

**Table 21.7.** Integrated table for cheesecake and mashed potatoes that shows winning elements of each

Cheesecake that melts slowly to release delicate, <i>intense flavor</i> and has a <i>rich, silky texture</i> that <i>just melts in your mouth</i> . . . so sinful!	19
<i>Smooth, fluffy</i> cheesecake . . . with a <i>light, creamy flavor and texture</i> and a graham cracker crust	16
A <i>smooth, dense</i> slice of New York Style cheesecake	14
Real cheesecake <i>made with ingredients like eggs, cream cheese, sugar, vanilla, and lemon juice</i>	13
<i>Creamy mashed</i> potatoes that <i>melt in your mouth</i> as you eat them	11
<i>With whipped butter melting</i> in the center	10
Rich, creamy cheesecake . . . <i>swirled together</i> with ribbons of chocolate chips in a chocolate <i>crust</i>	10
<i>Homemade</i>	9
Prepared just to your liking . . . add whatever your heart desires	8
<i>Blended with butter, garlic, salt and pepper</i> . . . <i>then whipped</i>	8
<i>Premium quality</i> . . . the best Cheesecake in the whole world	8
<i>Made from real Idaho potatoes</i>	7
<i>Premium quality</i> . . . the best Mashed Potatoes in the whole world	7
<i>Classic taste</i> . . . the way you remember it	7
Reminds you of great home cooking	6

Italicized words are appropriate for either cheesecake or mashed potatoes. Data courtesy of It! Ventures, Inc.