

Table 23.8. Highest versus lowest utilities achieved by brand names, in the Eurocrave! database, for comparable product categories across countries

Food item	Highest utility achieved by a brand name			Lowest utility achieved by a brand name			Utility range for brand names		
	France	Germany	UK	France	Germany	UK	France	Germany	UK
Fast food									
Hamburger	5	9	9	-16	-15	-9	21	24	18
Chicken	9	-5	2	-21	-16	-17	30	11	19
Pizza	15	15	8	-7	-10	-8	22	25	16
Snacks									
French fries	13	5	5	-18	-5	-7	31	10	12
Tortilla chips	2	5	6	-7	-3	-8	9	8	14
Potato crisps	2	7	4	-11	-6	-8	13	13	12
Healthy foods									
Cheese	4	6	2	-14	-7	-9	18	13	11
Yogurt	6	7	4	-16	-2	-4	22	9	8
Cereal bar	4	3	7	-9	0	-2	13	3	9
Soup	1	2	3	-6	-3	-5	7	5	8
Candy									
Chewing gum	7	10	9	-6	-6	-10	13	16	19
Gummies	15	10	3	-8	-8	-9	23	18	12
Mint	6	4	5	-13	-10	-10	19	14	15
Chocolate	10	11	8	-6	-4	-3	16	15	11
Beverages									
Cola	23	16	9	-34	-11	-16	57	27	25
Coffee	7	4	1	-7	-2	-6	14	6	7
Iced tea	2	6	1	-12	-8	-3	14	14	4
Orange juice	2	6	-1	-12	-8	-6	14	14	7

Data courtesy of It! Ventures, Inc.