

„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]g\W Yf'XYf'bYi Yb`;\`YbYfUh]cb.\`7\f]gh]Ub`8Yfbh\z
J\Uf[Ub[`\%- - (\`Ui g`@YcbX]b[`\`]b`C VYf\OghYffY]\W``B UW\`gY]bYf'a]h
5i gnY]\W bi b[`\`UVgc`j]YfhYb`A Y]ghYfdf\OZ b[`\`i bX`Ui \W`a]h
5i gnY]\W bi b[`\`UV[Yg\W`cggybYf`5i gV]`Xi b[`\`ni a
:\`Y]g\W gca a Y]Yf'\O VYfbU\`a`Yf`&\$%*`Gh\OW_\Z\Of`Gh\OW_\X]Y`:\`O\fi b[
]a`Y`hYf`\W Yb`:\`Y]g\W YfY]VYhf]YV"

GY]b`5i [Yba Yf_`]Y[h`VYgcbXYfg`Ui Z`XYf`FY[]cbU`]hÀhi bX`XYf
Y][YbYb`DfcXi _h]cbž`XU`a Ubž`gc `7\f]gh]Ub `8Yfbhž` bi f`gc `Y]bY
Y\f`]WY`E i U`]hÀh`[Yk À\f`Y]ghYb`_Ubb ``9]bY`k Y]hYFY`@Y]XYbgWU`Užh
XYg`↑ b[Yb`A Yhn[Yfa Y]ghYfg`]gh`XUg`A Uf_Yh]b[` `i bX`\]Yf`\Uh`Yf

ZØf`XYb`6Yhf]YV`gWXcb`j]Y`Y`bYi`Y`K`Y[`Y`Y]b[`YgWX`U[`Yb`i`bX`gc[`h
a`]h`gY]bYb`:]UWVcc_!5i`Zh]hhYb`]a`a`Yf`k`]YXYf`ZØf
5i`Za`Yf_gUa`_Y]h`GY`Vgh`Y]bY`Xi`fWX`7cfcbU!VYX]b[`hY`_i`fnZf]gh][`Y
;`YgWX`ZhggWX`]Y»`i`b[`\Uh`XYf`1`b[`Y`:``Y]gWX`Yf`a`i`h][`ni`bi`hnYb
[`Yk`i`ggh`5i`Z`X]Y`bZcfa`Uh]cb`Ui`Z``hUF[`Yh1`"SV`Ub_"
FY`1`"bcZc`ck`bccdYbYf`"XUhU!j !&)) - W\$X*1`"2: UWVcc_
Zc`[`hYb`b]WX`h`bi`f`j]Y`Y`?ca`a`YbhUfY`i`bX`XUa`]h`Ybcfa`Y
FY]WX`k`Y]hYb`]bbYf\U`V`XYg`?i`bXYb_fY]gYgž`gcbXYfb`Ui`WX`Y]b][`Y
a`YX]U`Y`5fh]_Y`bž`Yhk`U]b`XYf`?fc`bYb`NY]hi`b[`cXYf`gc[`Uf`Ui`WX
Ui`ZCF`:"

K`]Y`k`]WX`h][`A`Uf`_Yh]b[`ZØf`:`Y]gWX`YfZUWX[`YgWX`ZhY`]ghž`\Uh`Yf`Ui`WX
]b`Y]bYa`XYf`Ni`_i`bZhg[`Ygdf`AWX`Y`a`]h`:`Y]gWX`/`7c`YfØfhYh``XYf
9fZc`[`i`bX`XUg`b`hYfYggY`k`UfYb`[`fc`].`Ugh`%)`\$`!`a`U`k`i`fXY`XUg
_i`fnY`J`]XYc`Ub[`YgY\Yb`i`bX`Yh]WX`Y`fu[`Yb`i`bX`;`fuhi`Uh]cbYb
_Ua`Yb`]b`X]Y`FYXU_h]cb`"8U\Yf`\UVYb`k`]f`7\f]gh]Ub`"8Yfbh
[`YVYhYbž`gY]bY`H]ddg`fi`bX`i`a`a`cXYfbYg` `i`bX`j`cf`U`Y`a`Ui`WX
ZØf`b]WX`h`X][`]hU`!`bUh]j`Yg`ž`a`UWVUfYg` `A`Uf`_Yh]b[`bcWX`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`bcWX`b]Y`gc
`Y]WX`h`k`]Y`"\Yi`hY`.

B`YVYb`XYf`_`Ugg]gWX`Yb`Df]bh`K`YfVi`b[`]b`XYb`A`YX]Yb`[`]Vh`Yg
\Yi`hY`i`bnÀ\`][`Y`A`Ø[`]WX`_Y]hYbž`X]Y`?`cbgi`a`YbhYb`[`i`h`ni
YffY]WX`Yb`"@"]XYf`]gh`Yg`UVYf`bUWX`k`]Y`j`cf`j`]Y`Yb`?`c`Y`[`Yb`]b`XYf
6fUbWX`Y`bcWX`ni`_`_ca`d`]n]Yfh`ž`]b`XYb`bYi`Yb`A`YX]Yb`U_h]j`ni
K`YfVYb`"XcWX`[`YfUXY`Ui`WX`ZØf`:`Y]gWX`YfVYhf]YVY`V]YhYb`X]YgY
A`YX]Yb`Y]bY`J`]Y`nU\`Ub`J`cfhY]`Yb"
<UVYb`G]Y`"f`l`b`hYfbY\`a`Yb`Ui`Z`cc[`Y`[`i`h`df`Ag`Ybh]Yfh3`<]Yf
_Ubb`a`Ub`Yhk`U`j`]U`cc[`Y`A`m`6i`g]bYgg`gY]bYb`6Yhf]YV`]b`Y]bY
k`]f`_]WX`[`i`hY`5i`g`Ub`g`U[Y`Vf]b[`Yb`i`bX`VYfY]hg`YfghY`k`]WX`h][`Y
bZcfa`Uh]cbYb`hY`Yb`"A`]h`UbgdfYWX`YbXYb`6`]XYfb`i`bX`U_hi`Y`Yb
bZcfa`Uh]cbYb`_Ubb`a`Ub`gWX`cb`\]Yf`j`]Y`Y`6Ygi`WX`Yf`UV\c`Yb

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

8cWX'Ui WX'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'Yb'Zi bX'gc'V'Y]Vh'g]Y
XUbb'Z0f'j]Y'Y'j]Y'Y'&U\fY'XUg']gh'Y]b': Y\`Yf'8]Y'<ca YdU[Y']gh
Y]b'5i g\Ab[YgWX]X'i bX'a i gg'ghAbX][U_hi U]g]Yfh'i bX'j YfAbXYfh
k YfXYb"K Yb][ghYbg'gU]gcbU'j YfAbXYfh'VYggYf'UVYf'bcWX'ZhYf"

J]XYcg'i bX'UhkfU_h]j Y': chcg'a UWYb'X]Y'DfAbgYbhUh]cbYb'i bX
JcfghY'`i b[Yb'YVYbX][i bX'ZfYi bX]WX", Vf][Ybg.'K Ybb']WX
\Yi hY'bcWX'GY]hYb'Z]bXY'k Y'WX'Y'b]WX'h'Ga Ufh'd\cbY!hUi [`]WX
dfc[fUa a]Yfh'g]bX'Z'XUbb'fYYVY']Yfh'XYf'A Uf_Yh]b[a YbgWX']b'a]f'z
i bX'Ui WX'; cc['Y'gY'Vgh'a U['X]YgYg' Bc!; c 'b]WX'h'i bX'k]fX'X]Y
GY]hY'Ui WX'b]WX'h'gc'[i h'fY]\Yb'9]bY'Ui Z'A cV][YfAbY'cdh]a]YfhY
GY]hY']gh'XUg'%3 %'Y]bYg'YXYb'C b']bY!5i Zhf]hh'Yg"

K Yf'\Yi hY'↑ b[Y'i bX'\0b[YfY'A YbgWX'Yb'i bX'XYb'?i bXYb'j cb
a cf[Yb'UbgdfYWX'Yb'a \WX'h'Z'A I GG'g]WX'Ui WX']b'XYb'Gcn]U'Yb
A YX]Yb'Y]bYb'Bua Yb'a UWYb"5i WX'a Y]b'J UhYf'k Uf'gY'Vgh'Ub[Y
g_Ydh]gWX'cV'XUg']bj Ygh]YfhY'; Y'X'[i h'Ub[Y'Y[h']gh'XcWX'XYf
9fZc'[XYf'YhnhYb'&U\fY'\Uh'[YnY][h'k]Y'j]Y'Ui Z'X]YgYb
D'UhZcfa Yb'a \O[`]WX'gh'8Yf'Z]bUb]Y'Y'i bX'nY]h']WX'Y'5i Zk UbX
a UWX'h'g]WX'gWX'bY'Xi fWX'Yf'\O\hY'I a gAhmY'VYnU'\h'8Yf'Ni'Ui Z
Ub'BYi _i bXYb']gh'Ybcfa "8]Y'a Y]ghYb'_cbbhYb'Xi fWX'i bgYfYb
C b']bY!5i Zhf]hh[Yk cbbYb'k YfXYb'"FY[Y'a \A»][Y'Dcgh]b[gZ
gWX'a UW\UZhY'BYi][_Y]hYb'cXYf'Ui WX'Y]bZUWX'a U']b'XYb': c_i g
f\W_Yb'XUgg'k]f'bcWX'Y]b'YWX'h'g'i bX'Y\fVUfYg'<UbXk Yf_
Ui g\VVYb'U'XUg'_ca a h'[i h'Ub'"= a Yf'9g'gWX'Y]bh'ZUgh'U'g'cV
X]Y'A YbgWX'Yb'\]Yf'Ui Zi bg'[Yk UfhYh'\AbhYb"

8Yf'HfYbX'[Y\h'\]b'ni'fY[]cbU'Yb'i bX'VcXYbghAbX][Yb'6Yhf]YVYb
'i bX'[YbUi'Ui Z'X]YgYb'Ni['_\ObbYb'k]f']b'XYb'Gcn]U'Yb'A YX]Yb
Ui Zgdf]b[Yb"K Yf'gY'Vgh'b]WX'h'[Ybi['NY]h'cXYf'K]ggYb'XUZ0f'\Uh'z
a i gg'Y]bYb'_ca dYhYb'Yb'GcWU'A YX]U!A UbU[Yf'XUZ0f'VYnU'\Yb"
Gc'k]Y': 'Y]gWX'/7c'Ui Z'6UFVUFU'9[[Yf'U'g'YfZU\fYb'Y'GcWU'
A YX]U!5[Ybh]b'gYhnh'UVY']WX'a]h'J]gi'U'?]b[g'Y]bYb'DUfhbYf
[YZ' bXYb'k Y'WX'Yf'XUg'dYfZY_h'Z0f'i bgYfYb'6Yhf]YV'i a gYhnh"
; Ya Y]bgUa '\UVYb'k]f'Yg'a]hi bgYfYa 'GcWU'A YX]U!5i Zhf]hh

[YgWX UZZhžj]Y`Y`bYi Y`?i bXYb`ni [Yk]bbYbžX]Y` : fYei Ybn`ni
Yf\Ø\Yb` i bX`[Ubn`bYYbVY]`a UWX h`Yg`k]f_`]WX`Ui WX`Y]bY
A Yb[Y`GdU» "·=WX`·]YZYfY`X]Y`·=b\U`hY` i bX`X]Y`[Yk ØbgWX hY` i bX
ZUWX`]WX`Y`F]WX`hi b[ži bX`X]Y`·5[Ybh` f`gYhnh`XUg`dYfZY_h`i bX
Ài » Yfgh`_ca dYhYbh`i a "

K`]f`U``Y`a ØggYb`fUi g` j cf`XUg` ; YgWX ÁZh` i bX`i bg`dfÅgYbh]YfYb`
i bX`gc`a]h`J`]XYcgž` ; chcg`i bX`GcWX]U`A`YX]U`X]Y`K`Y`h`Yf`_YbbYb
`UggYbžk`]Y`k`]WX`h`[i bX`k`Yfh`c`·i`bgYf`<UbXk`Yf_`]gh`·9]b`N]hUh
j cb`<Ybfm` ; cfX`VYgU[h` K`Yf`Ui Z\Øfh`ni`k`YfVYbž`i`a` ; Y`X`ni
gdUfYbž`_Ubb`YYbgc`X]Y`I` \f`Ub\U`hYbž`i`a`NY]h`ni`gdUfYb`"
@Y]XYf`ghY\h`VY]`j`]Y`Yb`\\Yi`hY`X]Y`I` \f`gh]`·8cWX`X]Y`Ni`_i`bZh`ghY\h
b]WX`h`i`bX`_ca`a`h`VYgh`a`a`h`X]Y` : fU[Y`]gh`K`]Y`k`]f`i`bg`XYf
Ni`_i`bZh`dfÅgYbh]YfYb`k`YfXYbž`i`bX`cV`k`]f`GWXf]hh`U`hYb`_ØbbYb`

J`]Y`·9fZc`[/` : fYi`XYž`7\f]gh]Ub`8`Yfb`h`

<]Yf`[Y\h`Yg`ni`a` : UWVcc_!5i`Zh`f]hh`j`cb`·7\f]gh]Ub`8`Yfb`h`

6Ygi`WX`Yb`G]Y`i`bg`Ui`Z`Z`Y]gWX`i`bX`WX`"Uh