

APPENDIX I: SELECTED FOOD BRANDS (and Sub-brands)

Sample of Unilever Food Brands

Source: <http://www.unilever.com/brands/food/> Retrieved 2/7/05

Global Food Brand Families

Becel, Flora

Hellmann's, Amora, Calvé, Wish-Bone

Lipton

Bertolli

Iglo, Birds Eye, Findus

Slim-Fast

Blue Band, Rama, Country Crock, Doriana

Knorr

Unilever Foodsolutions

Heart

Sample of Nestles Food Brands

http://www.nestle.com/Our_Brands/Our+Brands.htm and <http://www.nestle.co.uk/about/brands/> - Retrieved 2/7/05

Baby Foods: Alete, Beba, Nestle

Dairy Products: Nido, Nespray, La Lechera and Carnation, Gloria, Coffee-Mate, Carnation Evaporated Milk, Tip Top, Simply Double, Fussells

Breakfast Cereals: Nesquik Cereal, Clusters, Fruitful, Golden Nuggets, Shreddies, Golden Grahams, Cinnamon Grahams, Frosted Shreddies, Fitness and Fruit, Shredded Wheat, Cheerios, Force Flake, Cookie Crisp, Fitness Notes: Some brands in a joint venture – Cereal Worldwide Partnership, with General Mills

Ice Cream: Maxibon, Extreme

Chocolate & Confectionery: Crunch, Smarties, KitKat, Caramac, Yorkie, Golden Cup, Rolo, Aero, Walnut Whip, Drifter, Smarties, Milkybar, Toffee Crisp, Willy Wonka's Xploder, Crunch, Maverick, Lion Bar, Munchies

Prepared Foods, Soups: Maggi, Buitoni, Stouffer's, Build Up Nutrition

Beverages: Nesquik, Milo, Nescau, Nestea, Nescafé, Nestlé's joint-venture with the Coca-Cola Company-Beverage Partners Worldwide, Libby's, Nespresso

Water: Valvert, Nestlé Pure Life, Nestlé Aquarel, Nestlé Waters, Perrier San Pellegrino Vittel

Foodservice: Nescafé, Nestea, Nesquik, Minor's, Chef, Davigel

Petcare: Friskies, ONE, Pro Plan Felix Tidy Cats Fancy Feast

Chilled Dairy: Ski, Sveltesse, Munch Bunch, Milkybar, Disney Desserts and Fromage Frais, Rolo Dessert, Aero Chocolate Mousses

Chilled Meats: Herta

Sample of General Mills <http://www.generalmills.com/corporate/brands/index.aspx> - Retrieved 2/7/05

8th Continent, Betty Crocker, Big G Cereals, Bisquick, Bugles, Cascadian Farm, Cheerios, Chex, Diablitos Underwood, Forno de Minas, Frescarini, Fruit Snacks, Gardetto's, Gold Medal, Green Giant, Häagen-Dazs, Hamburger Helper, Jus-Rol, Knack & Back, La Salteña, Latina, Lloyd's, Lucky Charms, Muir Glen, Nature Valley, Old El Paso, Pillsbury, Pop Secret, Progresso, Totino's/Jeno's, Trix, V. Pearl, Wanchai Ferry, Wheaties, Yoplait/Colombo

Sample of H.J. Heinz Brands and Sub-brands

<http://www.heinz.com/jsp/world.jsp> Retrieved 2/7/05

Heinz Tomato Ketchup, Heinz One Carb, Heinz Organic Ketchup, Heinz Ketchup KICK'RS™, Heinz 57 Sauce, EZ Marinader™, Jack Daniel's® Grilling Sauce, Guloso, Mr. Yoshida's® Fine Sauces, OreIda, Poppers®, Linda McCartney, Bagel Bites, Olivine, Wyler's, Weight Watchers Foods, Smart Ones, Boston Market® meals, Heinz Canada, Plasmon, Farley's, Ne-nerina, Polly Rice Flour, Mi Chicha Polly, Greenseas, John West, Heinz Baked Beans, Wattie's, Orland, Classico, Catelli

Sample of PepsiCo

<http://www.pepsico.com/company/brands.shtml> Retrieved 2/7/05

Frito-Lay Brands:

Lay's, Maui Style, Ruffles, Doritos, 3D's snacks, Tostitos, Santitas, Fritos, Cheetos, Rold Gold, Funyuns, Go Snacks, Sunchips, Sabritones, Cracker Jack, Chester's, Grandma's cookies, Munchos, Smartfood, Baken-ets, Oberto, Rustler's, Churumais, Frito-Lay, Hickory Sticks, Hostess Potato, Miss Vickie's

Outside North America

Bocabits wheat snacks
Crujitos corn snacks
Fandangos corn snacks
Hamka's snacks
Niknaks cheese snacks
Quavers potato snacks
Sabritas potato chips
Smiths potato chips
Walkers potato crisps
Walkers Square potato snacks
Walkers French Fries potato sticks
Walkers Monster Munch corn snacks
Gamesa cookies
Doritos Dippas
Sonric's sweet snacks
Wotsits corn snacks
Walkers Sensations
Doritos A La Turca
Lay's Mediteranneas
Red Rock Deli
Kurkure
Smiths Sensations
Lays Artesanas PC
Cheetos Shots
Quavers Snacks

Pepsi-Cola Brands:

Pepsi-Cola
Caffeine Free Pepsi
Diet Pepsi
Caffeine Free Diet Pepsi
Pepsi Twist (regular & diet)
Wild Cherry Pepsi
Pepsi Blue
Pepsi ONE
Pepsi Vanilla
Diet Mountain Dew
Mountain Dew Code Red
Diet Mountain Dew Code Red
Mountain Dew LiveWire

Mountain Dew Blueshock
Mountain Dew AMP energy drink
Mug
Sierra Mist (Regular & Diet)
Slice
Lipton Brisk (Partnership)
Lipton Iced Tea(Partnership)
Dole juices and juice drinks (License)
FruitWorks juice drinks
Aquafina purified drinking water
Frappuccino ready-to-drink coffee (Partnership)
Starbucks DoubleShot (Partnership)
SoBe juice drinks, dairy, and teas
Sobe energy drinks (No Fear and Adrenaline Rush)
Mirinda
7UP (International)
Pepsi Limón
Kas
Teem
Pepsi Max
Pepsi Light
Manzanita Sol
Paso de los Toros
Fruko
Evervess
Yedigun
Shani
Fiesta
D&G (License)
Mandarin (License)
Radical Fruit
Gatorade Thirst Quencher
Gatorade Frost Thirst Quencher Gatorade Fierce Thirst Quencher
Gatorade Ice Thirst Quencher Propel Fitness Water
Gatorade Xtremo Thirst Quencher
Gatorade X-Factor Thirst Quencher
Tropicana Brands:
Tropicana Pure Premium juices
Tropicana Twister juice drinks
Tropicana Smoothies
Tropicana Pure Tropics juices
Dole juices (License)
Tropicana 100 juices
Tropicana Touche de Lait
Alvalle gazpacho fruit juices and vegetable juices
Tropicana Season's Best juices and juice drinks
Loóza juices and nectars
Copella juices
Frui'Vita juices

Quaker Brands:
Quaker Oatmeal
Quaker Instant Oatmeal
Quaker Oatmeal Breakfast Squares
Cap'n Crunch cereal
Life cereal

Quaker Oatmeal Brown Sugar Bliss
Quaker Oatmeal Honey Nut Heaven
Quaker 100% Natural cereal
Quaker Squares cereal
Quisp cereal
King Vitaman cereal
Quaker Oh's! Cereal
Mother's cereal
Quaker grits
Quaker Oatmeal-to-Go
Aunt Jemima mixes & syrups
Quaker rice cakes
Quaker rice snacks (Quakes)
Quaker Chewy granola bars
Quaker Dipps granola bars
Rice-A-Roni side dishes
Pasta Roni side dishes
Near East side dishes
Puffed Wheat
Harvest Crunch cereal
Quaker Baking Mixes
Spudz snacks
Crisp'ums baked crisps
Quaker Fruit & Oatmeal bars
Quaker Fruit & Oatmeal Bites
Quaker Fruit and Oatmeal Toastables
Quaker Soy Crisps
Quaker Bakeries
FrescAvena beverage powder
Toddy chocolate powder
Toddynho chocolate drink
Coqueiro canned fish
Sugar Puffs cereal
Puffed Wheat
Crueli cereal
Hot Oat Crunch cereal
Quaker Oatso Simple hot cereal
Scott's Porage Oats
Scott's So Easy Oats
Quaker Bagged cereals
Quaker Mais Sabor
Quaker Oats
Quaker oat flour
Quaker Meu Mingau
Quaker cereal bars
Quaker Oatbran
Corn goods
Magico chocolate powder
Quaker Vitaly Cookies
3 Minutos Mixed Cereal
Quaker Mágica
Quaker Mágica con Soja
Quaker Pastas
Quaker Frut

Sampling of Coca-Cola Company Brands and Sub-brands

<http://www2.coca-cola.com/brands/brandlist.html> Retrieved 2/7/05

A&W, Accent, Ades, Alhambra, Alive, Almdudler, Ambasa, American, Andifrut, Appletiser, Aquactive, Aquana, Aquapure, Aquarius, Aqvaris, Arwa, Aybal-Kin, Bacardi Mixers, Barq's, Beat, Belté, Beverly, Bibo, Bimbo, Bimbo Break, Bingooo, Bistrone, Bjare, BlackFire, Boco, Bom Bit Maesil, Bonaqua/Qa, BPM, Bright And Early, Bubbly, Burn, Barq's, Coca-Cola, Coke II, Coke/Coca-Cola light, Cal King, Calypso, Canada Dry, Cannings, Cappy, Carvers, Chaho, Charrua, Chaudfontaine, Cheers, Chinotto, Chinotto light, Chippewa, Chivalry, Ciel, Citra, Club, Coca-Cola, Cocoteen, Cresta, Cristal, Crush, Crystal, Cumberland Gap, DANNON, DASANI, Delaware Punch, DESCA, diet A&W, diet Almdudler, diet, Andifrut/Andifrut light, diet Andina Nectar/Andina, Nectar light, diet Barq's, diet Canada Dry, Crush, diet Dr Pepper, diet Fanta, diet Ikon, diet INCA KOLA, diet Kia Ora, diet Krest, diet Lift, diet Lilt, diet Mello Yello, diet Minute Maid Soft Drink, diet Mr Pibb, diet Nestea/Nestea light, also.....

diet Nestea COOL	Fruitlabo	Kidsfruitz
diet Oasis	Fruitopia	Kilimanjaro
diet Pop	Fruitopa Freeze	Kin
diet Sasi	Fruktime	Kin light
diet Schweppes	Frutina	Kinley
diet Sprite	Frutonic	Kiwi Blue
diet Squirt	Genki No Moto	KMX
diet Tai	Georgia	Kochakaden
diet vanilla Coke	Georgia Club	Koumisoukai
Disney Hundred Acre Wood	Georgia Gold	Krest
Disney Mickey's Adventure	Gini	Kuat
Disney Winnie The Pooh	Gold Spot	Kuat light
Disney Xtreme Cooler	Golden Crush	Kuli
Dorna	Grapette	Leed
Drim	Guarana Jesus	Lift
Dr Pepper	H2OK	Lilt
E2	Happy Valley	Limca
Earth & Sky	Haru no Mint Shukan	Limonade
Eight O'Clock	Hawai	Linnuse
Escuis	Hi-C	Love Body
Escuis light	Hi Spot	Maaza
Eva Water	Hit	Mad River
Evian	Horizon	Magnolia
Fanta	Huang	Magnolia Funch
Finley	Ice Dew	Magnolia Zip
Fioravanti	Ice Mountain	Malvern
Five Alive	Ikon	Manzana Mia
Flavor Rage	INCA KOLA	Mare Rosso
Floatz	Izvorul Alb	Marocha
Fontana	Jaz Cola	Master Chill
Fraser & Neave	Jet Tonic	Master Pour
Freezits	Jinmeile	Mazoe
Fresca	Jolly Juice	Meijin
Frescolita	Joy	Mello
Freskyta	Jozuni Yasai	Mello Yello
Fresquinha	Jurassic Well	Mer
Frestea	Just Juice	Mezzo Mix
Frisco	Juta	Miami
Frucci	Kapo	Mickey Mouse
Frugos	Kapo Axion	Migoro-Nomigoro
Frugos Fresh	Kapo Super Power	Milo
Fruitia	Keri	Minaqua
	Kia Ora	Minute Maid

Minute Maid Juice To Go	Red Flash	Sprite ReMix
Minute Maid Soft Drink	Red Lion	Sprite Zero
Mireille	Refresh Tea	Spur
Mone	Rimzim	Squirt
Monsoon	Rio Gold	Stoney Ginger Beer
Mori No Mizudayori	Ripe N Ready	Sun Valley
Mr. Pibb	Risco	Sundrop
Multivita	Riwa	Sunfill
Nagomi	Robinson Brothers	Sunfilled & Fruit Tree
Nalu	Roses	Sunkist
Namthip	Royal Tru	Supa
Nativa	Safaa	Superkools
Naturaqua	Safety First	Superpac
Nature's Own	Safia	Surge
Nectar Andina	Samantha	Swerve
Nectarin	Samurai	TaB
Nestea	Santiba	TaB X-Tra
Nestea COOL	Santolin	Tahitian Treat
Nevada	Sarsi	Tai
Neverfail	Saryusaisai	Tarumi
Nordic Mist	Schweppes	Tavern
Northern Neck	Scorpion	The Tea for Dining
Nusta	Seagrams	Tea World Collection
Oasis	Seasons	Ten Ren
Odwalla	Seltz	Thextons
Old Colony	Sensation	Thums Up
Orchy	Sensun	Tian Tey
Oyu	Senzao	Tian Yu Di
Paani	Shichifukuzen	Tiky
Pacific Orchard	Shock	Top
Pampa	Signature	Toppur
Pams	Sim	Tops
Parle	Simba	Tropical
Peats Ridge Springs	Simply Apple	Tuborg Squash
Pepe Rico	Simply Orange	Turkuaz
Pibb Xtra	Sintonia	Urge
Piko	Slap	Valpre
Pilskalna	Smart	Valser
Planet Java	Sobo	vanilla Coke
Play	Sodafruit Caprice Oranges	Vegitabeta
Pocarrot	Sokenbicha	Vica
Pocket Dr.	Solo	Vita
Poiana Negri	Sonfil	Vital
Poms	Soonsoo 100	Vital O
Ponkana	Sparkle	Vitingo
Pop Cola	Sparkletts	Viva
Portello	Sparletta	Water Salad
POWERADE	Sparletta Iron Brew	Wilkin's Distilled Water
POWERADE light	Splash	Wink
Pulp Ananas	Splice	Winnie The Pooh Junior
Pump	Sport Cola	Juice
Qoo	Sport Plus	Yang Guang
Quatro	Spring Water	Yang Guang Juicy T
Quwat Jabal	Sprite	Youki
Ramblin' Root Beer	Sprite Ice	Yumi
Real Gold	Sprite Ice Cube	