

„Modernes Marketing war noch nie so leicht wie heute!“

Christian Derntl, innovativer Fleischermeister und Fleischsommelier aus Leonding in Oberösterreich, plädiert für modernes und kluges Marketing in der Fleischer-Branche.



Christian Derntl Fleischermeister & Fleischsommelier

9f`]gh`Y]b` : `Y]gW`Yf`XYf`bYi` Yb` ;` YbYfUh]cb.` 7` \f]gh]Ub` 8` Yfb`h`ž`
 ¼\ f[Ub[`%- - (žUi` g`@YcbX]b[`]b`C`VYf`ÖghYffY]W` " `B`UW` `gY]bYf`a`]h`
 5i` gnY]W`bi` b[`UVgc`j`]YfhYb`A`Y]ghYfd`f`ØZ` b[`i`bX`Ui`W`a`]h`
 5i` gnY]W`bi` b[`UV[`YgW`c`ggYbYf`5i` gV]`Xi` b[`ni`a`
 : `Y]gW`gca`a`Y`Yf`ØVYfbU`a` `Yf`&\$%* `Gh`ØW` `ZØf`Gh`ØW` `X]Y` :` Ø\fi` b[
]a` `Y`hYf`]W`Yb` :` **`Y]gW`YfY]VYhf]YV`**"

GY]b`5i` [`Yba`Yf`_`Y[`h`VYgcbXYfg`Ui`Z`XYf`FY[`]cbU`]h`Åhi`bX`XYf`
 Y[`YbYb`DfcXi`_h]cbž`XU`a`Ubž`gc`7` \f]gh]Ub` 8` Yfb`h`ž` bi`f`gc`Y]bY`
 Y\ f`]W`Y`E`i`U`]h`Åh[`Yk`Å\ f`Y]ghYb`_Ubb` " `9]bY`k`Y]hYfY`@Y]XYbgW`UZh`
 XYg`t` b[`Yb`A`Yhn[`Yfa`Y]ghYfg`]gh`XUg`A`Uf`_Yh]b[` `i`bX`\`Yf`\Uh`Yf`

ZØf`XYb`6Yhf]YV`gW`cb`j`jY`Y`bYi`Y`K`Y[`Y`Y]b[`YgW`U[`Yb`i`bX`gcf[`h`
a`jhgY]bYb`:`UWVcc_!5i`Zh]hYb`]a`a`Yf`k`jYXYf`ZØf`
5i`Za`Yf_gUa`_Y]h`GY`Vgh`Y]bY`Xi`fW`7cfcbU!VYX]b[`hY`_i`fnZf]gh][`Y`
;`YgW`ÅZhggW`jY»i`b[`\Uh`XYf`↑`b[`Y`:`Y]gW`Yf`a`i`h][`ni`bi`hYb`
[`Yk`i`ggh`5i`ZX]Y`≠Zcfa`Uh]cb`Ui`Z`"hUf[`Yh1`"SV`Ub`_"`
fY`1`"bcZc`ck`b`cc`dYbYf`"XUHu!j`!&`)-`W\$X*1`""2:UWVcc`_`
Zc`[`hYb`b]W`h`bi`f`j`jY`Y`?ca`a`YbhUfY`i`bX`XUa`jY`Y`bcfa`Y`
FY]W`k`Y]hYb`]bbYf`U`V`XYg`?i`bXYb`_fY]gYgž`gcbXYfb`Ui`W`Y]b][`Y`
a`YX]U`Y`5fh]_Y`bž`Yhk`U]b`XYf`?fcbYb`NY]hi`b[`\cXYf`gc[`Uf`Ui`W`
Ui`ZCF`:"`

K`jY`k`jW`h][`A`Uf_Yh]b[`\ZØf`:`Y]gW`YfZUW[`YgW`ÅZhY`]ghž`\Uh`Yf`Ui`W`
]b`Y]bYa`XYf`Ni`_i`bZhg[`Ygdf`ÅW`Y`a`]h`:`Y]gW`∕`7c`YfÖfhYh`XYf`
9fZc`[`i`bX`XUg`≠hYfYggY`k`UfYb`[`fc».`:Ugh`%")`\$!a`U`k`i`fXY`XUg`
_i`fnY`j`jXYc`Ub[`YgY`Yb`i`bX`Yh]W`Y`:`fU[`Yb`i`bX`:`fUhi`Uh]cbYb`
_Ua`Yb`]b`X]Y`FYXU_h]cb`"8U`Yf`\UVYb`k`jY`7`f]gh]Ub`8Yfbh`
[`YVYhYbž`gY]bY`H]ddg`fi`bX`i`a`a`cXYfbYg`i`bX`j`cf`U`Ya`Ui`W`
ZØf`b]W`h`X][`jHu`!bUh]j`Yg`ž`a`UW`VUfYg`A`Uf_Yh]b[`\bcW`a`U`g`_i`fn`
i`bX`VØbX][`ni`gUa`a`Ybni`ZUggYb`"

;`UghVY]hfU[`j`cb`7`f]gh]Ub`8Yfbh`.

A`cXYfbYg`A`Uf_Yh]b[`\k`Uf`bcW`b]Y`gc`
`Y]W`h`k`jY`\Yi`hY`°`

.

B`YVYb`XYf`_Ugg]gW`Yb`Df]bh`K`YfVi`b[`]b`XYb`A`YX]Yb`[`jVh`Yg`
\Yi`hY`i`bnÅ`\][`Y`A`Ö[`]W`_Y]hYbž`X]Y`?cbgi`a`YbhYb`[`i`h`ni`
YffY]W`Yb`"@Y]XYf`]gh`Yg`UVYf`bUW`k`jY`j`cf`j`jY`Yb`?c`Y[`Yb`]b`XYf`
6fUbW`Y`bcW`ni`_ca`d`n]Yfh`ž`]b`XYb`bYi`Yb`A`YX]Yb`U_h]j`ni`
k`YfVYb`XcW`[`YfUXY`Ui`W`ZØf`:`Y]gW`YfVYhf]YVY`V]YhYb`X]YgY`
A`YX]Yb`Y]bY`j`jY`nU`\`Ub`j`cfhY]`Yb`"
<UVYb`G]Y`≠f`l`bhYfbY`a`Yb`Ui`Z`cc[`\Y`[`i`h`df`ÅgYbh]Yfh3`<]Yf`
_Ubb`a`Ub`Yhk`U`j`jU`;`cc[`\Y`A`m`6i`g]bYgg`gY]bYb`6Yhf]YV`]b`Y]bY`
k`jY`_]W`[`i`hY`5i`g[`Ub[`g`U[`Y`Vf]b[`Yb`i`bX`VYfY]hg`YfghY`k`jW`h][`Y`
≠Zcfa`Uh]cbYb`hY]Yb`"A`jY`Ubgd`fYW`YbXYb`6]`XYfb`i`bX`U`_hi`Y`Yb`
≠Zcfa`Uh]cbYb`_Ubb`a`Ub`gW`cb`\]Yf`j`jY`Y`6Ygi`W`Yf`UV`c`Yb`

i bX`Ui Z`X]Y`Y][YbY`<ca YdU[Y`Y]hYb"

8cW`Ui W`X]Y`<ca YdU[Y`a i gg`Y]b`_i [Yf`5i Zhf]hh`gY]b`"J]Y`Y
?c`Y[Yb`UggYb`X]YgY`GY]hY`Y]ba U`YfghY`Ybž`i bX`gc`V`Y]Vh`g]Y
XUbb`ZØf`j]Y`Y`j]Y`Y`J\`fY` X`Ug`]gh`Y]b` : Y\`Yf`8]Y`<ca YdU[Y`]gh
Y]b`5i g\`Åb[YgW`X`i bX`a i gg`gh`ÅbX][`U`_hi U`]g]Yfh`i bX`j Yf`ÅbXYfh
k YfXYb`"K Yb][ghYbg`gU]gcbU`j Yf`ÅbXYfhž`VYggYf`UVYf`bcW`ÒZhYf"

J]XYcg`i bX`UhhfU`_h]j Y` : chc`g`a UW`Yb`X]Y`Df`ÅgYbhUh]cbYb`i bX
JcfghY`i b[Yb`YVYbX][`i bX`ZFYi bX`]W`" , Vf][Ybg.`K Ybb`]W
\Yi hY`bcW`GY]hYb`Z]bXYž`k Y`W`Y`b]W`hGa Ufhd`cbY!hUi [`]W
dfc[fUa`a]Yfh`g]bXž`XUbb`fYVY`Y]fh`XYf`A Uf`_Yh]b[a YbgW`]b`a]fž
i bX`Ui W` ; cc[`Y`gY`Vgh`a U[`X]YgYg` Bc!; c`b]W`hi bX`k]fX`X]Y
GY]hY`Ui W`b]W`hgc`[i h`fY]\Yb`"9]bY`Ui Z`A`cV][Yf`ÅhY`cdh]a]YfhY
GY]hY`]gh`XUg`%³ %Y]bYg`YXYb`C`b`bY!5i Zhf]hhYg"

K Yf`\Yi hY`† b[Y`i bX`Øb[YfY`A YbgW`Yb`i bX`XYb`?i bXYb`j cb
a cf[Yb`UbgdfYW`Yb`a ÒW`hYž`A I GG`g]W`Ui W`]b`XYb`Gcn]U`Yb
A YX]Yb`Y]bYb`B`Ua Yb`a UW`Yb`"5i W`a Y]b`J`UhYf`k Uf`gY`Vgh`Ub[Y
g`_Ydh]gW`ž`cV`XUg`]bj Ygh]YfhY` ; Y`X`[i h`Ub[Y`Y[h`]ghž`XcW`XYf
9fZc`[`XYf`YhnhYb`J\`fY`\Uh[YnY][hž`k]Y`j]Y`Ui Z`X]YgYb
D`UhhZcfa Yb`a Ò[`]W`]gh`8Yf`Z]bUbn]Y`Y`i bX`nY]h`]W`Y`5i Zk UbX
a UW`h`g]W`gW`bY`Xi fW`Yf`\Ò`hY`I a g`ÅhY`VYnU`\h`8Yf`Ni `Ui Z
Ub`BYi _i bXYb`]gh`Ybcfa `"8]Y`a Y]ghYb`_cbbhYb`Xi fW`i bgYfYb
C`b`bY!5i Zhf]hh[Yk`cbbYb`k YfXYb`"FY[Y`a Å»][Y`Dcgh]b[gž
gW`a UW`_UZhY`BYi][_Y]hYb`cXYf`Ui W`Y]bZUW`a U`]b`XYb` : c`_i g
fØW`_Ybž`XUgg`k]f`bcW`Y]b`YW`hYg`i bX`Y`fVUfYg`<UbXk Yf_
Ui gØVYb` `U`XUg`_ca`a h[i h`Ub`"ā`a Yf`9g`gW`Y]bh`ZUghž`U`g`cV
X]Y`A YbgW`Yb`\]Yf`Ui Zi bg[Yk`UfhYh`\`ÅhYb"

8Yf`HfYbX`[Y`h`\]b`ni`fY[]cbU`Yb`i bX`VcXYbgh`ÅbX][Yb`6Yhf]YVYb
`i bX`[YbUi`Ui Z`X]YgYb`Ni [`_ØbbYb`k]f`]b`XYb`Gcn]U`Yb`A YX]Yb
Ui Zgdf]b[Yb`"K Yf`gY`Vgh`b]W`h[Ybi [`NY]h`cXYf`K]ggYb`XUZØf`\Uhž
a i gg`Y]bYb`_ca`dYhYbhYb`GcW]U`A YX]U!A UbU[Yf`XUZØf`VYnU`\Yb`
Gc`k]Y` : `Y]gW` / `7c`Ui Z`6UfVUfU`9[[Yf`U`g`YfZU`fYbY`GcW]U`
A YX]U!5[Ybh]b`gYhnhž`\UVY`]W`a]h`J]gi`U`?]b[g`Y]bYb`DUfhhYf
[YZ`bXYbž`k Y`W`Yf`XUg`dYfZY`_h`ZØf`i bgYfYb`6Yhf]YV`i a gYhnh`
; Ya Y]bgUa`_UVYb`k]f`Yg`a]h`i bgYfYa`GcW]U`A YX]U!5i Zhf]hh

[YgW\UZhžj]Y`Y`bYi Y`?i bXYb`ni `[Yk]bbYbž`X]Y` : fYei Ybn`ni
Yf\Ò\Yb` `i bX`[Ub`n`bYVYbVY]`a UW`h`Yg`k]f`_]W\`Ui W\`Y]bY
A Yb[Y`GdU»"``W\`YZYfY`X]Y`b\U`hY`i bX`X]Y`[Yk ØbgW`hY`i bX
ZUW\`]W\`Y`F]W`hi b[ži bX`X]Y`5[Ybhi f`gYhnh`XUg`dYfZY`_hi bX
Ài »Yfgh`_ca dYhYbhi a "

K]f`U``Y`a ØggYb`fUi g` j cf`XUg` ; YgW`ÀZh`i bX`i bg`dfÀgYbh]YfYb`
i bX`gc`a]hJ]XYcgž` : chcgi bX`GcW]U`A YX]U`X]Y`K Y`h`Yf`_YbbYb
`UggYbž`k]Y`k]W`h][`i bX`k Yfhj`c``i bgYf`<UbXk Yf`_]gh``9]b`N]hUh
j cb`<Ybfm` : cfX`VYgU[h` K Yf`Ui Z`Òfh`ni`k YfVYbž`i a` ; Y`X`ni
gdUfYbž`_Ubb`YVYbgc`X]Y`l` \f`Ub\U`hYbž`i a` `NY]h`ni`gdUfYb`"
@Y]XYf`ghY`h`VY]j]Y`Yb` \Yi hY`X]Y`l` \f`gh]``"8cW`X]Y`Ni`_i bZhghY`h
b]W`hi bX`_ca a`h`VYgh]a`a`hž`X]Y` : fU[Y`]gh`K]Y`k]f`i bg`XYf
Ni`_i bZhdfÀgYbh]YfYb`k YfXYbž`i bX`cV`k]f`GW`f]hh`\U`hYb`_ØbbYb`"

J]Y``9fZc`[/` : fYi XYž`7`f]gh]Ub`8Yfbh`

<]Yf`[Y`h`Yg`ni a` : UW`Vcc`!5i Zhf]hhj`cb`7`f]gh]Ub`8Yfbh`

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