

Table 8.1. Utility values for the best performing and worst performing elements from the 2001 Crave It! database.

Food	Element in concept study	Utility
WINNING ELEMENTS		
Nuts	Fresh mixed nuts like pecans and cashews, not a peanut anywhere	26
Nuts	Large cashews, brazil nuts, pecans . . . With just the right amount of salt	24
Tortilla chips	With all the flavors and sides you want . . . cheddar, nacho, ranch, lime . . . refried beans, melted cheese, salsa, and jalapenos . . . whatever	23
Steak	Thick cut T-bone steak grilled to perfection using grilling salts	21
Steak	Juicy filet mignon cooked medium rare to melt in your mouth	20
Chicken	Plump, juicy chicken breast, marinated in a special sauce and cooked over an open fire for a smoky grilled taste	20
Tacos	Homemade soft taco shells wrapped around warm simmered meat and topped with chunks of tomato and shreds of lettuce and cheese	20
Cheesecake	Cheesecake with swirls of raspberry, chunks of white chocolate, baked in a crunchy crust and garnished with pecans	19
Ice cream	Sundae with scoops of ice cream, thick sauce, chopped nuts, real whipped cream, and a bright red cherry	19
Cinnamon rolls	Big 3-inch spiraled rounds of dense chewy pastry like a donut with sweet cinnamon inside, covered with sweet icing	18
Cheesecake	Dense cheesecake swirled together with ribbons of chocolate chips in a chocolate crust . . . served with a raspberry sauce drizzled across your plate	18
BBQ ribs	Slow simmered for an award winning smoky flavor . . . hickory, western, or mesquite . . . or that rich, meaty flavor you love . . . whatever	18
Cheese	Chunks of white Vermont cheddar cheese aged to perfection	18
LOSING ELEMENTS		
Peanut butter	Scoops of peanut butter with ribbons of marshmallow throughout	-15
Olives	Olive paste with lots of chopped olives	-15