

Table 8.2. Top scoring elements and utility values for the linear model.

Silo	Element	Utility
Top Scoring Elements		
A—Specific nutritional and sensory benefits	A6—One pot. One step to a meal. Start it in the morning, and have it in the evening just as you walk in the door	11
A—Specific nutritional and sensory benefits	A8—Prepared just to your liking . . . just the way your mom or someone special made it . . . so close to homemade you can almost smell the meal	9
A—Specific nutritional and sensory benefits	A7—Fresh juicy slices, slow roasted for added flavor, hot off the rack	7
A—Specific nutritional and sensory benefits	A2—This food includes calcium and other nutrients that give you bright teeth, shinier hair, and smoother skin	7
A—Specific nutritional and sensory benefits	A3—Food that contains 20% of your daily requirement for fiber . . . important for reducing your risk of chronic diseases like heart disease	7
B—More general health and quality benefits	B3—Provides essential vitamins and minerals your body needs including potassium, magnesium, and zinc	6
B—More general health and quality benefits	B2—Contains essential omega-3 fatty acids, which may reduce your risk of heart disease	5
Lowest Scoring Elements		
D—Brands, stores	D8—From Whole Foods	-2
D—Brands, stores	D2—From Newman's Own	-3
D—Brands, stores	D7—From Trader Joe's	-7
D—Brands, stores	D9—From Wal-Mart	-7