

Table 22.2. Representative element utilities for the whole sample

E01	Fresh ground and brewed coffee	6
E02	Fresh coffee made from 100% Columbian coffee beans	6
E33	Multiserve containers . . . so you always have enough!	-5
E09	*A hearty cup of Cappuccino, frothy with foam and with the rich taste of espresso	-5
E28	From Starbucks	-5
E31	From Nescafe	-5
E07	*Coffee and milk . . . blended just right for the perfect latte	-6
E16	*With all the milk, cream, and toppers you want . . . cinnamon, nutmeg, chocolate sprinkles, sugar cubes, whipped cream . . . whatever	-6
E34	*Now also available in a self-heating can	-8
E08	*Brewed coffee blended with cream and caramel then topped with heavy whipped cream	-14
E04	Decaffeinated whole bean coffee for those who want all the taste and none of the caffeine	-20
E03	*Cool and refreshing Iced Coffee	-20

Novel or nontraditionalist features of the coffee are prefaced by an asterisk. Data courtesy of It! Ventures, Inc.