



Gustavson
School of Business
 University of Victoria



Packaged Food - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Quaker Oats	19	22	26	57	9
Kellogg's	45	27	55	46	35
Dare Foods	67	139	121	57	120
Heinz	67	160	46	161	29
President's Choice	82	18	17	34	27
Maple Leaf Foods	93	52	121	92	120
Compliments	110	52	141	132	77
Dempster's Bakery	110	108	121	218	100
Kraft Foods	110	68	94	92	86
Campbell's Soup	136	160	94	218	77
High Liner	136	213	94	218	56
Knorr	136	139	141	189	100
McCain Foods	167	139	111	218	106
McCormick Spices	167	108	236	218	239
Schneiders Meats	211	197	167	189	158
Wonder Bread	226	139	310	295	295
Delissio	279	278	295	295	239
Stouffer's	279	347	338	295	316

Contact: gustavsontrust@uvic.ca