



**CALIFORNIA STATE SCIENCE FAIR
2009 PROJECT SUMMARY**

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Project Title Brand Name or Taste?	
Objectives/Goals Do people, particularly teens, judge food on image, brand name and associated price with that name, or do they judge it on how it actually tastes? My hypothesis was that the students will like the food that is labeled as a premium brand name as opposed to the ones that are labeled as generic brands.	
Abstract	
Methods/Materials For my water test I used Fiji water, Kirklands Drinking water, and Larkfield tap water. For my ice cream test I used Ben n Jerry's, Dryers, and Safeway brand ice cream. I also used dixie cups, spoons, paper boats, pens, rating sheets, and picture labels for each brand name. For each freshman advocacy class that was tested I did 3 tests; a traditional blind taste test, a test with the items labeled correctly, and finally a test with the items labeled incorrectly. I also did a survey.	
Results When I tested ice cream, for each test the teenage students gave relatively the same results. However, when I tested the water whatever was labeled as the premium brand was most preferred. Both surveys showed that the premium brands were preferred by most of tested freshman. This answers my objective in that they will judge some "food" by brand name.	
Conclusions/Discussion My results did enable me to meet my objective. I found that when there is a recognizable difference between the brands then the students chose by taste preference. However, if there is no recognizable difference between products the students will choose the product labeled as the premium brand.	
Summary Statement Do teenagers judge food and beverages by brand name or taste?	
Help Received I had to get the teachers' permission to use their rooms;my parents helped me label some of the containers, my mom helped me with Excel and proofreading the report, my dad coached me on my presentation; my Biology teacher set out specific deadlines like a rough draft for my project that kept me on task.	