



The UKs Most Valuable Grocery Brands 2007

Contents

- 1. Introduction**
- 2. Methodology**
- 3. Key issues**
- 4. Biggest Movers: Going UP, Going DOWN**
- 5. New entrants, No shows**
- 6. The Top 10**
- 7. Top sectors**
- 8. Biggest brand owners**
- 9. Country of origin**
- 10. The Top 100**



The UK's Most Valuable Grocery Brands 2007

1. Introduction

2007 has been an exciting time for the UK grocery sector. As this report highlights there have been a number of young brands becoming established players, entering the top 100 for the first time. There have been product withdrawals, Salmonella scandals, Bird Flu epidemics, controversial deals done with McDonalds, commodity price scares and brands being delisted from shop shelves.

The UK's Most Valuable Grocery Brands is the definitive guide to how the biggest brands in UK are faring, not just in terms of sales but also how consumers are responding to the brand. This is a study of the equity held by each brand, how much the brand alone is worth. We have seen a number of brands change hands in recent years such as Birds Eye, Bisto, Hovis and Mr. Kipling. Which ones will be the next to go? This study may not reveal which ones, but it will tell you how much they are worth.

Intangible Business is the leading international brand valuation consultancy. Valuing brands is at the centre of what we do, for management, financial or litigation purposes. As The UK's Most Valuable Grocery Brands is now in its second year, comparisons on the performances of each brand is now possible for the first time. This report highlights which brands have done well, not so well and which one to watch out for next year.



The UK's Most Valuable Grocery Brands 2007

2. Methodology

Brand values are a reflection of a brand's ability to generate future income. It is a forward looking study that uses historic performance and future trends to predict future activity. Up to four years of publicly available historical sales data was gathered for 150 of the country's biggest grocery brands. To determine the strength of the brands, each brand was also scored on nine measures of brand strength, provided from qualitative panel data. Using this data, each brand was then valued using the relief-from-royalty methodology to produce the top 100.

Definitions of components of brand strength

Hard measures

Share of market: volume based measure of market share
Brand growth: projected growth based on 3-4 years historical data and future trends
Price positioning: a measure of a brand's ability to command a premium
Market scope: number of markets in which the brand has a significant presence

Soft measures

Brand preference: a measure of relative pre-disposition or spontaneous selection of a brand
Brand awareness: a combination of prompted and spontaneous awareness
Brand relevancy: capacity to relate to the brand and a propensity to purchase
Brand heritage: a brand's longevity and a measure of how it is embedded in local culture
Brand perception: loyalty and how close a strong brand image is to a desire for ownership



The UK's Most Valuable Grocery Brands 2007

Calculating brand value

The actual brand valuation calculation is relatively straight forward. It attempts to derive the amount the brand owner would be willing to pay for its brand if it did not already own it. This approach is called the relief from royalty methodology as it calculates how much the brand owner is relieved from paying by virtue of owning the brand. The more complicated parts are the components that contribute to the calculation. These three stages illustrate the process, simply:



1. Forecast sales

These brands have been given indefinite lives as they are all market leading brands, steeped in heritage and with financially robust owners. The compound annual growth rate (CAGR) is adjusted to reflect the brand's long term ability for growth. This reflects more accurately a brand and its sector's long term growth prospects based on its current and historical performance.

2. Royalty rate

Each brand is given a score out of ten based on the measures identified above, 0 = low, 10 = high. This results in relative brand strengths for each brand as a percentage. This score is then positioned within a royalty rate range to determine a unique royalty rate for each brand. The royalty rate ranges differ for each sector based on the sector's average profitability and level of brand contribution. For example, a royalty rate range for Soft Drinks sector is between 0% and 20% at retail level as the brand contributes about 80% to the sale price – the remaining 20% being ingredients, distribution, manufacturing etc. The range for a sector such as Bakery would be lower as the cost of ingredients is greater and the brand has a lower contribution.

The royalty rate appears to be a simple percentage but in fact this hides the depth of understanding required to determine a rate that reflects accurately the profit/cash flow generated by the brand alone – separate from other elements of product delivery.

3. Discount rate

Future sales are then multiplied by the royalty rate and reduced for tax at 30%. They are then multiplied by a discount rate to calculate the net present value of those future cash flows. The discount rate reflects the time value and risk attached to those cash flows and for the purpose of this exercise has been left at a flat 9% as these are relatively low-risk, established brands in a stable economic environment and market.

Testing

Results are tested and verified by sense-checks, such as to comparable commercial transactions, and referenced to proprietary information on the value of leading brands, which all share similar characteristics of value cash flow generation.



The UK's Most Valuable Grocery Brands 2007

3. Key issues

Innovation

Sparkling performances this year came not from the big international juggernauts such as Heinz, Coca Cola or Mars, but from more nimble, smaller brands. New Covent Garden Soup, for instance, enters the chart for the first time at number 98 with a brand value of £49m – just reward for a brand growing at 15% a year. Heinz's business model is currently incompatible with producing fresh soups and therefore loses out to its smaller rival.

Walkers loses out to Kettle Chips which, with private equity backing, is filling a niche for premium crisps that Walkers is unable to with its own premium crisp brand, Sensations, which fell off the top 100 list this year.

These smaller brands are able to react quicker to market trends and consumer demands whereas the bigger players with their bureaucratic structure are unable to adjust to accommodate the entrepreneurial flair and innovation needed to succeed.



M&A

Rather than invest in innovation internally, one strategy the big players can adopt is to simply buy their smaller rivals. Cadbury bought its smaller rival Green & Blacks in 2005 and this has proved a canny move. At a time when Cadbury's own brand is suffering at the hand of Salmonella scandals and lack of relevance, Green & Blacks enters the charts in 2007 at No. 97 with year on year growth of 56% fuelling its brand value of £49m. Will Heinz have an appetite for New Covent Garden Soup in 2008?

Premier Foods has adopted this strategy of acquiring underperforming brands and it enters the top 100 for the first time in 2007 with ex-RHM brands Hovis, Bisto and Mr Kipling. Other Premier Foods brands waiting in the wings include Loyd Grossman, Sharwood's and Homepride.





The UK's Most Valuable Grocery Brands 2007

Health

The health trend continues in 2007 with hardly a brand failing to demonstrate their healthy credentials. The Confectionery sector was one of the hardest hit, losing 8% of its value and two less brands in the top 100. Good performances came from the likes of Tropicana whose brand value increased by 15% to £232m, up four places at No.11. Innocent was the highest new entry at No.48 with a brand value of £93m and Warburtons knocked Cadbury off its number two spot with a brand value of £516m, up an impressive 24%. The trend even extends to pet food with Bakers benefiting with a brand value increase of 20% to £58m – the second biggest riser in the top 100.



Functional foods

Not content with food that is simply good for you, consumers also want a discernable benefit - and brands are responding. Lucozade's brand value increased to £399m up 10%, Danone Activia is the second highest new entry at No.52 with a brand value of £84m, and Red Bull continued its impressive growth with an 8% increase in value taking to No.12 with a brand value of £232m. Whether it's good for you or not doesn't seem to matter in this category, it just has to do something.

Local produce

Brands with provenance continue to perform well. Ginsters plays to its local West Country heritage and is rewarded with a brand value increase of 16% taking it to £69m at No.64. Cathedral City cheese also plays to its Cornish origin and is just one place behind Ginsters with a brand value of £69m, up 10%.

Although not from the UK, the perceived authenticity of Kettle Chips has helped its growth and is a new entry in this year's top 100 at No.95 with a brand value of £50m.





The UK's Most Valuable Grocery Brands 2007

4. Biggest Movers: Going UP

1. Warburtons

Warburtons is the fastest riser in this year's top 100, knocking Cadbury of the No.2 spot. For an already valuable brand to increase in value by 24% in a year is an impressive achievement. The Warburtons brand was worth £390m in 2006 and in 2007 it broke through the half-billion barrier and is now worth £516m. With new products being launched, new distribution centres to penetrate the southern UK market further, and the continuing trend for healthy products, Warburtons' impressive growth is set to continue at the expense of its smaller rivals, Hovis and Kingmill.

2. Bakers Petfood

Moving up 7 places, Bakers pet food has grown the second fastest in the top 100. Its brand value increased 20% to £58m, making it the 81st most valuable grocery brand in the UK. Although it's a long way behind its rival Pedigree, it is far out performing it. Pedigree's brand value grew by only 1% in 2007. With its deep-pocketed parent Nestlé behind it and with continued investment, Bakers' growth is likely to continue.

3. Uncle Ben's Rice

Uncle Ben's Rice enters the top 50 most valuable grocery brands in the UK in 2007. Moving up eight places, it takes the number 44 spot. Its brand value increased by 18% taking it to £102m. Uncle Ben's taps into a number of consumer trends: a healthy product, a well communicated heritage, convenient to use and of course being a staple product is a considerable help. The number of different product variants increase choice, encourage trial and maintain consumer and retailer interest.

4. Doritos

Doritos is the fourth biggest riser in the top 100 in 2007. Its brand value increased by an impressive 18% taking it to £51m. Moving up two places, it now fills the No. 91 spot on the list. Doritos sales have increased by a steady 6% for the past few years and now. With a number of flavours and accompanying dip sauces, Doritos ensures it has a broad appeal. Whether it can counter competition from fast growing Kettle Chips and own-label products will prove its challenge in 2008.

5. Fairy Laundry

The 45 year old Fairy brand is proving its mettle this year with the brand value of Fairy Laundry increasing in value by 16% taking it to £83m. It also moved up 14 places and now sits comfortably at No.55. It was the fastest mover in the Laundry category, with virtually all other brands declining in value. With support from Proctor & Gamble and auxiliary Fairy products such as its dish washing products, Fairy Laundry is set for a bright future.





The UK's Most Valuable Grocery Brands 2007

4. Biggest Movers: Going DOWN

1. Actimel

Actimel was the star of the show last year. This year, its fall from grace is steep. It fell 9 places to No.27 and it lost over a third of its brand value. The brand value fell 38% to £142m. While still a valuable brand, the steam train has definitely hit the buffers. Actimel is a one product brand that has failed to innovate or differentiate itself from the raft of new imitators and entrants. Danone Activia for instance, the second highest new entrant, has taken the space that could have been Actimel's.



2. Birds Eye Frozen Ready Meals

Investment from Birds Eye's new owners, Permira, has failed to make its way past the fish towards ready meals. Birds Eye Frozen Ready Meals fell 12 places to No.61 and its brand value fell 28% to £74m. The ready meal category has changed as consumers demand healthier, fresh products which Birds Eye has failed to recognise. The threat from own-label has also taken its toll as sales fell dramatically.



3. Cadbury Dairy Milk

The second most valuable grocery brand in 2006 has lost its sheen and is relegated to bronze position. Hit by the Salmonella scandal, the Cadbury brand has lost its sheen with falls in value across the board. Dairy Milk's brand value lost 19% and is now worth £441m. It is still a very powerful and valuable brand and has permission to bounce back if it can recognise the changing consumer trends and realign its ship accordingly.



4. Kellogg's Cornflakes

Another year of losses for the Kellogg's Cornflakes brand. Its brand value fell 16% in 2007 down from £57m in 2006 to £49m in 2007. This follows further sales losses and a brand that has failed to react to the healthy eating trend. The health properties of Cornflakes are minimal and with jokes about its cardboard packet being healthier doing the rounds, it is no surprise the brand is failing.



5. Lenor

The Laundry category is a very competitive one with only Bold and Fairy experiencing a growth in brand value in 2007. Lenor failed to excite consumers with its product and brand offer in 2007 and consequently suffered a 14% fall in brand value to £84m. It lost six places, dropping out of the top 50 at No.53. With 35 years in the UK, the Lenor brand is well established and therefore hard to dislodge, this gives owners Proctor & Gamble a good position from which to fight back.





The UK's Most Valuable Grocery Brands 2007

5. New Entrants

1. Innocent

Innocent celebrates its 10 year anniversary this year with its first inclusion in The UK's Most Valuable Grocery Brands report. It enters just inside the top 50 at No.48 and is the highest new entry in 2007. Following phenomenal sales growth, the brand is now established and worth an impressive £93m. It is an unrivalled success story that must be inviting the attentions of big hungry multi-nationals looking to buy a largely regional player with broader potential. It seems to have pulled off its distribution deal with McDonald's and continues to behave in the entrepreneurial way in which it was set up. If it can keep this up and the innovations continue, the only is up.



2. Danone Activia

Riding the wave of functional, healthy and convenient food, Danone Activia has had an excellent year. Sales are up over 70% and this is helping support its brand value of £84m. It is the second biggest new entrant in 2007, in just outside the top 50 at No.52. Its number of different product variants and well communicated and differentiated values give it standout, shelf-space and its well deserved position in the top 100.



3. Oasis

Coca Cola's Oasis brand has been on the up since its relaunch in 2003. Big marketing investment and the distribution support from its dominant parent has helped Oasis enter the big league this year with a brand value of £67m. Oasis is the third highest new entrant, in at No.66. The soft juice sector has experienced growth and Oasis has capitalised on this with new bottle sizes, healthier variants and a strong brand.



4. Twinings

Although less than half the size of market leaders Tetley and PG Tips, Twinings has successfully carved out a niche for itself as a more premium tea offer, helped in part by its association with Stephen Fry. The 300 year old brand has also grown significantly faster than its bigger rivals, underpinning its brand value of £64m. Twinings has launched a range of speciality teas, infusions and green tea and now enjoys the ranking No.70 in the top 100.



5. Highland Spring

The bottled water sector has had a good year with growth from market leader Volvic and number two Evian. Success has not escaped Highland Spring and with its range of new bottle sizes and communications emphasising its pure, Scottish heritage, the brand enters the top 100 for the first time. Highland Spring has a brand value of £59m and enters at No.79.





The UK's Most Valuable Grocery Brands 2007



6. Baxters Soup

Baxters has been making soup since 1929 and over that time has become well established as a maker of premium tinned soups. Its extensive range ensures that consumers have a wide choice and with sales continuing to rise, Baxters Soup enters this year with a brand value of £51m. Baxters can't afford to ignore the trend for fresh products and with fellow new entrant New Covent Garden Soup hot on its tail, Baxters may have to fight to keep its position in the top 100.



7. Capri Sun

Capri Sun is a stalwart of the children's lunchbox; a favourite with both mums and children. Its unique packaging ensures instant recognition and its new formats and product flavours have only helped to increase the brand's relevance. The brand enters the top 100 this year for the first time with a brand value of £51m at No.93.



8. Kettle Chips

Under private equity ownership, sales of Kettle Chips have soared. The brand alone is now worth £50m and continues its onslaught against bigger manufacturers such as Walkers, Pringles and Doritos. Kettle Chips enters the top 100 in 2007 for the first time at No.95 and if it is able to maintain its impressive growth will be moving further up the ladder in 2008.



9. Green & Black's

Green & Black's is the only one of Cadbury's brands to have increased in value this year. Green & Black's enters the top 100 for the first time in 2007 at No.97 with a brand value of £49m. When Cadbury's acquired the brand in 2005 its value was reported as being worth £25m – its value has doubled in two years.



10. New Covent Garden Soup

New Covent Garden Soup is the only major brand in the fresh soup category. After 20 years in business, the brand has finally come of age, entering the top 100 at No.98. The brand alone is worth £49m. With over 20 different flavours and seasonal specialities, the New Covent Garden brand maximises its potential to meet consumer demand. It plays to a number of consumer and market trends such as healthy foods, convenience and local production and with these credentials it is set to grow its position next year.



11. Marmite

A British icon, Marmite enters the top 100 this year at No.100. The brand is still growing at an impressive rate and this year is worth £48m. With regular investment from parent Unilever the brand maintains its relevance with new generations. It is also able to innovate with new formats such as squeeze bottles and experiments with extensions and 'guest flavours' such as its partnership with Guinness.



The UK's Most Valuable Grocery Brands 2007

6. The Top 10



£1,165m Coca-Cola

Coca-Cola extended its lead in 2007 with the successful launch of Coke Zero and initiatives across its range of other products. Its brand value increased by an impressive 9% and the brand alone is worth £1.2bn in the UK. Its nearest rival Pepsi lost both sales value and brand value in 2007 as Coca-Cola extended its market share.

£516m Warburtons

A combination of Cadbury's poor performance and Warburtons' exceptional performance enabled Warburtons to knock Cadbury off its No.2 spot in 2007. The value of the Warburtons brand increased by an impressive 24% in 2007 taking its value past the half-billion mark to £516m. Its extension into southern England continues apace with regional bakeries and distribution centres helping meet the demand. Its innovative range of bread, rolls and snacks ensures a wide product range and its heritage and focus on health ties in with exactly what consumers are after.



£441m Cadbury Dairy Milk

Cadbury Dairy Milk is the third biggest faller in the top 100 this year. For such a dominant brand to lose so much value is rare, due largely to lack of innovation from its substantial parent and the effects of Salmonella. The value of the Cadbury Dairy Milk brand alone, fell 19% to £441m in 2007, down from £524m in 2006. With such a strong heritage and distribution capability however, the brand will be able to bounce back if it taps into market trends and manages to avoid other scandals.





The UK's Most Valuable Grocery Brands 2007

£399m Lucozade

Just shy of £400m, Lucozade comfortably fills the No.4 spot in 2007, moving up two places. The value of its brand increased by 10% in 2007 up from £359m in 2006. The brand's close association with sport reinforce its energy-giving credentials, tapping in to the to consumer trend for functional products. The brand's strong heritage also supports this and with continued investment from its owner GSK, Lucozade is set to maintain its success in 2007.



£395m Hovis

Whilst not as big or growing as fast as its rival Warburtons, Hovis still put in a good performance in 2007. It held onto its No.5 position with its brand value rising 8% to £395m. Under the new ownership of Premier Foods, it will be interesting to watch Hovis' performance next year. Will it be able to close the gap on Warburtons? The Hovis brand is certainly strong with a rich history. Whether Premier Foods will be able to develop the brand's potential and ride the wave of the category's success will be the question.

£377m Nescafé

The Hot Drinks sector reported no growth in brand value in 2007 and Nescafé was no exception. Nescafé lost two places, moving down to No.6 in the top 100. It experience modest growth of 1%, slower than others in the top 10, hence its fall in ranking. Despite a raft of product variants, Nescafé is finding it hard to counter the trend for healthier products. It is still an extremely valuable brand with a dominant market share and a brand worth £388m in 2007.





The UK's Most Valuable Grocery Brands 2007



£333m Robinsons

Britvic's Robinsons continues to be a household favourite. Its five main variants, Fruit Squash, Fruit & Barley, High Juice, Barley Water and Robinsons for Milk, maintain its relevance with audiences young and old. 2007 saw its brand value being rewarded by sales growth of 5%. Robinsons' brand alone is worth £333m in 2007, up 2% on the previous year. It is able to tap into both the healthy and convenient trends as well as communicating its domestic heritage.

£310m Andrex

Andrex is a brand which dominates its category, facing competition only from own-label. It's been a household staple for generations and its ubiquitous puppy helps maintain its youthful images. The brand performed well in 2007 with its value increasing 2% to £310m. It keeps its place in the top 10 at No.8. With other brands like Tropicana and Red Bull just below it growing at a faster rate however, it is in danger of being usurped at some point in the future.



£264m Heinz Baked Beans

Heinz Baked Beans virtually is the baked bean category with 1.5m cans being made everyday. With sales increasing and a brand well supported with marketing investment, Heinz Baked Beans maintains its No.9 position in the top 100 in 2007. Its brand increased in value by a healthy 3% to be worth £264m and with it increasingly playing to its healthy credentials, this growth is set to continue. And with new flavours such as Sweet Chilli, Mexican, Tikka and Jalfrezi, more consumers are likely to be attracted more often.



£242m Pepsi

Pepsi is suffering at the hands of its formidable rival, Coca-Cola. Coca-Cola increased its distance from Pepsi in 2007 with Pepsi losing 2% of its brand value, residing at No.10 in the top 100. The brand is worth £242m so is a very valuable asset but is failing to gain market share as its sales also fall. More innovation is needed to counter competition both from the fizzy soft drinks sector and the broader soft drinks market of water, squashes and fruit juice.





The UK's Most Valuable Grocery Brands 2007

7. The most valuable sectors

Rank 2006	Rank 2006	Sector	Total brand value 07	% value change	No. of brands in top 100, 07	Change from 06
1	1	Soft Drinks	3,680.1	15%	16	4
2	2	Confectionery	1,469.9	-8%	14	-2
3	3	Bakery	1,095.5	16%	3	0
4	8	Tinned Food	773.3	10%	6	1
5	4	Laundry	772.3	0%	7	0
6	5	Dried Staples	767.9	3%	8	0
7	9	Hot Beverages	738.6	11%	5	1
8	7	Chilled & Frozen	671.0	-7%	8	-1
9	6	Household	615.2	-17%	5	-3
10	12	Pet Food	583.2	3%	4	0
11	10	Biscuits / Snacks	580.0	-6%	7	-2
12	11	Dairy	519.1	-9%	6	1
13	13	Yellow fats	472.8	4%	4	0
14	14	Condiments	358.3	19%	4	1
15	15	Meat, Fish & Poultry	142.8	5%	2	0
16	16	Cooking Sauces	113.1	3%	1	0



The UK's Most Valuable Grocery Brands 2007

1. Soft Drinks

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	COCA-COLA	1,164.6	9%
2	2	LUCOZADE	399.3	10%
3	3	ROBINSONS	333.3	2%
4	4	PEPSI	241.9	-2%
5	6	TROPICANA	236.8	15%
6	5	RED BULL	232.3	8%
7	7	VOLVIC	207.1	3%
8	8	RIBENA	173.5	1%
9	9	EVIAN	145.4	5%
10	10	SCHWEPES	127.9	2%
11	new entry	INNOCENT	92.8	new entry
12	11	FANTA	89.9	-10%
13	new entry	OASIS	67.1	new entry
14	new entry	HIGHLAND SPRING	58.8	new entry
15	12	IRN BRU	58.7	8%
16	new entry	CAPRI SUN	50.6	new entry



The UK's Most Valuable Grocery Brands 2007

2. Confectionery

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	CADBURY DAIRY MILK	440.9	-19%
2	2	WRIGLEY'S EXTRA	156.6	1%
3	4	GALAXY	134.7	12%
4	3	KITKAT	124.9	4%
5	5	MALTESERS	105.3	-2%
6	7	MARS	63.4	2%
7	6	AERO	63.0	1%
8	9	CADBURY ROSES	59.1	-2%
9	8	CADBURY FLAKE	58.1	-5%
10	10	TWIX	55.6	-5%
11	11	QUALITY STREET	55.1	-6%
12	13	MAGNUM	52.9	9%
13	12	HARIBO	51.7	-1%
14	new entry	GREEN & BLACK'S	48.5	new entry

3. Bakery

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	WARBURTONS	516.0	24%
2	2	HOVIS	395.2	8%
3	3	KINGSMILL	184.3	-4%



The UK's Most Valuable Grocery Brands 2007

4. Tinned Food

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	HEINZ BAKED BEANZ	264.0	3%
2	2	HEINZ SOUPS	201.5	-1%
3	3	JOHN WEST	111.6	1%
4	4	PRINCES	96.4	1%
5	new entry	BAXTERS SOUP	51.3	new entry
6	new entry	NEW COVENT GARDEN SOUP	48.5	new entry

5. Laundry

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	2	BOLD	169.6	5%
2	1	PERSIL	165.3	0%
3	3	ARIEL	137.7	-6%
4	4	LENOR	84.1	-14%
5	6	FAIRY LAUNDRY	82.8	16%
6	5	COMFORT	74.5	-5%
7	7	DAZ	58.3	-3%



The UK's Most Valuable Grocery Brands 2007

6. Dried Staples

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	WEETABIX	159.1	10%
2	2	KELLOGG'S SPECIAL K	131.5	3%
3	3	SILVER SPOON	109.8	-10%
4	4	UNCLE BEN'S RICE	102.0	18%
5	5	NESTLÉ SHREDDED WHEAT	78.2	3%
6	6	KELLOGG'S CRUNCHY NUT CORNFLAKES	74.1	6%
7	7	TATE & LYLE SUGAR	64.6	-2%
8	8	KELLOGG'S CORNFLAKES	48.6	-16%

7. Hot Beverages

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	NESCAFÉ	377.4	1%
2	2	TETLEY TEA	127.9	3%
3	3	PG TIPS	108.0	0%
4	new entry	TWININGS	64.0	new entry
5	4	KENCO	61.3	1%



The UK's Most Valuable Grocery Brands 2007

8. Chilled and Frozen

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	2	BIRDS EYE FROZEN FISH	128.4	10%
2	1	YOUNG'S FROZEN FISH	123.4	0%
3	3	MCCAIN CHIPS	108.2	5%
4	5	BIRDS EYE FROZEN POULTRY	74.3	-7%
5	7	BIRDS EYE FROZEN READY MEALS	73.6	-28%
6	6	BIRDS EYE FROZEN VEG	59.6	2%
7	9	GOODFELLA'S	53.0	14%
8	7	WEIGHT WATCHERS READY MEALS	50.6	-3%

9. Household

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	ANDREX	310.0	2%
2	2	FAIRY HAND DISHWASH	97.1	0%
3	3	FINISH	86.1	-1%
4	5	AIRWICK	62.0	4%
5	4	KLEENEX	60.0	-4%

10. Pet Food

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	WHISKAS	210.8	4%
2	2	PEDIGREE	176.6	1%
3	3	FELIX	137.3	-2%
4	4	BAKERS PETFOOD	58.4	20%



The UK's Most Valuable Grocery Brands 2007

11. Biscuits/Snacks

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	WALKERS	224.1	3%
2	3	MCCOY'S CRISPS	70.8	10%
3	2	MR KIPLING CAKES	70.8	1%
4	4	PRINGLES	66.4	14%
5	7	DORITOS	50.7	18%
6	new entry	KETTLE CHIPS	49.5	new entry
7	5	MCVITIE'S CAKES	47.8	0%

12. Dairy

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	ACTIMEL	142.2	-38%
2	new entry*	MÜLLER CORNER	98.9	new entry
3	new entry	DANONE ACTIVIA	84.1	new entry
4	4	CATHEDRAL CITY	68.5	10%
5	3	DAIRYLEA	66.3	2%
6	5	PETIT FILOUS	59.1	1%

*Muller products such as Corner, Light and Vitality were assessed individually in 2007 for consistency. Previously they were assessed together under the Muller brand umbrella.



The UK's Most Valuable Grocery Brands 2007

13. Yellow Fats

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	FLORA	203.9	3%
2	2	LURPAK	161.2	6%
3	3	ANCHOR BUTTER	57.9	0%
4	4	CLOVER	49.8	5%

14. Condiments

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	HEINZ TOMATO KETCHUP	136.0	3%
2	2	HELLMANN'S MAYONNAISE	91.9	1%
3	3	BISTO GRAVY	82.9	6%
4	4	MARMITE	47.5	new entry

15. Meat, Fish & Poultry

Rank 07	Rank 06	Brand	Brand value 2007 £m	% value change
1	1	BERNARD MATTHEWS	74.3	-6%
2	2	GINSTERS	68.6	16%



The UKs Most Valuable Grocery Brands 2007

8. The brand owners with the most valuable brands

Rank 2006	Rank 2006	Brand owner	Total brand value 07	% value change	No.in top 100, 07	Change from 06
1	1	Coca Cola	1,321.6	14%	3	1
2	2	Mars	961.7	-4%	8	-2
3	4	Nestlé	816.2	2%	6	0
4	5	PepsiCo	753.5	-4%	4	-2
5	7	Unilever	743.9	8%	7	1
6	3	Cadbury Schweppes	734.6	-9%	5	0
7	6	Proctor & Gamble	696.0	-4%	7	-1
8	8	H.J. Heinz	601.6	-4%	3	-1
9	9	Groupe DANONE	578.7	8%	4	1
10	10	GSK	572.9	8%	2	0
11	new entry	Premier Foods	548.9	new entry	3	3
12	12	Warburtons	516.0	32%	1	0
13	13	Kimberly-Clark	370.0	1%	2	0
14	14	Permira	335.9	-4%	4	0
15	15	Britvic	333.3	2%	1	0
16	16	Kellogg's	254.2	0%	3	0
17	19	Associated British Foods	248.3	29%	2	1
18	17	Red Bull	232.3	9%	1	0
19	18	Arla Foods	219.0	4%	2	0
20	24	The Weetabix Food Co.	159.1	12%	1	0
21	22	Wrigley	156.6	1%	1	0
22	23	Reckitt Benckiser	148.1	1%	2	0
23	26	Tata Tea	127.9	3%	1	0
24	25	Kraft Foods	127.6	1%	2	0
25	27	Young's Bluecrest Seafood	123.4	0%	1	0
26	21	United Biscuits	118.5	-23%	2	-1
27	30	Dairy Crest	118.3	9%	2	0
28	29	Simplot Australia	111.6	1%	1	0
29	28	British Sugar	109.8	-9%	1	0
30	31	Mccain Foods	108.2	6%	1	0
31	20	Müller Dairy	98.9	-48%	1	0
32	32	Princes	96.4	1%	1	0
33	new entry	Innocent	92.8	new entry	1	1
34	34	Nestlé/General Mills	78.2	3%	1	0
35	33	Bernard Matthews Foods	74.3	-6%	1	0
36	37	Samworth Brothers	68.6	19%	1	0
37	35	Tate & Lyle	64.6	-2%	1	0
38	36	Yoplait	59.1	1%	1	0
39	new entry	Highland Spring	58.8	new entry	1	1
40	38	AG Barr	58.7	9%	1	0
41	43	Northern Foods	53.0	16%	1	0
42	39	Haribo	51.7	-1%	1	0
43	new entry	Baxters	51.3	new entry	1	1
44	40	Weight Watchers Int.	50.6	-3%	1	0
45	new entry	WILD	50.6	new entry	1	1
46	new entry	Lion Capital	49.5	new entry	1	1
47	new entry	NEW COVENT GARDEN SOUP	48.5	new entry	1	1



The UK's Most Valuable Grocery Brands 2007

9. The countries with the most valuable brands

Rank 2006	Rank 2006	Country of Origin	Total brand value 07	% value change	No.in top 100, 07	Change from 06
1	1	UK	6,259.2	7%	50	3
2	2	US	5,061.6	-1%	34	-6
3	3	France	1,082.4	11%	7	2
5	5	Austria	232.3	8%	1	0
4	4	Germany	201.2	-20%	3	1
6	6	Denmark	161.2	6%	1	0
7	7	Switzerland	127.9	2%	1	0
8	8	Canada	108.2	5%	1	0
9	9	Kenya	61.3	1%	1	0
10	10	New Zealand	57.9	0%	1	0



The UKs Most Valuable Grocery Brands 2007

10. The Top 100: 1-35

Rank 07	Rank 06	Name	Sector	Owner	Country of origin	Brand value 2007	% change	Rank change	Income rank 07	Preference	Awareness	Relevancy	Heritage	Perception	Share of market	Brand growth	Price positioning	Market scope	Brand score
1	1	COCA-COLA	Soft Drinks	Coca Cola	US	1,164.6	9%	0	1	8.5	9.0	8.5	8.5	8.0	8.5	4.5	8.0	8.0	79%
2	3	WARBURTONS	Bakery	Warburtons	UK	516.0	24%	1	2	6.5	7.0	6.5	5.0	6.5	6.8	7.0	6.5	5.0	63%
3	2	CADBURY DAIRY MILK	Confectionery	Cadbury Schweppes	UK	440.9	-19%	-1	5	8.0	8.0	7.0	7.8	6.0	7.3	3.5	5.5	4.5	64%
4	6	LUCOZADE	Soft Drinks	GSK	UK	399.3	10%	2	8	7.0	7.0	6.5	6.5	6.0	4.5	4.0	5.5	5.0	58%
5	5	HOVIS	Bakery	Premier Foods	UK	395.2	8%	0	4	7.3	8.0	6.5	7.8	7.0	5.5	6.3	6.8	5.5	67%
6	4	NESCAFÉ	Hot Beverages	Nestlé	France	377.4	1%	-2	6	7.0	7.8	7.0	7.0	7.8	8.0	4.5	7.0	6.5	69%
7	7	ROBINSONS	Soft Drinks	Britvic	UK	333.3	2%	0	10	5.5	6.5	6.5	6.0	6.0	5.5	5.5	5.0	4.5	57%
8	8	ANDREX	Household	Kimberly-Clark	US	310.0	2%	0	7	7.0	7.5	7.5	7.5	7.0	8.5	5.0	6.0	5.5	68%
9	9	HEINZ BAKED BEANZ	Tinned Food	H.J. Heinz	US	264.0	3%	0	20	7.5	8.0	7.0	7.8	6.5	7.8	5.5	5.5	6.5	69%
10	10	PEPSI	Soft Drinks	PepsiCo	US	241.9	-2%	0	13	6.0	7.0	5.5	5.5	5.5	4.0	2.5	3.5	6.5	51%
11	15	TROPICANA	Soft Drinks	PepsiCo	US	236.8	15%	4	11	6.5	6.0	5.5	5.5	6.0	6.0	7.3	7.0	5.0	61%
12	12	RED BULL	Soft Drinks	Red Bull	Austria	232.3	8%	0	35	7.0	7.5	7.0	7.0	7.0	6.8	6.0	7.0	7.0	69%
13	11	WALKERS	Biscuits / Snacks	PepsiCo	UK	224.1	3%	-2	3	8.0	8.5	7.3	7.0	7.0	8.0	4.0	5.0	4.5	66%
14	14	WHISKAS	Pet Food	Mars	US	210.8	4%	0	14	7.5	7.5	7.5	7.3	6.0	7.3	3.5	6.0	5.8	65%
15	16	VOLVIC	Soft Drinks	Groupe DANONE	France	207.1	3%	1	30	5.5	6.5	5.5	5.0	5.5	4.3	5.8	5.5	5.0	54%
16	17	FLORA	Yellow fats	Unilever	UK	203.9	3%	1	16	7.0	7.5	7.0	7.0	7.0	6.5	6.0	6.0	5.5	65%
17	13	HEINZ SOUPS	Tinned Food	H.J. Heinz	US	201.5	-1%	-4	28	6.5	6.5	6.0	6.0	6.0	6.5	2.5	5.5	5.3	56%
18	19	KINGSMILL	Bakery	Associated British Foods	UK	184.3	-4%	1	9	5.5	6.5	5.5	6.0	6.0	4.5	2.0	4.5	4.5	50%
19	21	PEDIGREE	Pet Food	Mars	UK	176.6	1%	2	15	7.5	7.5	7.5	7.5	7.0	6.5	4.3	6.3	6.0	67%
20	22	RIBENA	Soft Drinks	GSK	UK	173.5	1%	2	29	5.0	6.0	6.0	5.5	5.8	4.3	2.5	4.0	4.0	48%
21	24	BOLD	Laundry	Procter & Gamble	US	169.6	5%	3	24	6.5	6.5	6.0	6.5	7.0	4.0	5.5	4.5	4.0	56%
22	23	PERSIL	Laundry	Unilever	UK	165.3	0%	1	12	7.5	8.0	7.5	8.0	7.8	7.0	2.5	5.5	5.0	65%
23	26	LURPAK	Yellow fats	Arla Foods	Denmark	161.2	6%	3	19	6.5	7.0	6.5	6.5	6.5	5.5	5.0	6.0	5.5	61%
24	28	WEETABIX	Dried Staples	The Weetabix Food Co.	UK	159.1	10%	4	42	7.0	7.5	7.0	6.5	6.5	6.3	6.0	6.8	5.0	65%
25	25	WRIGLEY'S EXTRA	Confectionery	Wrigley	US	156.6	1%	0	23	6.5	7.0	5.5	7.0	4.5	6.5	3.8	4.8	6.0	57%
26	30	EVIAN	Soft Drinks	Groupe DANONE	France	145.4	5%	4	56	7.0	7.0	6.5	6.3	6.0	4.5	6.0	6.5	5.0	61%
27	18	ACTIMEL	Dairy	Groupe DANONE	France	142.2	-38%	-9	47	6.5	6.5	6.5	5.8	6.8	5.8	5.0	6.5	5.5	61%
28	27	ARIEL	Laundry	Procter & Gamble	US	137.7	-6%	-1	21	7.0	7.5	7.0	7.3	7.5	5.3	1.5	4.5	4.0	57%
29	29	FELIX	Pet Food	Nestlé	UK	137.3	-2%	0	25	5.5	6.0	5.5	5.5	6.0	4.5	3.8	5.0	5.0	52%
30	31	HEINZ TOMATO KETCHUP	Condiments	H.J. Heinz	US	136.0	3%	1	62	8.0	8.5	7.0	7.5	7.3	7.3	6.0	6.3	6.3	71%
31	38	GALAXY	Confectionery	Mars	US	134.7	12%	7	26	7.0	7.0	6.3	6.5	5.5	5.5	4.5	5.0	5.0	58%
32	32	KELLOGG'S SPECIAL K	Dried Staples	Kellogg's	US	131.5	3%	0	54	7.0	7.3	7.0	6.5	7.0	6.3	7.0	7.0	6.0	68%
33	39	BIRDS EYE FROZEN FISH	Chilled & Frozen	Permirra	US	128.4	10%	6	27	5.5	6.0	5.5	6.0	5.8	6.0	6.5	6.0	6.0	59%
34	33	SCHWEPES	Soft Drinks	Cadbury Schweppes	Switzerland	127.9	2%	-1	58	5.5	6.0	5.5	6.0	5.5	4.5	3.8	5.8	4.0	52%
35	34	TETLEY TEA	Hot Beverages	Tata Tea	UK	127.9	3%	-1	36	7.0	7.5	7.5	7.0	6.5	6.5	4.0	4.0	4.5	61%



The UK's Most Valuable Grocery Brands 2007

36-70

Rank 07	Rank 06	Name	Sector	Owner	Country of origin	Brand value 2007	% change	Rank change	Income rank 07	Preference	Awareness	Relevancy	Heritage	Perception	Share of market	Brand growth	Price positioning	Market scope	Brand score
36	37	KITKAT	Confectionery	Nestlé	UK	124.9	4%	1	34	7.5	7.3	5.5	6.5	6.5	5.0	2.3	4.5	4.5	55%
37	35	YOUNG'S FROZEN FISH	Chilled & Frozen	Young's Bluecrest Seafood	UK	123.4	0%	-2	32	5.5	5.0	5.0	5.0	5.3	5.0	5.5	6.0	5.0	53%
38	41	DOLMIO SAUCES	Cooking Sauces	Mars	US	113.1	3%	3	44	6.5	7.0	6.0	6.3	6.0	7.0	5.5	5.3	5.5	61%
39	40	JOHN WEST	Tinned Food	Simplot Australia	UK	111.6	1%	1	41	6.0	6.3	5.5	6.0	6.0	5.5	3.5	5.5	4.0	54%
40	36	SILVER SPOON	Dried Staples	British Sugar	UK	109.8	-10%	-4	39	6.0	6.0	5.0	6.0	5.0	5.5	1.5	6.0	5.0	51%
41	44	MCCAIN CHIPS	Chilled & Frozen	Mccain Foods	Canada	108.2	5%	3	18	5.0	5.5	4.5	4.0	4.0	5.5	5.5	5.3	4.5	49%
42	42	PG TIPS	Hot Beverages	Unilever	UK	108.0	0%	0	37	6.5	7.0	7.0	7.0	6.5	6.5	4.0	3.5	4.0	58%
43	43	MALTESERS	Confectionery	Mars	US	105.3	-2%	0	40	6.8	7.5	6.5	5.0	5.0	5.0	2.5	3.5	3.8	51%
44	52	UNCLE BEN'S RICE	Dried Staples	Mars	US	102.0	18%	8	66	5.5	5.0	5.0	5.0	5.0	5.5	6.5	6.0	5.0	54%
45	new entry	MÜLLER CORNER*	Dairy	Müller Dairy	Germany	98.9	new entry	new entry	17	6.5	6.5	6.0	5.0	5.0	5.5	5.0	5.0	5.5	56%
46	46	FAIRY HAND DISHWASH	Household	Proctor & Gamble	UK	97.1	0%	0	52	6.5	6.5	6.0	6.5	6.5	6.3	3.8	6.3	6.0	60%
47	48	PRINCES	Tinned Food	Princes	UK	96.4	1%	1	48	6.0	5.5	6.0	5.0	5.0	5.0	3.5	5.0	3.5	49%
48	new entry	INNOCENT	Soft Drinks	Innocent	UK	92.8	new entry	new entry	63	6.5	6.5	7.3	6.5	7.5	5.8	8.5	7.5	3.5	66%
49	50	HELLMANN'S MAYONNAISE	Condiments	Unilever	US	91.9	1%	1	81	7.0	7.5	6.0	6.5	6.3	5.5	4.8	5.8	5.0	60%
50	45	FANTA	Soft Drinks	Coca Cola	US	89.9	-10%	-5	38	5.0	6.5	5.0	4.5	4.5	3.5	1.5	4.5	3.5	43%
51	51	FINISH	Household	Reckitt Benckiser	UK	86.1	-1%	0	46	7.0	6.5	6.5	6.5	6.5	6.5	3.5	6.3	5.5	61%
52	new entry	DANONE ACTIVA	Dairy	Groupe DANONE	France	84.1	new entry	new entry	60	5.5	6.5	6.0	5.5	6.5	5.3	7.5	7.0	5.0	61%
53	47	LENOR	Laundry	Proctor & Gamble	US	84.1	-14%	-6	60	5.0	5.0	5.0	5.0	5.0	4.5	3.0	3.5	3.5	44%
54	56	BISTO GRAVY	Condiments	Premier Foods	UK	82.9	6%	2	92	7.5	8.0	7.0	8.0	7.0	6.5	4.8	5.0	4.5	65%
55	60	FAIRY LAUNDRY	Laundry	Proctor & Gamble	UK	82.8	16%	5	51	6.5	6.0	6.5	6.0	6.5	3.5	6.3	5.5	4.5	57%
56	57	NESTLÉ SHREDDED WHEAT	Dried Staples	Nestlé/General Mills	UK	78.2	3%	1	n/a	6.0	6.5	5.5	6.0	6.5	5.3	5.0	5.8	5.5	58%
57	55	COMFORT	Laundry	Unilever	UK	74.5	-5%	-2	61	5.5	5.5	5.5	5.5	5.5	5.3	2.5	5.5	4.0	50%
58	53	BIRDS EYE FROZEN POULTRY	Chilled & Frozen	Permira	US	74.3	-7%	-5	57	5.5	6.0	5.0	5.0	4.8	5.5	2.5	4.0	5.0	48%
59	54	BERNARD MATTHEWS	Meat, Fish & Poultry	Bernard Matthews Foods	UK	74.3	-6%	-5	22	5.0	6.5	5.5	5.0	4.5	7.0	2.5	3.5	4.5	49%
60	59	KELLOGG'S CRUNCHY NUT CORNFLAKES	Dried Staples	Kellogg's	US	74.1	6%	-1	76	6.5	6.0	6.0	6.0	6.0	5.0	5.5	6.0	5.5	58%
61	49	BIRDS EYE FROZEN READY MEALS	Chilled & Frozen	Permira	US	73.6	-28%	-12	70	5.5	5.5	4.5	4.5	4.3	5.0	4.5	5.5	5.0	49%
62	63	MCCOY'S CRISPS	Biscuits / Snacks	United Biscuits	UK	70.8	10%	1	71	6.5	6.0	6.5	5.5	5.5	3.8	4.5	5.0	4.5	53%
63	58	MR KIPLING CAKES	Biscuits / Snacks	Premier Foods	UK	70.8	1%	-5	31	5.8	7.5	5.5	6.5	5.5	4.5	2.8	5.0	3.5	52%
64	78	GINSTERS	Meat, Fish & Poultry	Samworth Brothers	UK	68.6	16%	14	59	6.0	6.0	5.5	5.0	6.0	5.5	5.0	5.5	4.0	54%
65	67	CATHEDRAL CITY	Dairy	Dairy Crest	UK	68.5	10%	2	50	6.0	5.0	5.0	5.0	5.0	4.8	5.5	5.5	5.0	52%
66	new entry	OASIS	Soft Drinks	Coca Cola	France	67.1	new entry	new entry	n/a	6.0	4.5	4.5	3.5	3.5	3.0	4.8	5.8	4.5	44%
67	79	PRINGLES	Biscuits / Snacks	Proctor & Gamble	US	66.4	14%	12	33	7.5	7.5	7.5	6.5	7.5	6.0	4.8	7.5	5.5	67%
68	62	DAIRYLEA	Dairy	Kraft Foods	US	66.3	2%	-6	43	5.5	7.0	6.0	6.8	5.5	5.3	3.0	4.0	3.5	52%
69	61	TATE & LYLE SUGAR	Dried Staples	Tate & Lyle	UK	64.6	-2%	-8	n/a	6.0	4.5	4.0	5.5	4.5	4.5	2.0	5.0	4.0	44%
70	new entry	TWININGS	Hot Beverages	Associated British Foods	UK	64.0	new entry	new entry	100	6.0	6.5	7.0	6.5	7.0	4.5	5.0	7.0	5.5	61%

*Muller products such as Corner, Light and Vitality were assessed individually in 2007 for consistency. Previously they were assessed together under the Muller brand umbrella.



The UKs Most Valuable Grocery Brands 2007

71-100

Rank 07	Rank 06	Name	Sector	Owner	Country of origin	Brand value 2007	% change	Rank change	Income rank 07	Preference	Awareness	Relevancy	Heritage	Perception	Share of market	Brand growth	Price positioning	Market scope	Brand score
71	66	MARS	Confectionery	Mars	US	63.4	2%	-5	53	6.5	7.0	6.8	6.8	7.0	6.0	2.8	4.5	6.0	59%
72	65	AERO	Confectionery	Nestlé	UK	63.0	1%	-7	94	5.0	5.5	4.8	4.5	4.8	3.3	3.3	4.8	4.8	45%
73	72	AIRWICK	Household	Reckitt Benckiser	UK	62.0	4%	-1	65	5.5	6.0	5.5	5.5	5.0	5.0	4.5	6.0	5.0	53%
74	69	KENCO	Hot Beverages	Kraft Foods	Kenya	61.3	1%	-5	67	4.5	5.0	4.5	4.5	4.5	4.0	2.8	5.5	5.0	45%
75	64	KLEENEX	Household	Kimberly-Clark	US	60.0	-4%	-11	74	5.5	6.8	6.0	6.5	6.0	6.5	2.0	5.0	6.0	56%
76	73	BIRDS EYE FROZEN VEG	Chilled & Frozen	Permira	US	59.6	2%	-3	73	5.0	5.5	4.5	4.5	4.8	4.5	2.8	5.0	4.5	46%
77	74	PETIT FILOUS	Dairy	Yoplait	France	59.1	1%	-3	83	6.0	6.3	6.0	6.3	6.0	5.0	4.0	4.0	3.5	52%
78	71	CADBURY ROSES	Confectionery	Cadbury Schweppes	UK	59.1	-2%	-7	96	4.5	5.0	4.5	4.0	4.5	3.3	3.0	3.8	4.0	41%
79	new entry	HIGHLAND SPRING	Soft Drinks	Highland Spring	UK	58.8	new entry	new entry	n/a	5.5	5.0	4.5	4.0	4.0	3.0	5.0	4.5	3.5	43%
80	81	IRN BRU	Soft Drinks	AG Barr	UK	58.7	8%	1	69	4.5	5.0	5.5	5.0	4.5	2.5	3.5	4.0	3.0	42%
81	88	BAKERS PETFOOD	Pet Food	Nestlé	UK	58.4	20%	7	78	7.5	6.0	6.5	5.5	6.0	3.5	5.8	5.5	4.5	56%
82	70	DAZ	Laundry	Procter & Gamble	US	58.3	-3%	-12	72	4.5	5.5	4.5	4.0	4.0	3.3	3.0	3.5	3.0	39%
83	68	CADBURY FLAKE	Confectionery	Cadbury Schweppes	UK	58.1	-5%	-15	n/a	6.0	6.5	6.0	6.0	6.0	3.3	3.0	5.0	4.5	51%
84	77	ANCHOR BUTTER	Yellow fats	Arla Foods	New Zealand	57.9	0%	-7	82	5.5	6.0	6.0	5.5	6.0	4.0	3.3	4.5	4.0	50%
85	75	TWIX	Confectionery	Mars	US	55.6	-5%	-10	91	5.5	6.0	5.5	5.5	5.5	4.0	2.5	4.5	4.5	48%
86	76	QUALITY STREET	Confectionery	Nestlé	UK	55.1	-6%	-10	84	6.0	6.5	5.5	5.8	4.8	4.0	2.5	3.5	3.5	47%
87	90	GOODFELLA'S	Chilled & Frozen	Northern Foods	UK	53.0	14%	3	49	4.5	4.0	4.5	3.5	4.0	4.5	4.0	5.3	5.0	44%
88	84	MAGNUM	Confectionery	Unilever	UK	52.9	9%	-4	89	6.8	6.0	5.8	5.5	6.0	6.0	4.0	6.5	4.0	56%
89	82	HARIBO	Confectionery	Haribo	Germany	51.7	-1%	-7	90	3.5	4.0	4.5	3.5	4.0	3.5	3.3	3.0	4.8	38%
90	new entry	BAXTERS SOUP	Tinned Food	Baxters	UK	51.3	new entry	new entry	n/a	5.5	5.5	5.5	5.0	5.3	4.3	5.5	5.0	4.5	51%
91	93	DORITOS	Biscuits / Snacks	PepsiCo	US	50.7	18%	2	80	5.0	6.0	6.0	4.5	5.5	3.3	2.5	5.0	3.5	46%
92	83	WEIGHT WATCHERS READY MEALS	Chilled & Frozen	Weight Watchers Int.	US	50.6	-3%	-9	n/a	5.0	5.5	5.5	5.0	5.8	4.0	2.5	5.0	5.5	49%
93	new entry	CAPRI SUN	Soft Drinks	WILD	Germany	50.6	new entry	new entry	n/a	4.5	5.5	5.0	5.0	5.0	3.5	3.5	4.0	4.5	45%
94	87	CLOVER	Yellow fats	Dairy Crest	UK	49.8	5%	-7	97	5.5	5.8	5.5	5.5	5.5	4.0	3.8	4.5	4.0	49%
95	new entry	KETTLE CHIPS	Biscuits / Snacks	Lion Capital	US	49.5	new entry	new entry	n/a	7.0	6.0	6.5	6.0	7.0	4.0	6.0	7.3	4.0	60%
96	80	KELLOGG'S CORNFLAKES	Dried Staples	Kellogg's	US	48.6	-16%	-16	n/a	5.5	7.0	6.5	6.8	5.5	4.8	2.0	6.0	6.0	56%
97	new entry	GREEN & BLACK'S	Confectionery	Cadbury Schweppes	UK	48.5	new entry	new entry	n/a	6.3	6.3	6.5	6.0	6.3	3.3	7.0	7.5	4.5	59%
98	new entry	NEW COVENT GARDEN SOUP	Tinned Food	New Covent Garden Soup Co.	UK	48.5	new entry	new entry	n/a	7.0	6.8	6.5	6.5	7.0	5.5	7.5	7.5	4.5	65%
99	86	MCVITIE'S CAKES	Biscuits / Snacks	United Biscuits	UK	47.8	0%	-13	n/a	6.5	7.3	6.0	6.0	6.0	3.8	3.0	3.5	4.0	51%
100	new entry	MARMITE	Condiments	Unilever	UK	47.5	new entry	new entry	n/a	7.0	7.0	7.0	7.3	6.0	6.0	5.5	6.8	4.0	63%

Intangible Business

Intangible Business is the world's largest independent brand valuation consultancy, specialising in valuing intangible assets, such as brands, for financial, management and litigation purposes.

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