

Table 23.4. Brand values for six brands, 29 food and beverage categories, from the 2001 Crave It! and Teen Crave It! databases (adults compared with teens)

	Average	Adult	Teen		Average	Adult	Teen
Bacon				BBQ ribs			
From Oscar Mayer	4	2	6	With Jack Daniel's	9	-7	26
From your local butcher shop	-1	2	-3	At TGI Friday's	8	-3	18
From Armour	-1	1	-3	At Tony Roma's	3	-4	10
From Smithfield Farms	-3	1	-6	With Open Pit	3	1	5
From Bob Evans	-3	-2	-4	With K.C. Masterpiece	-3	0	-6
From Eckrich	-3	-1	-6	At Lloyd's	-7	-11	-2
Chicken				Hamburger			
At Kentucky Fried Chicken	4	0	8	At Wendy's	6	2	9
At Popeye's	2	-6	10	At McDonald's	3	-8	13
At Wendy's	0	-7	7	At White Castle	0	-5	5
At Boston Market	-1	-3	0	At Burger King	-2	-1	-2
At TGI Friday's	-2	1	-4	At Fuddruckers	-3	-4	-2
At McDonald's	-8	-12	-3	At Jack-in-the-Box	-5	-17	7
Hot dogs				Steak			
At Nathan's	8	4	12	At The Outback Steakhouse	8	3	14
From Ball Park Franks	7	3	12	At Applebee's	1	-7	9
A Kosher Frank	7	0	15	At Morton's Steak House	-3	-2	-3
From Oscar Mayer	2	5	-1	At Ruth Chris' Steakhouse	-3	-2	-4
From the local street vendor	-1	-2	1	At Steak Escapes	-7	-6	-8
Available at your favorite sporting event	-2	-2	-3	At Sizzler	-12	-9	-14
Tacos				Fries			
At Taco Bell	14	3	25	At Wendy's	10	-2	21
Kits available at your store from Taco Bell . . . make them your way	13	-3	29	At McDonald's	9	3	14
Made fresh . . . especially for you . . . by you	6	2	10	At Morton's Steak House	7	0	15
From your favorite local Mexican eatery	-3	3	2	At a Diner	2	0	3
At Chi-Chi's	-1	-7	5	At Burger King	-2	-4	-1
At Chevy's	-2	-6	2	From Ore-Ida	-4	-3	-5

(continued)