

Table 23.6. Top three brands and bottom three brands in each of the three countries by total panel

Country	Food category	Food type	Brand	Total sample	Women	Men
Best-performing brands across three European countries						
France	Candy	Fruity sweets	De la marque Haribo	15	13	20
	Beverage	Cola	De la marque de Coca-Cola	15	16	13
	Candy	Mild chewing gum	De la marque Freedent	7	6	10
UK	Beverage	Cola	From Coca-Cola	9	9	10
	Candy	Mild chewing gum	From Wrigley's—Orbit	9	7	15
	Fast food	Hamburger	At Burger King	9	10	6
Germany	Beverage	Cola	Von Coca-Cola	16	19	12
	Snack	Chocolate	Von Lindt	11	10	12
	Candy	Fruity sweets	Von Haribo	10	8	15
Worst-performing brands across three European countries						
France	Beverage	Cola	De la marque Look Cola	-34	-33	-35
	Beverage	Cola	De la marque American Cola	-26	-31	-23
	Beverage	Cola	De la marque Virgin	-23	-25	-22
UK	Fast food	Chicken	At McDonald's	-17	-13	-25
	Fast food	Chicken	At Burger King	-16	-12	-25
	Beverage	Cola	From Tesco	-16	-15	-17
Germany	Fast food	Chicken	Bei Burger King	-16	-14	-20
	Fast food	Hamburger	Bei Heisse Hexe	-15	-11	-22
	Fast food	Chicken	Bei McDonald's	-11	-10	-15

Data from the Eurocrave! database, courtesy of It! Ventures, Inc.