

**Table 23.4.** Brand values for six brands, 29 food and beverage categories, from the 2001 Crave It! and Teen Crave It! databases (adults compared with teens)

	Average	Adult	Teen		Average	Adult	Teen
<b>Bacon</b>				<b>BBQ ribs</b>			
From Oscar Mayer	4	2	6	With Jack Daniel's	9	-7	26
From your local butcher shop	-1	2	-3	At TGI Friday's	8	-3	18
From Armour	-1	1	-3	At Tony Roma's	3	-4	10
From Smithfield Farms	-3	1	-6	With Open Pit	3	1	5
From Bob Evans	-3	-2	-4	With K.C. Masterpiece	-3	0	-6
From Eckrich	-3	-1	-6	At Lloyd's	-7	-11	-2
<b>Chicken</b>				<b>Hamburger</b>			
At Kentucky Fried Chicken	4	0	8	At Wendy's	6	2	9
At Popeye's	2	-6	10	At McDonald's	3	-8	13
At Wendy's	0	-7	7	At White Castle	0	-5	5
At Boston Market	-1	-3	0	At Burger King	-2	-1	-2
At TGI Friday's	-2	1	-4	At Fuddrucker's	-3	-4	-2
At McDonald's	-8	-12	-3	At Jack-in-the-Box	-5	-17	7
<b>Hot dogs</b>				<b>Steak</b>			
At Nathan's	8	4	12	At The Outback Steakhouse	8	3	14
From Ball Park Franks	7	3	12	At Applebee's	1	-7	9
A Kosher Frank	7	0	15	At Morton's Steak House	-3	-2	-3
From Oscar Mayer	2	5	-1	At Ruth Chris' Steakhouse	-3	-2	-4
From the local street vendor	-1	-2	1	At Steak Escapes	-7	-6	-8
Available at your favorite sporting event	-2	-2	-3	At Sizzler	-12	-9	-14
<b>Tacos</b>				<b>Fries</b>			
At Taco Bell	14	3	25	At Wendy's	10	-2	21
Kits available at your store from Taco Bell . . . make them your way	13	-3	29	At McDonald's	9	3	14
Made fresh . . . especially for you . . . by you	6	2	10	At Morton's Steak House	7	0	15
From your favorite local Mexican eatery	-3	3	2	At a Diner	2	0	3
At Chi-Chi's	-1	-7	5	At Burger King	-2	-4	-1
At Chevy's	-2	-6	2	From Ore-Ida	-4	-3	-5

*(continued)*