

Roast pork dish joins world's secret recipes

How much is a recipe worth? About US\$1.8 million, according to the owner of the Kay Lee Roast Meat Joint in Singapore. That's the premium placed on the sale price of her 60-seat diner



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KAY LEE ROAST MEAT JOINT

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■ **Kay Lee Roast Meat Joint:** *Betty Kong* and her husband *Har Wai Kay* say premium is for their recipes for roasting duck, pork ribs and crispy pig skin, and other Cantonese-style classics

■ **Coca Cola:** One of most closely-guarded recipes in food industry, has been kept secret for 125 years. Coca leaves were originally used in preparation of "brain and nerve tonic", but since 1903 caffeine has replaced traces of cocaine

■ **KFC Fried Chicken:** *Colonel Harland Sanders' Original Recipe* eleven herbs and spices are inscribed in pencil on yellowed piece of paper stored inside state-of-the-art vault at KFC's Louisville headquarters. Multiple suppliers produce different components of seasoning mixture so no single supplier knows whole recipe



■ **McDonald's Special Sauce:** Success of fast food giant's *Big Mac* is due in part to McDonald's Special Sauce. Delivered to restaurants in pre-sealed containers, not even employees know what the actual ingredients are

■ **Pepsi:** North Carolina pharmacist *Caleb Bradham* invented Brad's Drink in 1898. Original health tonic – sold from soda fountains – is later bottled as *Pepsi-Cola*

