A`]f`gWk`a`YW`hg`fYgh`cg`Ł`"

5`]Ub`n`[ Y [ Yb`@YVYbga ]hhY`j YfgWk`k`YbXi`b [

<cZYf`]gh`gY]h`&\$%(`l`bhYfghØ`hnyf`XYf`j`ca`i`6`i`bXYga`]b]ghYf]i`a`ZØf`

@UbX!`i bX` : cfhk ]fhgW\UZh`l a k Y`hi bX`K UggYfk ]fhgW\UZh`i bhYf  
XYa `A chhc` @YVYbga ]hhY`g]bX`\_cghVUf` [ Y[ f0bXYhYb`5``]Ub n  
[ Y[ Yb`@YVYbga ]hhY`j YfgW\k YbXi b[ ``&\$%+`k i fXY`ni g`hn`W\`Y]bY  
ZfY]k ]``[ Y`J YfY]bVUfi b[ `ni f`J Yfa Y]Xi b[ `j cb  
@YVYbga ]hhY`UVZ`A`Yb`VY]`@YVYbga ]hhY`i bhYfbY`a Yb  
i bhYfnY]W\bYh``; Ya Y]bgUa Yg`N]Y``]ghz`XUgg`j Yfa Y]XVUFY  
, VYfgW\0ggY`V]g`&\$` \$`i a `X]Y`<A`ZhY`j Yff]b[ Yfh`k YfXYb``8 Uf0VYf  
`]bUi g`Yb[ U[ ]Yfh`g]W\`<cZYf`[ Ya Y]bgUa `a ]h`XYa `J YfVUbX`XYf  
0ghYffY]W\]gW\Yb`HUYZ`b`]b`Y]bYf`5\_h]cbgd`UhhZcfa `ni a  
gcf[ gUa Yb`l a [ Ub[ `a ]h`@YVYbga ]hhY`b`]a `<UbXY``



0%QE i Y``Y.`K K : `2 ghYffY]W\z` : c`XYf` : f]gW\`j YfZUi `h`  
@YVYbga ]hhY`j YfgW\k YbXi b[ `]b`2 ghYffY]W\`  
k k Z`Uh#XY# ]Yk #Z]`Yg#Xck b`cUX#g\ck

8ck b`cUX#3hcc`1 %&/ ZY`X1 Xck b`cUX/ gdfUW\SW`bbYWh1 ` &  
\* &

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