

**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) (cont.)

	Average	Adult	Teen		Average	Adult	Teen
<b>Brownies</b>				<b>Chocolate chip cookies</b>			
At Mrs. Fields	7	2	12	From Nestlé	4	2	6
From Entenmann's	7	-3	17	From Chips Deluxe	3	-4	9
From Pillsbury	6	2	10	From your local bakery or pastry shop	2	1	2
From Sara Lee	5	1	9	From Pepperidge Farms	1	-2	3
From a shop specializing in making chocolate baked goods and fudge	3	3	4	At Mrs. Fields	0	-2	3
At Starbucks	2	-2	7	From Chips Ahoy!	-5	-5	-6
<b>Cinnamon rolls</b>				<b>Cheesecake</b>			
At Bob Evans	-6	-5	-8	Available by mail order	-5	-10	1
At Burger King	-10	-11	-9	From a fine local pastry shop	5	0	9
At Dunkin' Donuts	2	-2	6	From Philadelphia Brand	11	2	20
From Entenmann's	3	-1	7	From Sara Lee	7	2	13
From Pillsbury	2	0	5	From the Cheesecake Factory	19	4	34
From your favorite local bakery or pastry shop	-1	3	-6	Made by Eli's	1	-4	7
<b>Donuts</b>				<b>Bread</b>			
At Krispy Kreme	18	10	26	From the local bakery	9	2	16
At Dunkin' Donuts	10	1	19	From the special artisan baker	3	5	0
From Entenmann's	7	-5	18	From Pepperidge Farm	1	4	-2
Freshly made, especially for you	6	3	10	From your favorite store brand	1	-2	3
At your favorite bakery or pastry shop	3	2	4	From Au Bon Pain	-2	2	-5
From your favorite local diner or restaurant	-9	-8	-10	From Wonder Bread	-7	-5	-9
<b>Ice cream</b>				<b>Chocolate candy</b>			
From Haagen Dazs	11	5	17	From Hershey's	10	4	16
From Ben & Jerry's	11	2	19	From Godiva	8	4	12
At Baskin Robbins	11	2	19	From M&M/Mars	3	2	5
From Breyers	5	2	9	From Nestlé	1	1	0
From Edy's/Dreyers	4	-2	10	From Lindt	-2	0	-3
From Good Humor	1	-4	7	From Cadbury	-2	2	-5

(continued)