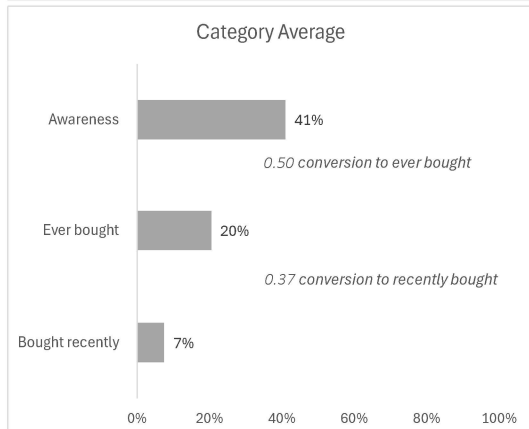
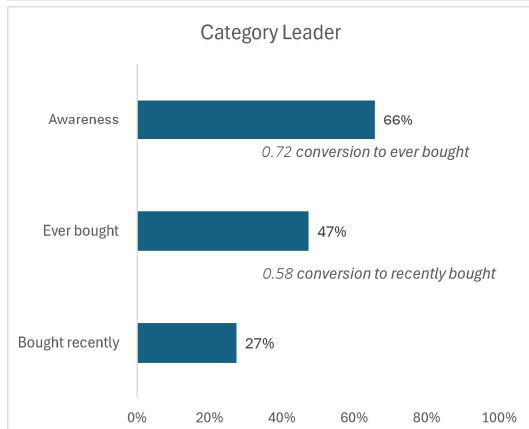
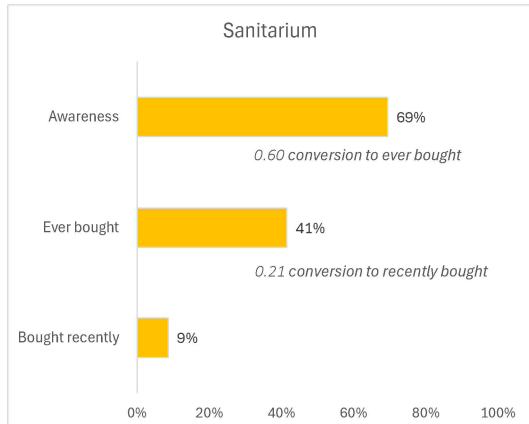




Brand Funnels



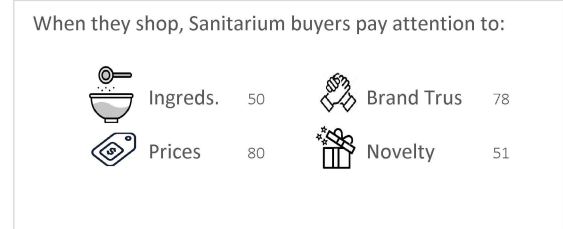
Brand Equity

Category Trial Rate	93%
Recent Usage	89%
Retention	0.96
Categ. Experience	2.5 brands

Brand Equity Summary

Sanitarium	6.3
Categ. Leader	9.8
Categ. Avg.	6.5

Shopping Behaviour



Perceptions of Brands (among those aware)

