

**Table 24.4.** Winning and losing elements for fast foods, and the location of the emotion elements for fast food within that range

	Source	Utility
Winning and losing elements		
Grilled on an open flame for the tastiest flavor	Ranch1 (ranch1.com)	7
Our burgers are steam grilled on a bed of onions	Ranch1 (ranch1.com)	-2
Emotion elements		
Guaranteed to make your mouth water	Ranch1 (ranch1.com)	6
Fire up your taste buds like never before!	Carl's Jr. (carljr.com)	5
Satisfy your taste buds	Wendy's (Wendys.com)	4
Something special to satisfy your hunger	Wendy's (Wendys.com)	4
Delicious, and in hot demand	Carl's Jr. (carljr.com)	3
Your guests will love our delicious menu options	Church's Chicken (Churchschicken.com)	2
Food worth slowing down for	Boston-Market (Boston-Market.com)	1
Special meals for your kid's enjoyment	Wendy's (Wendys.com)	1
Why celebrate when you can salasbrate	Chi-chi's (chi-chis.com)	0