

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.