

## Diet Culture in Germany

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Most Germans are sensitive to the origins of food, and they even exhibit a regionalism in their food shopping. Regional products are bought out of preference by the majority of the consumers, depending basically on their attitude towards the region of origin. The same result should be expected when dealing with products from other countries. This consumer behaviour seems to respond to government policy oriented to promote the development of the less favoured areas. In general, German consumers are more interested in sensory and health aspects of the foods that they consume than in the origin of these foods. Despite the apparent lack of importance given to the food origin, it still has an important effect on consumer food choices. In fact, in food products which are not processed or processed very little, food origin seems to be more important than the commercial brand (perhaps because of the German trust in their own food legislation and controls) and equally important to the price. It is important to note that the food origin effect is stronger for East German consumers, who are also highly sensitive to price, an appropriate effect if recent history and lower incomes are taken into account.

Meat and potatoes are the main ingredients of German cuisine. The assortment of snacks include vegetable salads, sausages, sprats, sardines, herring dishes with different sauces, meat and fish salads, mayonnaise, etc. Various broths are popular for main course: with eggs, dumplings, rice and tomatoes, noodle soup, mashed peas, cauliflower, chicken. Bread and beer soups are popular in some areas too.

A distinctive feature of German national cuisine is a variety of sausages that are present in a wide range. Hot sausages are served with mustard, potatoes salad with a piece of bread or bagels. Grilled sausages are frequently served with potatoes salad or sauerkraut.

In the production of sausages regional differences are reflected in their names:

- 1) Bratwurst – high peppered sausage, widespread throughout Germany;
- 2) Weisswurst – veal sausage, widespread in southern Germany;
- 3) Bregenwurst – brain sausage (containing brain); spread mainly in Lower Saxony;
- 4) Blutwurst – blood sausage;
- 5) Frankfurter – Frankfurt sausage, neutral in taste; often used to cook hot dogs.

### **References**

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