

## 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 Verpackungsmaterialien recyclingfähig.



@]X`² ghYffY]W\`a UW\h]a`F U\`a Yb`XYf`\_cbnYfbk 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 bghghcZZgW\U`Ybž`gcbXYfb`]b`fYWmW]b[ ZÅ\][ Yb`?Ufhcbg  
 a ]h`Y]bYf`\Ui W\XØbbYbž`UVn]Y\`VUfYb` : c`]Y`j YfdUW\_h``8]Y`XØbbY  
 : c`]YbgW\]W\h`Y]h`Xi fW\`Y]b`<cW\j U\_i i a`Yb[ `Ua` : `Y]gW\`i bX  
 gc f[ h`ZØf`X]Y`bØh][ Y` : f]gW\Y`i bX`Y]bY`Åb[ YfY`<U`hVUf`\_Y]h``8]Y  
 bYi Yb`J YfdUW\_i b[ Yb`Ui g`?Ufhcb`fYXi n]YfYb`XYb`?i bghghcZZUbhY]`  
 dfc`J YfdUW\_i b[ `i a`WU``+\$i ``8Ua`h]gdUfYb`k ]f`dfc`X\`f`fi bX  
 gYW\g`HcbbYb`?i bghghcZZ`Y]b`ž`gc`7\`f]gh]Ub`GW\i [ ž`J cfg]hnYbXYf`  
 XYf` : YgW\ÅZh`g`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 UhfY]U`Y]b`g]bX`[ YhfYbbh  
 j cbY]bUbXYf`fYWmW]b[ ZÅ\][ ``

## 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`DZ]Uh`X]ž`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]XYbž  
 fYXi n]YfYbž`k ]YXYfj Yfk YfhYb`ž`gU[ h`7\`f]gh]Ub`GW\i [ ž  
 J cfg]hnYbXYf`XYf` : YgW\ÅZh`g`Y]hi b[ ``8UZØf`\Uh`g]W\`@]X`XfY]  
 [ fc»Ybž`ØVYf[ YcfXbYhYb`N]Y`Yb`j YfdZ]W\hYh

- 5i`g`ZØf`9]bk Y[ !D`Ugh]\_Ufh]\_Y``V]g`9bXY`&\$%-
- &\$`i`k Yb][ Yf`D`Ugh]\_j YfdUW\_i b[ Yb`V]g`&\$&)
- %\$`\$`i`fYWmW]b[ ZÅ\][ Y`?i bghghcZZ] 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`hZfYi bX`]W\YfY`NY``i`cgYbYhnY`ZØf`6]c!; Ya`ØgY  
 `6]c!Nk ]YVY`b`i bX`6]c!?UfhcZZ`b`gY]h`&\$%(  
 `6]c!?bcV`Ui W\ž`6]c!F chY`F ØVYb`i bX`6]c!F Yhh]W\`gY]h  
 &\$%\*  
 • K Yb][ Yf`J YfdUW\_i b[ ga`UhYf]U``VY]`6]c!6UbUbYb`fl, +`i`Ł

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

- l`a`k`Y`hgW\cbYbXYfY`?`UfhcbhUggYb`VY]`Gi`ddYb[`Ya`ØgYž`GbUW\_a`jI`ž`DUdf]\_U!A`jI`i`bX`DcfffYY`
- HcdgYU`!:`c`jY`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]`Y`dZY`b`i`bX`C`W\gYb`Yfnhca`UhYb`
- HYgh`@UgYfVYgW\f]Zhi`b[`VY]`6]c!5j`cWUXcg`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`f!%\$`V]g`!%)`i`Ł`
- 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`j`f`fi`bX`%+`HcbbYb`D`Ugh]\_`ja``X\`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`6`9`g]bX`ni`%\$`\$`i`ZfY]j`cb`?`i`bghghc`ZZ`
- GhY][`Yfi`b[`XYg`5bhY]`g`Ub`fYWmW`hYa``?`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`FYWmW]b[`a`UhYf]U`]Yb`ZØf`FY]b][`i`b[`ga`]hhY`j`YfdUW\_i`b[`Yb`fV]g`ni`!`\$`i`Ui`g`D9H!`FYWmW]b[`a`UhYf]U`Ł`
- 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\_]bg`ghUhh`?`i`bghghc`ZZ`VY]`XUi`Yf\`UZhi`i`bX`]b`5\_h]cb!`Yf\`Å`h]W\Yb`GhYU\_g`
- FYXi`\_h]cb`i`bX`C`dh]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`FYWmW]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  
l a gYhni b[ .

- 5i g`ZØf`9]bk Y[ !D`Ugh]\_dfcXi \_hY`fh"6""Hf]b\_\U`a Yž  
9]bk Y[ [ YgW\]ff`i gk "Ł`V]g`9bXY`&\$%-
- : `ÅWYbXYW\_YbXY`9]bZØ\fi b[ `j cb`k ]YXYfj Yfk YbXVUfYb  
CVghl`i bX`; Ya ØgYbYhnYb`fUV`C\_hcVYf`&\$%-

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