Marcher baut Marktposition weiter aus

Der Kärntner Fleischverarbeiter Marcher steigert Umsatz auf über 700 Mio. Euro, investiert zweistellig in Standorte, baut Exportgeschäft aus und wächst bei Tiernahrung und Alternativprodukten.

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⧓bj Ygh]h]cb Yb ˙ghÀf_Yb ˙GhUbXcfhY ˙i bX
? UdUn]hÀhYb

A]h˙VY_UbbhYb˙A Uf_Yb˙k]Y˙@c]X`ž˙@UbX\cZž˙5 ]V`Yfž˙6`Ug_c ˙i bX˙
Ghmf]U˙6YYZ˙nÀ\˙h˙A UfW\Yf˙ni ˙XYb˙dfÀ[YbXYb˙5_hYi fYb˙XYf
\Y]a]gW\Yb˙: ˙Y]gW\k]fhgW\UZh"˙8 Yf˙?Àfbhb Yf˙: Ua]`]YbVYhf]YV
VYhf]YVh˙%% GhUbXcfhY ˙]b˙² ghYffY]W\˙i bX˙VYgW\ÀZh][hfi bX˙%",) $
A]hUfVY]hYf.]bbYb"˙ɔ À\f`W\˙j YfUfVY]hYh˙XUg˙i bhYfbY\a Yb˙Yhk U
Y]bY˙A]``cb˙GW\k Y]bY˙gck]Y ˙fi bX˙%($"$$$ ˙F]bXYf˙i bX˙]gh˙XUm]h
XYf˙[fÒ»hY˙: ˙Y]gW\j YfUfVY]hYf˙XYg˙@UbXYg"

⧓b˙XYb˙j Yf[Ub[YbYb˙ɔ\fYb˙\Uh˙X]Y˙9][YbhØa YfZUa]`]Y˙Y]bYb

nk Y]ghY``][ Yb`A ]``]cbYbVYhfU[`]b`XYb`5i gVUi `i bX`X]Y
A cXYfb]g]Yfi b[`XYf`K Yf_Y`]b`J]``UWXž; fUnž`C VYfk U`hYfgXcfZ`i bX
Gh"`GhYZUb`]bj Ygh]Yfh"`N]Y``k Uf`Ygž?UdUn]hÀhYb`ni `Yfk Y]hYfb`i bX
5V`Ài ZY`YZZ]n]YbhYf`ni `[YghU`hYb"`@Ui h`; YgWXÀZhgØ\fYf `BcfVYfh
A UfWXYf`gY]`X]YgYg ⇔j Ygh]h]cbgj c`i a Yb`Ui » Yf[Yk Ò\b`]WX `\cWX
[Yk YgYb"`8]Y`U_hi Y``Y`JYfUfVY]hi b[ g_UdUn]hÀh`Ybhgdf YWXY`bi b
fi bX`%) `V]g`&$`DfcnYbh`XYf`[YgUa hYb`\Y]a ]gWXYb`GWXk Y]bY!`i bX
F]bXZ`Y]gWXdfcXi _h]cb"

I a gUhnd`i g`Xi fWX `DfY]gY`i bX
A Yb[Ybk UWXghi a

8]Y`⇔j Ygh]h]cbYb`nY][Yb`K ]f_i b[ "`⇒a `UV[ Y`Ui ZYbYb
; YgWXÀZhg´U\f`gh]Y[ `XYf`I a gUhn`j cb`fi bX`*) $`Ui Z`ØVVUf `+$$
A]``]cbYb`9i fc"`9]b`HY]`XYg`K UWXghi a g`gY]`Ui Z`\Ò\YfY`
F]bXZ`Y]gWXdfY]gY`ni fØW_ni ZØ\fYbž[`Y]WXnY]h][ `j YfnY]WXbY`a Ub
´XcWX`]b`U``Yb`GdUfhYb`Y]b`Y]bghY``[Yg`A Yb[ Ybk UWXghi a "`8]YgY
9bhk]W_`i b[ `gY]`YbhgWXY]XYbXži a `X]Y`K Yf_Y`[i h`Ui gni `UghYb
i bX`]bhYfbUh]cbU`Y`A Àf_hY`ni j Yf`Àgg][ `VY`]YZYfb`ni `_ÒbbYb"

A Y\f`U`g`*$`DfcnYbh`XYf`9fnYi [b]ggY`k YfXYb`a]hh`Yfk Y]`Y`]b`fi bX
($`@ÀbXYf`YI dcfh]Yfh"`9]b`nYbhfU`Yf`J cfhY]``X]YgYf`]bhYfbUh]cbU`Yb
5i gf]WXhi b[`\]Y[ h`]b`XYf`jc``ghÀbX][Yb`J Yfk Yfhi b[ `XYg`H]YfYg"
K À\fYbX`Yhk U`]b`GdUb]Yb`i bX`: fUb_fY]WX `ZYhhfY]WXYfY
: `Y]gWXhY]`Y`[ YZfU[ h`g]bXžZ]bXYb`UbXYfY`HY]`ghØW_Y`5VgUhna Àf_hY
]b`5g]Yb"

6fY]hYg DcfhZc`]c `i bX : c_i g`Ui Z
5i g`UbXga Àf_hY

⇔b`XYf`K Y]hYfj YfUfVY]hi b[`gYhnh`A UfWXYf`Ui Z`A Uf_Ybž`X]Y`gY]h
&$%) `ni [ Y_Ui Zž`k i fXYb"`K Y]hYfY`5_ei]g]h]cbYb`gW X`]Y» h`XUg
I bhYfbY\a Yb`b]WX`Ui gž`gcZYfb`g]WX `g]bbj c``Y`Gmb Yf[ ]Yb
Yf[YVYb"`8Yf`: c_i g``Y[h`XUVY]`Ui Z`Ub[ YfbYbXYb`@ÀbXYfb"
DUfU``Y`]gh`A UfWXYf`]b`VYXYi hYbXYf`DfcXi nYbh`jcb
<UbXY`ga Uf_Yb`ZØf`XYb `@YVYbga]hhY`Y]bnY`\UbXY`žVY`]YZYfh`X]Y
@YVYbga]hhY`]bXi ghf]Y`Yhk U`]h`D]nnU!6Y`U[ `i bX`dfcXi n]Yfh

^À\f`]W\ `fi bX `%) $ `A]``]cbYb `6i f[ Yf!DUhh]Yg `ZØf`Y]bY
]bhYfbUh]cbU`Y`: Ugh!: ccX!? YhhY"

K UW\ghi a gdchYbn]U` `VY] `5 `hYfbUh]j Yb `i bX
H]YfbU\fi b[

BYVYb`XYa `_`Ugg]gW\Yb`: `Y]gW\[ YgW\ÀZh`V]YhYh`A UfW\Yf`VYfY]hg
gY]h`a Y\fYfYb `U\fYb `Z`Y]gW\ `cgY `5 `hYfbUh]j Yb `Ub"`&$&( `k i fXY
XUg`DcfhZc`]c `i a `? Ui gbUW_g`ZØf`<i bXY`Yfk Y]hYfh"` Ð`X]YgYa
GY[a Ybh`g]Y\h`XUg`I bhYfbY\a Yb`ghUf_Yg`K UW\ghi a gdchYbn]U`"
8Yf`5i gVUi `YfZc`[ h`j cf`U``Ya `ØVYf`<UbXY`ga Uf_Ybžk Y]hYfY
GW\f]hhY`g]bX`VYf]hg`]b `D`Ubi b["

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