

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
Potato chips				Tortilla chips			
From Lay's/Ruffles	16	3	29	From Doritos	0	5	-5
From Pringles	10	1	20	From Taco Bell	0	-5	4
From Herr's	5	-8	17	From Tostitos	0	4	-5
From Bistro Gourmet	4	-5	12	From Utz	-1	-4	2
From Utz	-4	-7	-1	From your favorite local Mexican eatery	-2	-2	-2
From Cape Cod	-5	-6	-5	From Guiltless Gourmet	-6	-2	-9
Water				Cola			
From Poland Spring	15	2	29	From Coca-Cola	14	13	14
From Evian	15	4	25	From Pepsi	12	0	25
From Aquafina	14	3	24	Dispensed fresh from the fountain, especially for you	7	3	11
By Brita	12	5	19	Classic cola	4	6	1
From Dasani	6	2	11	From Dr Pepper	2	-5	8
From your local bottled water company	-3	-1	-4	From Shasta	-8	-20	4
Coffee				From Tab	-19	-23	-15
Freshly ground at your favorite food store from Starbucks	10	1	19				
Fresh ground and brewed coffee	7	10	4				
From Maxwell House	1	1	1				
From Folger's	0	-2	2				
From Nescafe	-5	-6	-5				
From Chock Full o'Nuts	-7	-11	-2				

Data courtesy of It! Ventures, Inc.