

**Table 8.3.** Significant pairwise interactions containing brand.

Element (utility)	+ Brand (utility)	Pairwise Utility
B9—Tastes like it was prepared by someone who cared about you (+2)	From Betty Crocker (+2)	13
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)	From Whole Foods (-2)	12
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)	From Quaker Oats (+3)	12
A1—As part of a lowfat diet, this food may reduce the risk of some types of cancers (+5)	From Whole Foods (-2)	11
A5—Meals that require NO preparation. Just heat and eat! (+6)	From Whole Foods (-2)	10
C9—So irresistible, just thinking about it makes your mouth water . . . (+2)	From Trader Joe's (-7)	-10
C1—Calms you . . . (-1)	From Kraft Foods (+4)	-11
A5—Meals that require NO preparation. Just heat and eat! (+6)	From Quaker Oats (+3)	-13
C1—Calms you . . . (-1)	From Betty Crocker (+2)	-14