

Lidl: 70 % weniger Plastik mit neuen Frischfleischverpackungen

Ab sofort bietet Lidl Österreich alle Frischfleisch-Steaks der österreichischen Qualitäts-Eigenmarke „Wiesentaler“ in Karton-Verpackungen an. Das spart pro Jahr rund sechs Tonnen Kunststoff. Zusätzlich sind alle Verpackungsmaterialen recyclingfähig.



@]X``^2 ghYffY]W\ a UW\ h]a 'F U\ a Yb 'XYf' _cbnYfb\k Y]hYb
 ' * \$..!D`Ugh]_ghfUhY[]Y`Y]bYb 'GW\ f]hh\ bUW\ j cfbY i bX 'gYhnh\Y]bY
 k Y]hYfY 'A U» bU\ a Y\ ni f'D`Ugh]_fYXi _h]cbYb 'VY]J YfdUW_i b[Yb
 i a ``5V 'gcZcfh\g]bX 'U``Y' K]YgYbhU`Yf : f]gW\ ZY]gW\ !GhYU_g\ b]W\ h
 a Y\ f\]b ?i bghghcZgW\ U`Yb\ZgcbXYfb\]b 'fYWhW]b[Z\`][Yb ?Ufh\bg
 a]h`Y]bYf\Ui W\ X\bbYb\ZgcbXYfb\]b 'fYWhW]b[Z\`][Yb ?Ufh\bg
 : c`]YbgW\]W\ h`]Y[h`Xi fW\ 'Y]b <cW\ j U_i i a 'Yb['Ua : `Y]gW\ i bX
 gcf[h`Z\`f\X]Y`b\Zg]b[Y : f]gW\ Y\ i bX 'Y]bY ``Ab[YfY <U`h\Uf\Y]h` 8]Y
 bYi Yb J YfdUW_i b[Yb 'Ui g\?Ufh\bg fYXi n]YfYb 'XYb ?i bghghcZU\h\Y]\`
 dfc J YfdUW_i b[i a 'W\U" +\$i ``8Ua]hgdUfYb \k]f\dfc 'J\ f\fi bX
 gYW\ g\Hc\bbYb ?i bghghcZ\Y]b \Zg]gh]Ub 'GW\ i [\Z\Jcfg]h\YbXYf
 XYf\; YgW\ \Zg\Y]hi b['VY]@]X``^2 ghYffY]W\ ``9]b\k Y]hYfYf\J cfhY]\`XYf
 bYi Yb J YfdUW_i b[Yb. ``5``Y`A UhYf]U]Yb 'g]bX '[Yh\Ybbh
 j cbY]bUbXYf\ fYWhW]b[Z\`][``.

F 9gYh`D`Ugh]W

@]X``^2 ghYffY]W\ 'gYhnh\]b\j YfgW\]YXYbYb '6YfY]W\ Yb 'Ui Z\X]Y
 J Yfa Y]Xi b[i bX 'F YXi n]Yfi b[j cb\J YfdUW_i b[ga UhYf]U]Yb `` K]f
 gU[Yb ' D\Z]Uh\X]\Z\`D`Ugh]_ i bX\j YfZc\ [Yb\]a 'F U\ a Yb\i bgYfYf
 ' * \$..!D`Ugh]_ghfUhY[]Y`Y]bYb 'UfYb '5bgUhn. J Yfa Y]XYb\Z
 fYXi n]YfYb\Zg]Y]hi b[``8UZ\`f\X]U\h\g]W\ @]X``XfY]
 [fc\Yb\Zg]Y]hi b[``8UZ\`f\X]U\h\g]W\ @]X``XfY]
 [fc\Yb\Zg]Y]hi b[``8UZ\`f\X]U\h\g]W\ @]X``XfY]

- 5i g\Z\`f\9]b\k Y[!D`Ugh]_Ufh]_Y\`V]g\9bXY\&\$%-
- &\$\i\k Yb][Yf\`D`Ugh]_j YfdUW_i b[Yb\`V]g\&\$&)
- %\$ \$ i\`fYWhW]b[Z\`][Y\?i bghghcZ\Y]h\YfdUW_i b[Yb\`V]g\&\$&)

@]X``^2 ghYffY]W\ ' \Uh\gW\ cb\j]Y`Y`A U» bU\ a Yb\i a [YgYhnh.

- I a k Y\h\ZfYi bX\]W\ YfY\NY\`i \cgYbYh\Y\Z\`f\6]c\!; Ya \OgY

'6]c\!Nk]YVY\`b\i bX\`6]c\! ?Ufh\Z\Y\`b\`gY]h\&\$\%(

'6]c\! ?bcV\`Ui W\ \Z\`6]c\! F chY\`F \O\Yb\i bX\`6]c\! F Yh\h]W\ \`gY]h
 &\$\%*

- K Yb][Yf\`J YfdUW_i b[ga UhYf]U\`VY]`6]c\!6UbUbYb\`f\, +\i \`

!2 'I a ghY`i b['Ui Z'6UbXYfc`Y

- I a k Y`hgW\cbYbXYfY ? UfhcbhUggYb`VY]`Gi ddYb[Ya ØgYž GbUW_a]I žDUdf]_U!A]I 'i bX`DcffYY
- HcdgYU`!: c`]Y`ghUhh? i bghghc ZZXYW_Y`VY]`<Y]XY`VYYfYb
- Ni W_Yffc\fdUd]Yf`ghUhh? i bghghc ZZ`VY]`D\mgU`]g
- ? Ufhcb `i bX`<c`nk c``Y`ghUhh`D`Ugh]_`VY]`YdZY`b `i bX C W\gYb\Yfnhca UhYb
- HYgh`@UgYfVYgW\ f]Zhi b[`VY]`6]c!5j cW\WXcg`ghUhh J YfdUW_i b[
- J Yf_Ui Zgghcdd`j cb `9]bk Y[!D`Ugh]_gUW_Yf`gY]h & \$%+
- K Yb][Yf`J YfdUW_i b[ga UhYf]U`VY]`9][Yba Uf_Yb!B ØggYb fl%\$`V]g`!%) `i `t
- FYXi _h]cb `i bgYfYf`9][Yba Uf_Yb!K UgW\ a]hhY`j YfdUW_i b[VY]`[`Y]W\ nY]h][Yf`9f\ Ø\i b[`XYf?`cbnYbhfUh]cb`!2 `Gc gdUfYb`k]f`fi bX`%+`HcbbYb`D`Ugh]_`]a` `t\`f`
- J Yfn]W\ h`j cb`Dc`mVU[g`Ui g`D`Ugh]_`VY]`Ui g[Yk Å\`hYb HYI h]Ufh]_Y`b`!2 `9]bghYW_Yf`i bX`6UbXYfc`Yb`Ui g`? Ufhcb U`g`5`hYfbUh]j Yb
- HYYVYi hY`XYf`9][Yba Uf_Yb`@cfX`BY`gcb`i bX`5`f`@C 69 g]bX`ni`%\$`i`ZfY]`j cb`? i bghghc ZZ`
- GhY][Yfi b[`XYg`5bhY]`g`Ub`fYW\hY`a`? i bghghc ZZ`ZØf GUg]U !D9H!`UgW\Yb`Ui Z`V]g`ni`%\$`i`i bX`FYXi _h]cb XYg`Yk]W\ hg`VY]`9][Yba Uf_Yb!D9H!`UgW\Yb
- 9]bgUhn`j cb`FYW\hW]b[a UhYf]U`]Yb`ZØf FY]b][i b[ga]hhY`j YfdUW_i b[Yb`fV]g`ni`\$,`i`Ui g`D9H! FYW\hW]b[a UhYf]U`t
- J Yfn]W\ h`Ui Z`D`Ugh]_XYW_Y`VY]`U`Yb`9]b`[i hYg`GhØW`<Y]a Uh`V]c`!`gck`Y`Ui g[Yk Å\`hYb`5`dYb[i h`!A c`_YfY]! DfcXi _hYb
- ? Ufhcb`ghUhh`5`i gW\U`Y`VY]`GW\`Ya`a`YfZ]`Yh
- DUd]Yf`G_]b`ghUhh? i bghghc ZZ`VY]`XUi Yf\UZh`i bX`]b`5`h]cb`Yf\Å\`h]W\Yb`GhYU_g
- FYXi _h]cb`i bX`Cdh]a`]Yfi b[`j cb`J YfdUW_i b[gZc`]Yb`VY]`9][Yba Uf_Yb!DfcXi _hYb
- J YfdUW_i b[gYa dZY\`i b[`ZØf`i bgYfY`@]YZfUbhYb`ni`f Bi hni b[`XYf`DchYbn]U`Y`ZØf`D`Ugh]_Y]bgdUfi b[`i bX J YfVYggYfi b[`XYf`FYW\hW]b[ZÅ\`[_Y]h`i`bgYfYf J YfdUW_i b[Yb"

: c`[YbXY'A U» bU\ a Y'g]bX'i ba]hhY`VUf'j cf'cXYf']b
I a gYhni b[.

- 5i g'ZØf'9]bk Y[!D`Ugh]_dfcXi _hY'fh"6"·Hf]b_\U'a Yž
9]bk Y[[YgWX]ff'i gk "Ł'V]g'9bXY'&\$%-
- : `ÀWX YbXYW YbXY'9]bZØ\fi b['j cb'k]YXYfj Yfk YbXVUfYb
CVghl'i bX'; Ya ØgYbYhnYb'fUV'C_hcVYf'&\$%-

6Ygi WX Yb'G]Y'i bg'Ui Z.'ZY]gWX i bXWX"Uh