

**Table 21.1.** Total craveability, defined as the sum of columns A and B

|                        | A                 | B  | C                  |
|------------------------|-------------------|--|--------------------|
|                        | Additive constant | Average utility of the<br>nine product descriptors | Total craveability |
| Cheesecake             | 53                | 10   | 63                 |
| Fresh fruit            | 54                | 4  | 58                 |
| Steak                  | 50                | 7  | 57                 |
| BBQ ribs               | 49                | 8  | 57                 |
| Shellfish              | 51                | 5  | 56                 |
| Ice cream              | 49                | 6  | 55                 |
| Chocolate candy        | 46                | 8  | 54                 |
| Bacon                  | 46                | 7  | 53                 |
| Popcorn                | 48                | 4  | 52                 |
| Donuts                 | 49                | 2  | 51                 |
| French fries           | 48                | 3  | 51                 |
| Tacos                  | 47                | 4  | 51                 |
| Cinnamon rolls         | 45                | 5  | 50                 |
| Chocolate chip cookies | 40                | 9  | 49                 |
| Coffee                 | 48                | 0  | 48                 |
| Salad                  | 43                | 5  | 48                 |
| Cola                   | 47                | 1  | 48                 |
| Chicken                | 47                | 1  | 48                 |
| Hamburger              | 43                | 5  | 48                 |
| Pizza                  | 45                | 3  | 48                 |
| Nuts                   | 45                | 2  | 47                 |
| Mashed potatoes        | 47                | 0  | 47                 |
| Cheese                 | 42                | 4  | 46                 |
| Iced tea               | 48                | -2   | 46                 |
| Pretzels               | 42                | 3  | 45                 |
| Bread                  | 40                | 5  | 45                 |
| Gravy                  | 38                | 5  | 43                 |
| Meatloaf               | 38                | 4  | 42                 |
| Hot dogs               | 40                | 1  | 41                 |
| Potato chips           | 36                | 3  | 39                 |
| Tortilla chips         | 29                | 6  | 35                 |
| Snack mix              | 31                | 3  | 34                 |