

Table 24.2. Best-performing emotion elements for each beverage

Best element	Utility	Best element	Utility
A great way to celebrate special occasions		So refreshing . . . you have to drink some more	
Water	8	Water	3
White wine	5	Shakes	3
Quick and fun . . . ready to drink		Pure satisfaction	
Hot chocolate	4	Tequila	5
Flavor cider	4	Spritzer	4
Flavored alcohol	4	Energy drink	4
Simply the best		Lemon lime	4
Smoothie	8	You can imagine the taste even before you drink it	
Shakes	7	Spritzer	5
Tequila	6	Water	5
Soup	5	Hot tea	4
Flavor cider	4	With the safety, care and quality that make you trust it all the more	
Iced tea	4	White wine	4
Relaxes you after a busy day		It quenches THE THIRST	
Yogurt beverage	5	Hot chocolate	8
Tequila	4	Flavored coffee	4
Red wine	4	White wine	4
A wonderful experience . . . shared with family and friends		Tequila	4
White wine	7	When you think about it, you have to have it . . . and after you have it, you can't stop drinking it	
Iced tea	7	Fiber beverage	4
Tequila	6	So refreshing you want to savor how it makes you feel	
Hot tea	5	Energy drink	3
Energy drink	4		
Red wine	4		
Spritzer	4		
Premium quality			
Flavor cider	5		
Cola	4		

Data courtesy of It! Ventures, LLC.