

# The Taste of Europe

In an attempt to map the Taste of Europe, Friends of Glass, a European forum promoting glass packaging, challenged European citizens of all backgrounds to share their preferences on flavour and supermarket shopping habits. Six months and over 29,000 European responses later, this is what we found.



## Top 3 Tastes



1. Bland



2. Bitter



3. Sweet

## Europeans Love to Start Their Day With...



56%

Cup of Coffee



Only the English Prefer a Cup of Tea



24%

Glass of Water



20%

Cup of Tea

## Favourite Pickle



Cucumbers

VS



Watermelon Rind

Mostly eaten by eastern Europeans

## If Europeans Could Be a Food...



They Would be a Pasta!



## Favorite Drinks



Europeans Love Beer

VS



Italians Love Juice

## While Enjoying Their Food, Europeans Listen to...



Classic Rock & Pop



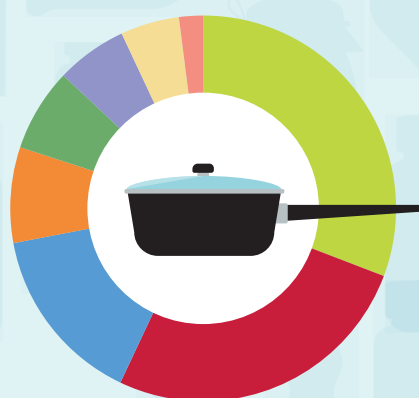
Lady Gaga Anyone?

## Basic Condiment



Europeans Love Olive Oil!

## Favourite Cooking Ingredients



## When Food Shopping, Europeans...



60%

Choose Fresh Ingredients



22%

Make a List and Stick to it



18%

Look Out for Special Offers



## At Night, Europeans Would Describe Themselves as...



60% Fun



30% Funny



10% Reserved



But Germans are Quite



sssst!

## Why Glass?

- 87% of European consumers prefer glass packaging for their food and drinks
- Glass is made from all natural materials and is 100% infinitely recyclable, refillable and reusable
- Glass best preserves the taste and quality of your food and drink
- Glass is the safest packaging choice for your health
- Glass containers have been used for over 5,000 years and are part of the European cultural heritage

