

**Table 20.1.** Example of elements (E) and their rationale for Crave It!

	Category	Rationale	Hamburgers	Chocolate candy
E01	Primary attributes	Basic physical attributes	Fresh-grilled hamburger	A smooth, dense piece of chocolate
E02	Primary attributes	Continuum: basic to complex/detailed physical attributes (in some cases . . . "healthy")	A char-grilled hamburger with a taste you can't duplicate	Smooth appearance with a light chocolate flavor and a creamy texture
E03	Primary attributes	Continuum: basic to complex/detailed physical attributes	A grilled aroma that surrounds a thick burger on a toasted bun	Crispy wafers coated in thin layers of milk chocolate
E04	Primary attributes	Continuum: basic to complex/detailed physical attributes (in some cases . . . "real")	Moist bites of bun, burger, and onion	Real chocolate made with ingredients like chocolate, cocoa butter, vanilla, and sugar
E05	Primary attributes	Continuum: basic to complex/detailed physical attributes	Juicy burger with the crunch of lettuce and tomato	White chocolate with crunchy cookie pieces throughout
E06	Primary attributes	Continuum: basic to complex/detailed physical attributes	Goosey grilled burger with rich sauce and fresh lettuce and tomato	Heavy dense chunk of chocolate with complex flavors, velvet appearance . . . enticing aroma
E07	Primary attributes	Continuum: basic to complex/detailed physical attributes	Layers of burger, sauce, pickles, and lettuce on a moist sourdough sesame seed bun	Dense chocolate with swirls of dark chocolate and chocolate sprinkles on the surface
E08	Primary attributes	Continuum: basic to complex/detailed physical attributes	Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun	Clusters of chocolate and nuts, with caramel and marshmallow throughout
E09	Primary attributes	Complex physical attributes; details	Burger smothered in onions and cheese	Golden milk nougat with whole almond pieces on top, caramel drizzled over them and enrobed with semi-sweet chocolate
E10	Secondary attributes/mood	Party pleaser/inviting	Burgers are a party pleaser	When it's cold outside, chocolate is cozy and inviting
E11	Secondary attributes/mood	Beverages	With a chilled glass of water . . . or carbonated beverage	With a hot cup of coffee, tea, hot cocoa . . . or carbonated beverage

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