



Gustavson
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Dairy Products and Alternatives - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Lactalis Canada (formerly Parmalat)	28	52	61	71	61
Häagen-Dazs	35	197	26	132	14
Liberté	35	44	30	71	35
Saputo	67	52	61	161	77
Yoplait	67	83	94	189	129
Ben & Jerry's	82	83	55	92	77
Breyers	93	160	141	161	65
Activia	156	76	79	189	77
Agropur	226	52	218	189	277
Becel	226	108	182	271	188