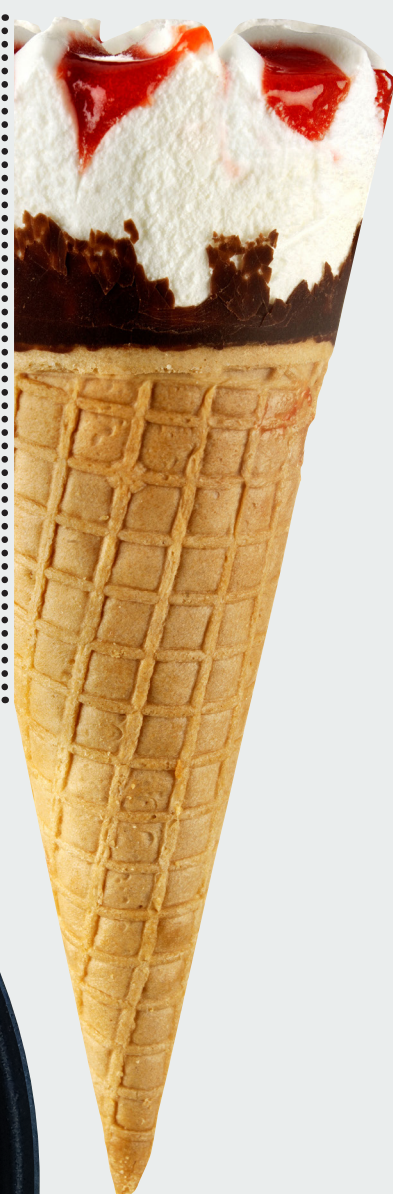


# How recipes were rejigged for the Eastern European market

## 19% less ice cream

Hungarians found that the Cornettos sold singly had 19% more air and were 'more foamy' than versions sold in multipacks in Austria. There was also 1.5% of butterfat in the Austrian version, which Hungarians felt made the ice cream look 'more yellowy' than the one available to them



## 50% less veg

With Knorr's packet soups, the Austrian version was reportedly richer in herbs and vegetables than in Hungary and had a 'harmonious, spicy flavour'. The Hungarian version was found to be more salty and less spicy too, making liberal use of flavour enhancers to disguise the lower vegetable count



## 7% Less fish

Iglo fish fingers in Slovakia had 58% fish content, compared with the 65% available in Austrian packets, while subsequent studies found the fish was also 'thinner' in texture in some Hungarian varieties

