

**Table 8.1.** *(Continued)*

Food	Element in concept study	Utility
Peanut butter	Peanut butter blended with ribbons of jelly . . . Tasty and so convenient	-16
Hamburger	At Jack-in-the Box	-16
Chocolate candy	With fruit fillings in any flavor you want	-17
Cola	Diet cola with a slice of lemon . . . the world's most perfect drink!	-18
Coffee	Decaffeinated whole bean coffee for those who want all the taste and none of the caffeine	-19
Olives	Small dark wrinkled olives marinated with hot pepper flakes	-19
Cola	From Shasta	-20
Cola	From Tab	-22

Source: Data with permission from It! Ventures, LLC.