

#1 Flavored Beer		MS1	MS2	MS3
	Base Size	58	67	60
	Additive Constant	-4	50	71
A8	Michigan cherries with a generous portion of wheat malt for a bright lively ale with a crisp finish	38	-31	-13
A9	Brewed with 5 specially roasted malts for a deep red color and hearty robust taste with the crisp finish of mixed berries	32	-28	-6
A7	Amber ale with blue agave nectar and a natural flavor of Mexican tequila and lime	30	-32	-5
A2	A beer mixed with real fruit juices and lightly carbonated	27	-36	-3
B7	Raspberry, Berry, Lemon and Lime, Cinnamon, Honey flavors... whatever you're looking for	26	-6	-18
A4	A lager with a citrus hop flavor throughout for a fruity assertive flavor	24	-39	0
A5	Amber ale with Nutmeg and Raspberry flavors	24	-40	-22
A3	A beer blended with exotic tropical flavors	23	-34	-6
A6	Smooth rich cream pilsner with roasted chocolate flavor	20	-41	-28
B1	Hits the spot on a hot summer day	11	5	-3
B6	100% natural	10	8	-8
B9	So refreshing ... you have to drink some more	4	9	-12
B4	Premium quality	4	7	-9
B2	Goes down smooth and easy	6	6	-7
B5	So refreshing you want to savor how it makes you feel	6	5	-14
B8	You can imagine the taste even before you drink it	5	4	-14
B3	Made in the tradition of Pubs all over the world	7	2	-8
A1	A delicious flavored beer	7	-3	-8
#2: Flavored Cider		MS1	MS2	MS3
	Base Size	62	60	32
	Additive Constant	-4	71	48
A8	Cider with apple, cinnamon and nutmeg flavors	50	2	-8
B7	Raspberry, cherry, lemon and peach, cinnamon, honey flavors ... whatever you're looking for	27	-8	10
A9	A splash of cider, a sweet tingly flavor, fizz and some citrusy juice ... it goes together to create a sensation for your senses	26	6	-17
A3	Hot Cider ... warm and satisfying	22	13	-19
A6	A flavored alcoholic Cider that's not too sour, not too sweet ... just a refreshing sensation!	19	-8	-22
A4	A mix of juice and cider... clear and clean	18	10	-22
A2	A Draft Cool Cider with a hint of apple	17	1	-4
A7	Cider with a twist of lemon ... a bit of sweet and tangy flavor	17	0	-26
A5	Hot or cold ... a mix of natural nectar and hard cider	13	2	-20
A1	Delicious amber colored cider	11	4	-19
B6	100% natural	8	-6	17
B9	So refreshing ... you have to drink some more	7	0	12
B1	Hits the spot on a hot summer day	5	-7	12
B5	So refreshing you want to savor how it makes you feel	3	-13	11
B4	Premium quality	5	-7	8
B8	You can imagine the taste even before you drink it	-1	-7	7
B3	Made in the tradition of Pubs all over the world	0	-13	5
B2	Goes down smooth and easy	6	-10	2
#3: Flavored tequila		MS1	MS2	MS3
	Base Size	67	44	43
	Additive Constant	75	-3	10
B7	Raspberry, Berry, Lemon and Lime, Cinnamon, Honey flavors ... whatever you're looking for	-20	18	50
A9	A mix of the freshest fruits from real juice, the best spirits and natural nectars	-8	37	31
A4	A mix of tropical exotic flavors and tequila ... clear and clean	0	46	21
A6	Tequila from blue agave nectar mixed with the natural flavor of Mexican tequila and lime	-5	48	20
B2	Goes down smooth and easy	0	10	15
B1	Hits the spot on a hot summer day	-2	12	13
A5	Tequila and juice that's not too sour, not too sweet ... nice refreshing sensation!	-3	37	11
A8	Real tequila blended with natural flavor and a hint of carbonation	-2	25	11
B6	100% natural	3	10	10
B9	So refreshing ... you have to drink some more	5	10	8
A3	Tequila already mixed with salt, natural lime flavors and triple sec	-5	47	6
A7	Mandarin and Lime flavored tequila ... so tart and refreshing	-9	41	0
A2	Lemon/ Lime and Tequila ... a bit of sweet, tangy flavor	-2	38	0
A1	Naturally flavored tequila	6	22	4
B5	So refreshing you want to savor how it makes you feel	-3	10	7
B4	Premium quality	6	1	7
B3	Made in the tradition of Pubs the world over	2	-1	5
B8	You can imagine the taste even before you drink it	-2	2	-1
#4: Flavored Low Alcohol Beverage		MS1	MS2	MS3
	Base Size	78	65	53
	Additive Constant	58	-2	70
B7	Raspberry, Berry, Lemon and Lime flavors ... whatever you're looking for	9	36	-1
A6	Vodka and juice... not too sour, not too sweet ... just a refreshing sensation!	-14	34	18
A4	A splash of beer, a sweet tingly flavor, fizz and some juice ... it goes together to create a sensation for your senses	-45	12	12
A9	A mix of the freshest juice, the best spirits and natural flavors	3	36	8
A2	Wine based coolers or breezers in so many flavors	8	40	1
A1	Hard cider, alcoholic lemonade and all types of coolers and breezers	-13	27	-6
B1	Hits the spot on a hot summer day	3	9	0
B8	You can imagine the taste even before you drink it	1	8	-4
A7	Lemonade with a lite hit of malt whiskey ... cool and refreshing	-33	8	-2

A5	A malt beverage with a light crisp flavor	-29	7	-2
B6	100% natural	3	6	-3
A3	Lemon and a touch of beer, just the right touch	-43	6	0
B2	Goes down smooth and easy	0	6	-9
A8	Flavored alcoholic energy drinks with a little buzz	-8	5	-6
B4	Premium quality	2	3	-9
B5	So refreshing you want to savor how it makes you feel	3	3	-8
B9	So refreshing ... you have to drink some more	2	2	-6
B3	Made in the classic way	0	2	-7
#5: Flavored Coffee		MS1	MS2	MS3
	Base Size	70	72	66
	Additive constant	55	15	64
B1	A hot cup of coffee is warm and inviting	13	2	3
B7	Hazelnut, French vanilla, white chocolate, caramel, amaretto and mocha ... whatever your looking for	13	45	6
B4	Premium quality	9	2	1
B3	To keep you going through out your busy day	9	1	-3
B6	100% natural	8	6	-4
A9	A special blended coffee with the rich taste of white chocolate and cream ... served either as a frothy hot drink or over ice	-9	50	6
A8	Brewed coffee blended with cream and caramel then topped with heavy whipped cream	-14	44	5
A4	Coffee with chocolate flavors ... so smooth and warm	-3	43	3
A1	Hot coffee with warm nutty flavors	-7	20	-6
A6	Flavored cappuccino with foam	2	19	-1
A5	Coffee and milk ... blended just right for the perfect latte	7	14	-10
A2	Decaffeinated coffee with delicious flavors added	-45	1	2
B8	You can imagine the taste even before you drink it	6	-5	0
B9	So refreshing ... you have to drink some more	5	1	0
B5	So refreshing you want to savor how it makes you feel	6	3	-2
B2	With a cookie or a biscuit to dip into the mug for added flavor	2	4	-10
A7	The rich taste of flavored espresso	-1	1	-12
A3	Hot coffee with lots of fruity flavors ... raspberry, cherry or orange	-41	-6	-21
#6: Flavored Ready to Drink Coffee Beverage		MS1	MS2	MS3
	Base Size	86	56	75
	Additive Constant	61	-7	51
A9	Iced coffee blended with hot chocolate flavors and caramel ... then topped with heavy whipped cream	-5	47	-9
A4	Iced coffee with chocolate flavors...so cold yet so smooth	6	37	-8
B7	With all the milk, cream and toppers you want ... cinnamon, nutmeg, chocolate sprinkles, sugar cubes, whipped cream ... whatever	-4	33	7
A8	Hearty iced cappuccino, frothy with foam ... with the rich taste of espresso	-3	32	4
A6	Iced Coffee and milk ... blended just right for the perfect cold latte	7	21	-5
A2	Iced fresh coffee with warm nutty flavors	-6	16	-14
A3	Iced coffee with lots of fruity flavors...raspberry, cherry or orange	-31	14	-49
A1	Cool and refreshing Iced Coffee	5	14	-4
B5	So refreshing you want to savor how it makes you feel	-7	11	6
B2	With a cookie or a biscuit to dip into the cup for added flavor	-15	10	8
A7	A real iced coffee blended with light refreshing flavors and a hint of carbonation	-13	9	-37
B8	You can imagine the taste even before you drink it	-2	9	3
A5	Flavored decaffeinated iced coffee ... ready to drink	-2	7	-34
B1	Iced coffee is so inviting	-5	7	3
B3	To keep you going throughout your busy day	-2	7	4
B9	So refreshing ... you have to drink some more	-5	5	8
B4	Premium quality	0	4	6
B6	100% natural	-7	3	5

Table 3: The coefficients for the relevant elements for each Drink It! Study, with the source of the coefficients being the three mind-sets extracted separately for each study. The brand names are not part of the input data for the subsequent PVI, and are not shown.