

Table 24.3. Comparison of utility ranges of emotion elements compared with all 36 elements for the Drink It! database, and the proportion of the total range spanned by the emotion elements

	Utility range: emotion elements	Utility range: all elements	% Total range spanned by emotion elements
Flavored beer	17	19	90
White wine	8	15	53
Water	10	22	46
Smoothie	13	29	44
Soy beverage	8	18	42
Shakes	9	25	38
Hot chocolate	10	27	36
Tequila	7	20	36
Flavored cider	6	18	34
Red wine	7	23	31
Sports beverage	5	17	29
Yogurt beverage	5	19	28
Iced tea	8	31	27
Flavored alcohol drink	8	29	27
Meal replacement	6	21	27
Coffee	8	30	26
Lemon lime drink	6	25	24
Fiber beverage	4	20	22
Tea	7	33	20
Soup	9	42	20
Spritzer	6	32	20
Cooler	7	37	19
Energy drink	5	35	16
Cola	5	31	16
Flavored coffee	6	41	14
Milk	6	45	13
Juice	5	40	13
Iced coffee	4	35	12