

The

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(NOT A) SCANDAL AT SACHER!(?)

All-clear at Sacher - the alleged scandal about the stolen recipe was just a gag. Would you have believed it? Our reporter Sisi Franzl got to the bottom of the story.

Vienna, Austria. Barely a week after the world-famous Hotel Sacher put out a call for help due to the stolen Sacher cake recipe (we reported in issue 04/23), there is now the all-clear: the story was just made up! A spokesman for the hotel confirms that nothing was stolen, it was merely a "marketing campaign".

"We wanted to call the citizens of the city together and offer them a scavenger hunt disguised as a real-life experience with a lot of excitement and a great goal," the spokesperson says. By the way, the rewards will remain but are part of the gag as well - the participants can enjoy free Sachertorte for a lifetime – if they bake it themselves (given they now own the recipe).

Opinions on the action differ, and it is not clear at this point whether the event will have legal consequences.

But as the saying goes - any advertising is good advertising!

**Marketing stroke of
genius or citizen's
joke?**

**Did you participate? What
do you think about it?**

**WE WANT TO HEAR YOUR
OPINION**

Send us your thoughts to

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