

Table 23.17. Utility values for brands from the Healthy You! study

Category	Positive-performing brands	Utility	Category	Negative-performing brands	Utility
Chocolate	From Godiva	8	Nuts	From Planters	0
Frozen meal	From Stouffers/Lean Cuisine	7	Chews	From Quaker	0
Vegetable burger	From Morningstar Farms	7	Chews	From GNC	0
Chocolate	From Hershey's	7	Bread	From Wonder Bread	0
Tea	From Lipton	6	Juice: noncitrus	From V8	0
Chocolate	From Nestlé	6	Peanut butter	From Peter Pan	0
Cheese	From Kraft . . . Cracker Barrel brand	6	Water	From Poland Spring	0
Juice: noncitrus	From Ocean Spray	5	Pretzels	From Auntie Anne's	0
Pretzels	From Rold Gold	5	Coffee	From your favorite grocery store brand	0
Water	From Aquafina	5	Margarine	From Parkay	0
Frozen fish	From Van de Kamps	5	Pasta	From Buitoni	0
Margarine	From I Can't Believe It's Not Butter	5	Pasta sauce	From Five Brothers	0
Peanut butter	From Jif	5	Tea	From Twinings	0
Salsa	From Old El Paso	5	Salad dressing	From Newman's Own	-1
Cracker	From Nabisco	5	Energy bar	From Nutri-Grain	-1
Soup	From Campbell's	5	Soup	From Lipton	-1
Rice mix	From Uncle Ben's	5	Yogurt	From Stonyfield Farm	-1
Pretzels	From Snyder's of Hanover	5	Chews	From Calci-Wise	-1
Rice mix	From Rice A Roni	5	Energy bar	From Luna/Clif	-1
Cold breakfast cereal	From Kellogg's	5	Peanut butter	From Smuckers	-1
Yogurt	From Yoplait	5	Margarine	From Smart Balance	-1
Canned fruit	From Del Monte	5	Nuts	From Mauna Loa	-1
Frozen fish	From Mrs. Pauls	4	Pasta	From Ronzoni	-2
Vegetable burger	From Boca	4	Canned fruit	From your favorite grocery store brand	-2
Juice: citrus	From Tropicana	4	Margarine	From Take Control	-2
Cold breakfast cereal	From Post	4	Salad dressing	From Ken's	-2
Pasta sauce	From Prego	4	Cracker	From Sunshine	-2
Cheese	From Sargento	4	Milk shake	From Kashi Go Lean	-2
Juice: noncitrus	From Minute Maid	4	Peanut butter	From Skippy	-2
Canned fruit	From Dole	3	Juice: citrus	From Veryfine	-2
Cracker	From Pepperidge Farm	3	Energy bar	From Balance	-2
Frozen meal	From Swanson's	3	Tea	From Tazo	-2
Pasta sauce	From Ragu	3	Milk	From Dean's	-2
Salsa	From Ortega	3	Canned fruit	From Wild Oats	-3
Salad dressing	From Kraft	3	Soup	From Healthy Choice	-3
Chocolate	From M&M's	3	Vegetable burger	From Quorn	-3
Coffee	From Maxwell House	3	Bread	From Arnold	-3
Water	From Dasani	3	Milk shake	From EAS	-3
Vegetable burger	From Gardenburger	3	Pretzels	From Bachman	-4
Cheese	From Land O'Lakes	3	Milk shake	From Slim-Fast	-4
Yogurt	From Breyers	3	Milk shake	From Ensure	-4
Pasta	From Barilla	3	Energy bar	From PowerBar	-4

(continued)