

**Table 23.17.** Utility values for brands from the Healthy You! study (*cont.*)

Category	Positive-performing brands	Utility	Category	Negative-performing brands	Utility
Salsa	From Pace	3	Pasta sauce	From Healthy Choice	-5
Yogurt	From Dannon	3	Frozen fish	From Fisher Boy	-5
Frozen fish	From Gorton's	3	Rice mix	From Near East	-5
Nuts	From Blue Diamond	2	Frozen meal	From Weight Watchers	-5
Rice mix	From Lipton	2	Coffee	From Chock Full o'Nuts	-5
Milk	From your favorite local dairy	2	Juice: citrus	From Fresh Samantha	-6
Cold breakfast cereal	From General Mills	2	Milk	From Organic Valley	-7
Juice: noncitrus	From Welch's	2	Milk	From Lactaid	-8
Soup	From Progresso	2	Bread	From Pepperidge Farm	2
Nuts	From Diamond of California	2	Bread	From Earth Grains	2
Juice: citrus	From Minute Maid	2			
Salad dressing	From Wishbone	2			
Water	From VitaminWater	2			
Cheese	From Borden	1			
Pasta	From Mueller's	1			
Frozen meal	From Uncle Ben's	1			
Tea	From Celestial Seasonings	1			
Chews	From Viactiv	1			
Cracker	From Keebler	1			
Salsa	From Tostitos	1			
Chews	From WalMart	1			
Coffee	From Starbucks	1			