

**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>Fresh fruit</b>				<b>Cheese</b>			
Fresh fruit . . . just simple and pure	10	10	11	From Land O' Lakes	4	1	6
From Dole	7	-1	14	From Kraft	0	-3	2
Grown on your own land and hand picked for freshness	6	3	10	From Velveeta	-1	-4	2
From your local grocer . . . known for farm fresh produce every time	3	-3	8	From Sargento	-2	2	-7
From Sunkist	2	-1	5	From Treasure Cave	-3	-1	-6
From your local farm stand	-2	0	-4	From Healthy Choice	-5	-6	-4
<b>Nuts</b>				<b>Olives</b>			
From Blue Diamond	10	1	18	From California	5	0	11
From Planter's	9	3	15	From Greece	3	-1	7
From Fisher's	4	1	7	From Italy	2	3	2
From Mauna Loa	3	-1	6	Freshly prepared . . . especially for you	2	3	1
From Frito Lay	2	-3	7	From Dean & DeLuca	0	-1	2
From Harry & David	1	-3	4	Select from the Deli	-2	-2	-2
<b>Peanut butter</b>				<b>Pizza</b>			
From Reese's	7	2	13	From Domino's	6	-2	14
From Jif	6	4	9	At Pizza Hut	6	2	10
From Skippy	3	3	3	From DiGiorno	4	-3	11
From Smuckers	2	-2	6	At Papa John's	2	-2	7
From Peter Pan	0	1	-1	From Tony's	2	-4	9
From Health Valley	-4	-3	-4	At Donato's	-2	-5	0
<b>Popcorn</b>				<b>Pretzels</b>			
From Cracker Jack	-1	-3	2	From Combo's	6	0	12
From Orville Reddenbacher	5	3	7	From Rold Gold	5	2	8
From Pop Secret	5	1	8	Hot—from your favorite local street vendor . . . or warmed in your own oven	-1	7	-9
From Blockbuster	-1	-6	3	At Aunt Annie's	-2	2	-5
From the vendor at the fair, picnic, amusement park . . . wherever	-6	-1	-12	From Old Tyme	-3	1	-7
At the movie theater	7	2	12	From Herr's	-5	0	-10
amusement park . . . wherever	-6	-1	-12				

(continued)