



KELLOGG'S WIN THROUGH OCCASIONS

Questionnaire

FINAL VERSION

April 2020

KELLOGG'S BRANDS ARE HIGHLIGHTED IN BLUE

Q3 US / Q3 LATAM / Q3 UK / Q3 France CHANGES HIGHLIGHTED IN YELLOW

Need update/Verification

CLIENT CONFIDENTIAL

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RESEARCH OBJECTIVES

- To determine incidence of Kellogg's categories and brands.

TEEN INTRODUCTION

(Display this intro for teen screening.)

With your permission, we have a very important **survey for the 13-17 year old in your household**.

I grant permission for my 13-17 year old to participate in this survey

I do not grant permission for my 13-17 year old to participate in this survey

As always, all answers will be held in strict confidence. Please do not complete the survey for your teen, since we need the opinion of the teen in your household. If your teen is not currently available, please close the survey and have them complete it at a more convenient time.

INTRODUCTION

Thank you for agreeing to participate in this survey about food and eating habits. Your individual answers and identity will be kept confidential. We are using your answers, along with those of other people, to help us make decisions about how to design better products and experiences for people like you. This survey is brought to you by Burke.

This survey should take approximately 20 minutes to complete. If you start the survey today you must complete the survey today.

Please complete all of the questions appearing on each screen and always scroll down to make sure you have answered all of the questions provided. When you are ready to move on to the next page, click the "Next" button located at the bottom of the screen.

Do not use your browser buttons to go from one page to another. Always use the "Next" button found at the bottom of each page. Thank you again.

SCREENER: DEMOS

Begin terming respondents at S2 unless otherwise noted.

S1 Are you . . .

Male

Female

S2 To ensure we are interviewing a cross section of people, please enter your age.

years old

Discontinue if Rep Interviewing and 12 or younger or if 71 or older.

Discontinue if OQ Parent Interviewing and 17 or younger or if 71 or older.

Check age quotas.

If 13 to 17 years of age set as Rep teen.

IF 18 years of age or older set as Rep Adult.

QS3 *(Ask for US only.)*

Are you Hispanic, Latino, or other Spanish culture or origin?

Yes

No

Prefer not to say

QS4

(Ask for US only.)

Which of the following describes your racial or ethnic background? *Select all that apply.*

- 1 White or Caucasian
- 2 Black or African American
- 3 Asian
- 4 American Indian or Alaska Native
- 5 Native Hawaiian or other Pacific Islander
- 6 Other *(Anchor)*
- 7 Prefer not to answer *(Anchor) (Single response)*

QS4E1 *(Ask for AUSTRALIA only.)*

Were you born in Australia or Overseas?

Born in Australia

Born Overseas

QS4E *(Ask for AUSTRALIA only.)*

Which of the following describes your background? *Select all that apply.*

- 1 Australian – Aboriginal/Torres Strait Islander
- 2 Other Australian – multi generational
- 3 UK/Ireland
- 4 Other European
- 5 Middle Eastern
- 6 Asian
- 7 New Zealand
- 8 African
- 9 Pacific Island
- 10 Other
- 11 Prefer not to answer

SCREENER: DEMOS - INCOME

QS5 *(Ask for US only.)*

Which of the following best describes your annual household income before taxes?

(Display for Teens 13-17) Please check with your parent if you are unsure of the answer.

- 1 Less than \$15,000
- 2 \$15,000 to \$24,999
- 3 \$25,000 to \$49,999
- 4 \$50,000 to \$74,999
- 5 \$75,000 to \$99,999
- 6 \$100,000 to \$149,999
- 7 \$150,000 to \$199,999
- 8 \$200,000 or more

QS5A *(Ask for Mexico only.)*

In which of the following ranges is your monthly income before taxes?

(Display for Teens 13-17) Please check with your parent if you are unsure of the answer.

- 1 Less than \$2,700
- 2 \$2,700 a \$6,799
- 3 \$6,800 a \$11,599
- 4 \$11,600 a \$34,999
- 5 \$35,000 a \$84,999
- 6 \$85,000 or more
- 7 Prefer not to answer

QS5B *(Ask for Brazil only.)*

Which of the following best describes your monthly household income before taxes?

(Display for Teens 13-17) Please check with your parent if you are unsure of the answer.

- 1 Below R\$954.00
- 2 R\$955.00 to R\$2,862
- 3 R\$2,863.00 to R\$4,770.00
- 4 R\$4771.00 to R\$14,310.00
- 5 More than R\$14,310.00
- 9 Prefer not to answer

SCREENER: DEMOS - INCOME

QS5C *(Ask for UK only. Allow one response.)*

Which of the following best describes your annual household income before taxes?

(Display for Teens 13-17) Please check with your parent if you are unsure of the answer.

- 1 Less than £20,000
- 2 £20,000 - £29,999
- 3 £30,000 - £49,999
- 4 £50,000 - £59,999
- 5 £60,000 - £69,999
- 6 £70,000 - £99,999
- 7 £100,000 - £149,999
- 8 £150,000 or more
- 9 Prefer not to answer

QS5D *(Ask for France only. Allow one response.)*

Which of the following best describes your annual household income before taxes?

(Display for Teens 13-17) Please check with your parent if you are unsure of the answer.

- 1 Less than €10,000
- 2 €10,000 - €20,999
- 3 €21,000 - €30,999
- 4 €31,000 - €40,999
- 5 €41,000 - €50,999
- 6 €51,000 - €60,999
- 7 €71,000 - €80,999
- 8 €81,000 or more
- 9 Prefer not to answer

SCREENER: DEMOS - INCOME

QS5E

(Ask for Australia only. Allow one response.)

Which of the following best describes your annual household income before taxes?

(Display for Teens 13-17) Please check with your parent if you are unsure of the answer.

- 1 Less than \$30,000
- 2 \$30,000 to \$59,999
- 3 \$60,000 to \$74,999
- 4 \$75,000 to \$99,999
- 5 \$100,000 to \$119,999
- 6 \$120,000 to \$149,999
- 7 \$150,000 to \$199,999
- 8 \$200,000 to \$249,999
- 9 \$250,000 to \$299,000
- 10 \$300,000 or more
- 11 Prefer not to answer

SCREENER: DEMOS - INCOME

QS5F *(Ask for Germany only. Allow one response.)*

Which of the following best describes your monthly household income?

(Display for Teens 13-17) Please check with your parent if you are unsure of the answer.

- 1 Up to 1500 Euro
- 2 1501-2500 Euro
- 3 2501-3500 Euro
- 4 3501-4501 Euro
- 5 4501+ Euro

Prefer not to answer

(Set a dummy question for Italy Income converting monthly quota to annual and reversing order from lower to higher.)
<18.000€

18.001-30.000€

30.001-42.000€

42.001-54.000€

54.000€ or more

Prefer not to answer

QS5G *(Ask for Italy only. Allow one response.)*

Which of the following best describes your monthly household income?

(Display for Teens 13-17) Please check with your parent if you are unsure of the answer.

- 1 >2.000€
- 2 1.500-1.999€
- 3 1.000-1.499€
- 4 <1.000€

Prefer not to answer

(Set a dummy question for Italy Income converting monthly quota to annual and reversing order from lower to higher.)
<12.000€

12.000-17.000€

18.000-23.000€

>24.000€

Prefer not to answer

QS5H

(Ask for Spain only. Allow one response.)

Which of the following best describes your annual household income before taxes?

(Display for Teens 13-17) Please check with your parent if you are unsure of the answer.

1 Less than €10,000

2 €10,000 - €20,999

3 €21,000 - €30,999

4 €31,000 -€40,999

5 €41,000 - €50,999

6 €51,000 - €60,999

7 €61,000 - €70,999

8 €71,000 - €80,999

9 €81,000 or more

Prefer not to answer

SCREENER: DEMOS - REGION

QS6

(Ask for US only.)

In what state do you currently reside?

Programming: Drop down box of states and Washington D.C..

Include 2 Census Region Dummy Variables.

DRegion

1. *Midwest*
2. *Northeast*
3. *South*
4. *West*

DCensusDiv

1. *New England*
2. *Middle Atlantic*
3. *East North Central*
4. *West North Central*
5. *South Atlantic*
6. *East South Central*
7. *West South Central*
8. *Mountain*
9. *Pacific*

SCREENER: DEMOS - REGION

(Ask for Mexico only.)

QS6A In what state do you currently reside?

- 1 Aguascalientes
- 2 Baja California
- 3 Baja California Sur
- 4 Campeche
- 5 Chiapas
- 6 Chihuahua
- 7 Ciudad de México
- 8 Coahuila
- 9 Colima
- 10 Durango
- 11 NA
- 12 Guanajuato
- 13 Guerrero
- 14 Hidalgo
- 15 Jalisco
- 16 Michoacán
- 17 Morelos
- 18 Nayarit
- 19 Nuevo León
- 20 Oaxaca
- 21 Puebla
- 22 Querétaro
- 23 Quintana Roo
- 24 San Luis Potosí
- 25 Sinaloa
- 26 Sonora
- 27 Tabasco

28	Tamaulipas
29	Tlaxcala
30	Veracruz
31	Yucatán
32	Zacatecas

SCREENER: DEMOS - REGION

(Ask for Brazil only. See BR States Tab for Region Definitions.)

QS6B

In what state do you currently reside?

- 1 Acre
- 2 Alagoas
- 3 Amapá
- 4 Amazonas
- 5 Bahia
- 6 Ceará
- 7 Distrito Federal
- 8 Espírito Santo
- 9 Goiás
- 10 Maranhão
- 11 Mato Grosso
- 12 Mato Grosso do Sul
- 13 Minas Gerais
- 14 Pará
- 15 Paraíba
- 16 Paraná
- 17 Pernambuco
- 18 Piauí
- 19 Rio de Janeiro
- 20 Rio Grande do Norte
- 21 Rio Grande do Sul
- 22 Rondônia
- 23 Roraima
- 24 Santa Catarina
- 25 São Paulo
- 26 Sergipe
- 27 Tocantins

SCREENER: DEMOS - REGION

QS6C *(Ask for UK only. Allow one response.)*

In what region do you currently reside?

- 1 Northern Ireland
- 2 North West
- 3 North East
- 4 Yorks and Humber
- 5 Scotland
- 6 Wales
- 7 East Midlands
- 8 West Midlands
- 9 East of England
- 10 South West
- 11 South East
- 12 London

(UK only. Allow one response.)

(Programming: Create a dummy for regions - dRegionUK)

- 1 *North (punch if QS6C=1-5)*
- 2 *Midlands (punch if QS6C=6-9)*
- 3 *South (punch if QS6C=12-12)*

QS6D *(Ask for France only. Allow one response.)*

In what region do you currently reside?

- 1 Region Parisienne
- 2 Nord Quest
- 3 Nord Est
- 4 Sud Quest
- 5 Sud Est

QS6E

(Ask for Australia only. Allow one response.)

In what state do you currently reside?

- 1 Queensland
- 2 New South Wales/ACT
- 3 Victoria
- 4 South Australia
- 5 Western Australia
- 6 Northern Territory
- 7 Tasmania

SCREENER: DEMOS - REGION

QS6F

(Ask for Germany only. Allow one response.)

In what state do you currently reside?

- 1 Berlin
- 2 Schleswig-Holstein
- 3 Hamburg
- 4 Niedersachsen
- 5 Bremen
- 6 Nordrhein-Westfalen
- 7 Hessen
- 8 Rheinland-Pfalz
- 9 Saarland
- 10 Baden-Württemberg
- 11 Bayern
- 12 Mecklenburg-Vorpommern
- 13 Brandenburg
- 14 Sachsen-Anhalt
- 15 Sachsen
- 16 Thüringen

SCREENER: DEMOS - REGION

QS6G

(Ask for Italy only. Allow one response.)

In what state do you currently reside?

- 1 Valle d'Aosta
- 2 Piemonte
- 3 Liguria
- 4 Lombardia
- 5 Trentino-Alto Adige
- 6 Friuli-Venezia Giulia
- 7 Veneto
- 8 Emilia Romagna
- 9 Toscana
- 10 Marche
- 11 Umbria
- 12 Abruzzo
- 13 Molise
- 14 Lazio
- 15 Campania
- 16 Puglia
- 17 Basilicata
- 18 Calabria
- 19 Sicilia
- 20 Sardegna

SCREENER: DEMOS - REGION

QS6H

(Ask for Spain only. Allow one response.)

In what state do you currently reside?

- 1 Andalucía
- 2 Aragón
- 3 Asturias
- 4 Balears, Illes
- 5 Canarias
- 6 Cantabria
- 7 Castilla - La Mancha
- 8 Castilla y León
- 9 Cataluña
- 10 Ceuta
- 11 Comunidad de Madrid
- 12 Comunitat Valenciana
- 13 Extremadura
- 14 Galicia
- 15 La Rioja
- 16 Melilla
- 17 Murcia
- 18 Navarra
- 19 País Vasco

Added 2020 Q3

QS6z

Please enter your 5-digit zip code

SCREENER: VALID RESPONDENT/COMPETITIVE EMPLOYMENT

(Ask for US only.)

QS7

We would like to get an idea of the kinds of products you may purchase or own.

For each of the following products, please answer “yes” or “no.”

(Randomize list. Yes/No questions)

- 1 Have you purchased or leased a **new automobile** in the past **12 months**?
- 2 In the **past 3 years**, have you purchased a **blood glucose monitor**?
- 3 Have you bought any **Red Bull Energy Drink** products in the **past 12 months**?
- 4 Do you currently own an **Apple iPhone**, or have you owned one in the **past 12 months**?
- 5 Do you currently own or lease a **Toyota** vehicle, or have you owned or leased one within the **past 3 years**?
- 6 Have you purchased **medical insurance for a pet** within the past **3 years**?
- 7 Do you currently own any **Dell Computer** products, or have you owned any in the **past 3 years**?
- 8 In the **past 3 years**, have you purchased an **eBook reader** for your own personal use?

(Discontinue If “not valid respondent”.)

QS8

Are you or any members of your household employed by any of the following types of companies? *Please select all that apply.*

(Randomize except none of these. None is an exclusive response.)

- 1 A food manufacturer or processor
- 2 A food wholesaler or distributor
- 3 A market research company
- 4 A newspaper, TV or radio station
- 5 An advertising agency, PR company, or media company
- 6 An insurance company
- 7 An automotive manufacturer or dealer
- 8 A bank or financial services provider
- 9 None of these

(Discontinue If codes 1 - 5.)

SCREENER: PARENT OF CHILDREN GROUP

QS9

(Ask of everyone.)

Including yourself, how many people in your household are in each of the following age group(s)?

(Discontinue if Interviewing Parent of Child Group and no children 4 to 12.)

- 1 Adult(s) – 18 years of age or older
- 2 Any Children – 13 to 17 years of age
- 3 Any Children – 4 to 12 years of age
- 4 Any Children – under 4 years of age
- 5 Prefer not to answer *(Display for UK and France)*

SCREENER: PARENT OF CHILDREN GROUP

QS10

(Ask if Interviewing Parent of Child Group. Ask for each child 4 to 12 years of age.)
 What is the age of your child 4 to 12 years of age? *(Ask if one child 4-12.)*

 What are the ages of your children 4 to 12 years of age? *(Ask if 2 or more children 4-12)*
(Discontinue if Interviewing Parent of Child Group and prefer not to answer.)
(Display children across the top and ages down the side.)

Child 1

Child 2

Child 3

Child 4

Child 5

1	4
2	5
3	6
4	7
5	8
6	9
7	10
8	11
9	12
10	Prefer not to answer

QS11a

(Ask for each child from S10 that is age 4-12.)
 Is the (insert child age from S10) year old a male or a female?

- 1

Male
- 2

Female
- 3

Prefer not to answer

Programming: Set a dummy punch for gender and age of child selected for quota.

If Prefer not to answer for all, term.

SCREENER: INVITATION TO PARTICIPATE

QS11

(Ask if Rep Group.)

Based on your answers to the previous questions, you qualify for a survey about food and eating habits. The survey should take 20 minutes to complete, and we would very much appreciate your input. This survey contains time sensitive information and must be completed today. You can stop and restart if you need to but if you do not complete this survey today it will not be available to you after today to complete. Would you like to take this survey?

(Ask if Interviewing Parent of Child Group.)

Based on your answers to the previous questions, you qualify for a survey about food and eating habits. You will need to know what your (insert age) year old child ate yesterday to participate in the survey. The survey should take 20 minutes to complete, and we would very much appreciate your input. This survey contains time sensitive information and must be completed today. You can stop and restart if you need to but if you do not complete this survey today it will not be available to you after today to complete. Are you able to answer questions about your child's meal OCCASIONS yesterday and would you like to take this survey?

1 Yes

2 No

(Discontinue if 'No')

To qualify for participation a respondent must be:

- *13 to 70 years of age at S2*
- *Be a valid respondent at S7*
- *Not be competitively employed at S8*
- *Be a parent of a child 4 to 12 years of age S9 (If Interviewing Parent of Child Group ONLY) (Not relevant for UK/France)*
- *Agree to participate at S11*

Programming note:

*Use variable wording throughout as noted: Rep Group - Display "you" .
Parent of Child Group - Display "your child".*

OCCASIONS – DAYPARTS

INTRO1

First, we'd like to get an idea of the types of foods [\[you eat / your child eats\]](#).

QC1

How often [\[do you / does your child\]](#) eat or drink the following **types of food/beverages?**

- 1 Daily
- 2 At least once a week
- 3 A few times a month
- 4 A few times a year
- 5 Less often than once a year
- 6 Never

*Randomize list but keep the following always together on screen (4 and 3; 5 and 6; 7, 10 and 11; 9 and 8; 13, 14 and 15; 1, 2, 19 and 17). Meal Rep (22) will always be last
(Allow one response for each category.)*

4	Bread, Toast, Bakery, Breakfast Pastries, Toaster Pastries (e.g., Bagels, Muffins, Donuts, Croissants, Danishes, Coffee Cakes)
3	Cereals, Muesli, Granola, Oatmeal, Oats (Hot or Cold)
5	Yogurt and Cheese
6	Fruits and Vegetables (fresh/raw, in juice, cooked)
7	Salty or Savory Snacks (e.g., Rice/Soy Cakes/Snacks, Rice Crackers, Chips (of any kind), Cheese Puffs, Pretzels, Popcorn, Snack Mixes, Cracker Chips, Pork Rinds)
10	Crackers/Savory Biscuits, Crispbreads, Rusk
11	Cookies/Sweet Biscuits
9	Nuts, Seeds, Trail Mixes, Roasted Chickpeas
8	Meat Snack/Jerky
12	Bars or Bites (e.g., Cereal Bars, Granola Bars, Sport Bars, Weight Management Bars, Protein Bars or Bites, Marshmallow Treat Bars, etc.)
13	Sweets, Chocolates, Candy, Gum/Mints, Fruit Snacks
14	Dessert Items/Snacks (Gelatin, Pudding, Custard, Rice Pudding, Tapioca, Ice Cream, Frozen Yogurt, Sherbet/Sorbet, Popsicles, Frozen Fruit Bars)
15	Sweet Baked Dessert-Like Items (e.g., Cake, Pie, Cupcakes, Brownies, Snack Cakes, Snack Fruit Pies, Biscotti, Tea Cakes, etc.)
1	Breakfast Food (prepared by/for you): (e.g., Eggs, Meat (Bacon, Sausage, Ham), Meat Substitutes (Veggie bacon, sausage), Sandwiches, French Toast, Pancakes, Waffles, etc.))
2	Packaged Frozen Ready-to-Eat Breakfast Food: (e.g., Breakfast Sandwiches, French Toast, Pancakes, Waffles, Toaster Strudels, etc.)
19	Main Meal Foods (prepared by/for you): (e.g., Meats (Beef, Chicken, Pork), Meat Substitutes (e.g., Veggie Burgers, Chik'n, etc.), One-Dish Meals (e.g., Lasagna, Pot Pies), Soups, Salads, Sandwiches, Burritos/Wraps, Potatoes/French Fries, Pizza, Pasta, Beans, Rice, Appetizers, etc.))
17	Packaged Frozen Ready-to-Eat Appetizers and Entrees
20	Traditional Mexican Foods/Snacks <i>(display for Mexico only)</i>
21	Traditional Brazilian Foods/Snacks <i>(display for Brazil only)</i>
22	Meal Replacement Drinks/Nutritional Drinks/Smoothies/Smoothie Bowls/Shakes

OCCASIONS – DAYPARTS

INTRO2

In the next set of questions, we will be asking about each eating OCCASION *[you / your child]* had yesterday and the items *[you / your child]* ate in each of those OCCASIONS.

Throughout this survey, please keep in mind that, by eating OCCASION, we mean each separate time during the day that *[you / your child]* ate something or drank a meal replacement or nutritional drink, smoothie or shake. An OCCASION can consist of multiple items (for instance, a sandwich, chips, a pickle, and milk) or a single item (a cookie in the afternoon).

Please do not record any beverage only OCCASIONS without food unless they are meal replacement or nutritional drinks, smoothies or shakes.

QDP1

Let's start with yesterday, (insert day of week), at the very beginning of the day - from Midnight to just before 6:00 a.m.

(Display for QDP1 – QDP6)

Please record times [you / your child] had any eating OCCASIONS yesterday, (insert day of week), between Midnight and just before 6 a.m.

This would include anything [you / your child] ate or if [you / your child] drank a meal replacement or nutritional drink, smoothie or shake.

Record [your / your child's] OCCASIONS to the nearest half hour.

QDP2

Daypart 2

Please record times *[you / your child]* had any eating OCCASIONS yesterday, (insert day of week), between 6:00 am and just before 10:00 am.

QDP3

Daypart 3

Please record times *[you / your child]* had any eating OCCASIONS yesterday, (insert day of week), between 10:00 am and just before 2:00 pm.

QDP4

Daypart 4

Please record times *[you / your child]* had any eating OCCASIONS yesterday, (insert day of week), between 2:00 pm and just before 5:00 pm.

QDP5

Daypart 5

Please record times *[you / your child]* had any eating OCCASIONS yesterday, (insert day of week), between 5:00 pm and just before 8:00 pm.

QDP6

Daypart 6

Please record times *[you / your child]* had any eating OCCASIONS yesterday, (insert day of week), between 8:00 pm and just before Midnight.

OCCASIONS – DAYPARTS

QDP1

- | | |
|----|----------|
| 1 | Midnight |
| 2 | 12:30 AM |
| 3 | 1:00 AM |
| 4 | 1:30 AM |
| 5 | 2:00 AM |
| 6 | 2:30 AM |
| 7 | 3:00 AM |
| 8 | 3:30 AM |
| 9 | 4:00 AM |
| 10 | 4:30 AM |
| 11 | 5:00 AM |
| 12 | 5:30 AM |

QDP2

- | | |
|----|---------|
| 13 | 6:00 AM |
| 14 | 6:30 AM |
| 15 | 7:00 AM |
| 16 | 7:30 AM |
| 17 | 8:00 AM |
| 18 | 8:30 AM |
| 19 | 9:00 AM |
| 20 | 9:30 AM |

QDP3

- | | |
|----|----------|
| 21 | 10:00 AM |
| 22 | 10:30 AM |
| 23 | 11:00 AM |
| 24 | 11:30 AM |
| 25 | Noon |
| 26 | 12:30 PM |
| 27 | 1:00 PM |
| 28 | 1:30 PM |

QDP4

29	2:00 PM
30	2:30 PM
31	3:00 PM
32	3:30 PM
33	4:00 PM
34	4:30 PM

QDP5

35	5:00 PM
36	5:30 PM
37	6:00 PM
38	6:30 PM
39	7:00 PM
40	7:30 PM

QDP6

41	8:00 PM
42	8:30 PM
43	9:00 PM
44	9:30 PM
45	10:00 PM
46	10:30 PM
47	11:00 PM
48	11:30 PM

No OCCASIONS during this time

OCCASIONS - CATEGORIES

Programming Instructions: Ask Q1 through Q6 for each Occasion in order of time

Question labeling will include (iteration 1-48)Q1 – Q6.

Iteration Example: Occasion 1 = Iteration 1

Display Categories eaten 'a few times a year or more often' at QC1.

Display 'Any beverage' and 'Some other type of food'.

Allow multiple responses.

Q1

Please answer the following questions for the eating OCCASION yesterday, (insert yesterday of week), at (insert time).

By eating OCCASION, we mean each separate time [you / your child] ate something or drank a meal replacement or nutritional drink, smoothie or shake. An OCCASION can consist of multiple items (for instance, a sandwich, chips, a pickle, and milk) or a single item (a cookie in the afternoon).

If an occasion includes a one-dish meal (e.g. Lasagna or Pot Pie) we are interested in just the meal item and NOT the ingredients.

Be sure to record any beverages you have during an eating occasion.

Which, if any, of the following types of food and/or beverages did [you / your child] eat or drink at this OCCASION.

Please scroll down and REVIEW ALL ITEMS ON THE LIST INCLUDING EXAMPLES to be sure your response is accurate. Select all that apply.

Category Response List for Occasions

Randomize list but keep the following always together on screen (4 and 3; 5 and 6; 7, 10 and 11; 9 and 8; 13, 14 and 15; 1, 2, 19 and 17). Meal Rep (22), Any bev (23) and Other (24) will always be last

- 4 **Bread, Toast, Bakery, Breakfast Pastries, Toaster Pastries** (e.g., Bagels, Muffins, Donuts, Croissants, Danishes, Coffee Cakes)
- 3 **Cereals, Muesli, Granola, Oatmeal, Oats (Hot or Cold)**
- 5 **Yogurt and Cheese**
- 6 **Fruits and Vegetables** (fresh/raw, in juice, cooked)
- 7 **Salty or Savory Snacks** (e.g., Rice/Soy Cakes/Snacks, Rice Crackers, Chips (of any kind), Cheese Puffs, Pretzels, Popcorn, Snack Mixes, Cracker Chips, Pork Rinds)
- 10 **Crackers/Savory Biscuits, Crispbreads, Rusk**
- 11 **Cookies/Sweet Biscuits**
- 9 **Nuts, Seeds, Trail Mixes, Roasted Chickpeas**
- 8 **Meat Snack/Jerky**
- 12 **Bars or Bites** (e.g., Cereal Bars, Granola Bars, Sport Bars, Weight Management Bars, Protein Bars or Bites, Marshmallow Treat Bars, etc.)
- 13 **Sweets, Chocolates, Candy, Gum/Mints, Fruit Snacks**
- 14 **Dessert Items/Snacks** (Gelatin, Pudding, Custard, Rice Pudding, Tapioca, Ice Cream, Frozen Yogurt, Sherbet/Sorbet, Popsicles, Frozen Fruit Bars)
- 15 **Sweet Baked Dessert-Like Items** (e.g., Cake, Pie, Cupcakes, Brownies, Snack Cakes, Snack Fruit Pies, Biscotti, Tea Cakes, etc.)
- 1 **Breakfast Food (prepared by/for you):** (e.g., Eggs, Meat (Bacon, Sausage, Ham), Meat Substitutes (Veggie bacon, sausage), Sandwiches, French Toast, Pancakes, Waffles, etc.))
- 2 **Packaged Frozen Ready-to-Eat Breakfast Food:** (e.g., Breakfast Sandwiches, French Toast, Pancakes, Waffles, Toaster Strudels, etc.)
- 19 **Main Meal Foods (prepared by/for you):** (e.g., Meats (Beef, Chicken, Pork), Meat Substitutes (e.g., Veggie Burgers, Chik'n, etc.), One-Dish Meals (e.g., Lasagna, Pot Pies), Soups, Salads, Sandwiches, Burritos/Wraps, Potatoes/French Fries, Pizza, Pasta, Beans, Rice, Appetizers, etc.))
- 17 **Packaged Frozen Ready-to-Eat Appetizers and Entrees**
- 20 **Traditional Mexican Foods/Snacks** *(display for Mexico only)*
- 21 **Traditional Brazilian Foods/Snacks** *(display for Brazil only)*
- 22 **Meal Replacement Drinks/Nutritional Drinks/Smoothies/Smoothie Bowls/Shakes**

- 23 **Any beverage** (coffee, tea, juice, water, soft drinks, etc.) other than a meal replacement drink / nutritional drink / smoothie / shake
- 24 **Some other type of food**

OCCASIONS - CATEGORIES

Q1a You recorded 'some other type of food.' What type of food was this?

If 'Some other type of food' is selected, ask Q1.

Display Categories eaten 'less often than once a year' and 'never'.

Display 'Some other type of food'. Allow an other specify record box.

Programming Instructions for Q1 - Q1.23:

Item Questions with text "Select all that apply" should allow multiple responses

Brand Questions should only allow one response.

Specific item and brand order instructions are located in the

Category Items Brands List below each Category heading in gray shaded cells

OCCASIONS —Breakfast Food (Not Frozen)

Q1.1 What **type of breakfast food (prepared by/for you)** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Germany and Spain.

Ask if Breakfast Food (not frozen) (1) at Q1 or Q1a.

Q1.1a What **brand of breakfast meat alternative** was this?

Not asked *Ask for US.*

Ask if Breakfast Meat Alternatives (120 or 121 or 122) at Q1.1.

Q1.1b What **brand of breakfast meat alternative sausage (Veggie, Soy-Based)** was this?

Ask for US.

Ask if Breakfast Meat Alternative sausage (120) at Q1.1.

Q1.1c What **brand of breakfast meat alternative bacon (Veggie, Soy-Based)** was this?

Ask for US.

Ask if Breakfast Meat Alternative bacon (121) at Q1.1.

Q1.1d What **brand of breakfast meat alternative (all others)** was this?

Ask for US.

Ask if Breakfast Meat Alternative (all others) (122) at Q1.1.

Q1.1e What **brand of package cake** was this?

Ask for Italy.

Ask if Packaged Cake (118) at Q1.1.

Q1.1f What **brand of normal rusk** was this?

Ask for Italy.

Ask if Normal Rusk (128) at Q1.1.

Q1.1g What **brand of wholemeal or organic rusk** was this?

Ask for Italy.

Ask if Wholemeal or Organic Rusk (129) at Q1.1.

OCCASIONS — Frozen Breakfast Food

Q1.2 What **type of packaged frozen ready-to-eat breakfast food** was this? *Select all that apply.*
Ask for US and Mexico and Spain and Italy and Germany.
Ask if Frozen Breakfast Food (2) at Q1 or Q1a.

Q1.2a What **brand of frozen breakfast sandwich, wrap, burrito** was this?
Ask for US.
Ask if (frozen breakfast sandwich/wrap/burrito) (201) at Q1.2.

Q1.2b What **brand of frozen pancakes** was this?
Ask for US.
Ask if (frozen pancakes) (202) at Q1.2.

Q1.2c What **brand of frozen waffles** was this?
Ask for US and Mexico.
Ask if (frozen waffles) (203) at Q1.2.

Q1.2d What **brand of frozen French toast** was this?
Ask for US.
Ask if (frozen french toast) (204) at Q1.2.

Q1.2e What **brand of frozen toaster strudel** was this?
Ask for US.
Ask if (frozen toaster strudel) (205) at Q1.2.

Q1.2f What **brand of frozen breakfast entree** was this?
Ask for US.
Ask if (frozen breakfast entree) (206) at Q1.2.

Q1.2g What **brand of frozen rolls** was this?
Ask for Germany.
Ask if (frozen rolls) (214) at Q1.2.

OCCASIONS — Cereals, Muesli, Granola, Oatmeal, Oats

Q1.3

What **type of cereal, muesli, granola or oatmeal** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if Cereal (3) at Q1 or Q1a.

Q1.3a

What **brand of cold cereal** was this?

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if (cold cereal) (301) at Q1.3.

Q1.3aa

You said you ate Cheerios. Just to make sure, which brand of cereal did you eat?

*Ask in US. Ask if General Mills Cheerios (code 301.23) selected at Q1.3a.
Added July 2020*

Randomize, keep “any other” at bottom

Cheerios from the General Mills Brand

Great Value Os Oat Cereal (Walmart)

Market Pantry Toasted Oats (Target)

Any other store brand, private label brand, or other brand of cereal that is similar to Cheerios

Q1.3f

What **brand of cereal snack pack** was this?

Ask for US

Ask if (cereal snack pack) (307) at Q1.3.

Q1.3b

What **brand of granola** was this?

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if (granola) (303) at Q1.3.

Q1.3c

What **brand of muesli** was this?

Ask for Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if (muesli) (302) at Q1.3.

Q1.3d

What **brand of hot cereal** was this?

Ask for UK and France and Germany.

Ask if (hot cereal) (305) at Q1.3.

Q1.3e

What **brand of oatmeal** was this?

Ask for Mexico and Australia and Italy and Germany and Spain.

Ask if (oatmeal) (304) at Q1.3.

OCCASIONS — Bread, Toast, Bakery, Breakfast Pastries, Toaster Pastries

Q1.4 What **type of Bread, Toast, Bakery, Pastries (Bagels, Muffins, Donuts, Croissants, Danishes, Coffee Cakes, Toaster Pastries)** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Germany and Spain
Ask if Bread, Toast, Bakery, Pastries (4) at Q1 or Q1a.

Q1.4v What **brand of packaged sliced bread (not toasted)** was this?

Ask for Germany and Spain.

Ask if toasted bread (401) at Q1.4.

Q1.4d What **brand of toasted bread** was this?

Ask for Brazil and Italy and Germany and Spain.

Ask if toasted bread (402) at Q1.4.

Q1.4a What **brand of breakfast biscuits/cookies** was this?

Ask for US and Brazil and Australia and Germany.

Ask if breakfast biscuits (405) at Q1.4.

Q1.4b What **brand of toaster pastries** was this?

Ask for US and Mexico and Australia and UK and Germany.

Ask if toaster pastries (409) at Q1.4.

Q1.4e What **brand of pastries / danishes / coffee cakes / muffin / donut / croissant** was this?

Ask for Brazil.

Ask if pastries / danishes / coffee cakes / muffin / donut / croissant (406) at Q1.4

Q1.4f What **brand of packaged sweet bread/pastries** was this?

Ask for Brazil.

Ask if packaged sweet bread/pastries (407) at Q1.4.

- Q1.4g** What **brand of packaged cake** was this?
Ask for Brazil and Spain.
Ask if packaged cake (418) at Q1.4.
- Q1.4h** What **brand of bisnaguinha** was this?
Ask for Brazil.
Ask if bisnaguinha (420) at Q1.4.
- Q1.4i** What **brand of mini filled cake** was this?
Ask for Brazil.
Ask if mini filled cake (421) at Q1.4.
- Q1.4j** What **brand of packaged salty bread** was this?
Ask for Brazil.
Ask if packaged salty bread (423) at Q1.4.
- Q1.4k** What **brand of bread with a spread (Jam, Nutella, Honey, Peanut Butter)** was this?
Ask for Spain.
Ask if Bread with a spread (Jam, Nutella, Honey, Peanut Butter) (440) at Q1.4.
- Q1.4l** What **brand of packaged sweet bread** was this?
Ask for Spain.
Ask if Packaged Sweet Bread (407) at Q1.4.
- Q1.4m** What **brand of packaged muffins** was this?
Ask for Spain.
Ask if Packaged Muffins (416) at Q1.4.
- Q1.4n** What **brand of packaged pastries** was this?
Ask for Spain.
Ask if Packaged Muffins (408) at Q1.4.

- Q1.4o** What **brand of packaged bread** was this?
Ask for Italy.
Ask if Packaged Bread (435) at Q1.4.
- Q1.4p** What **brand of Special Breads (multigrain, Nordic, complete, rye ...)** was this?
Ask for Italy.
Ask if Special Breads (multigrain, Nordic, complete, rye ...) (433) at Q1.4.
- Q1.4q** What **brand of packaged brioche** was this?
Ask for Italy.
Ask if packaged brioche (436) at Q1.4.
- Q1.4r** What **brand of crispbread** was this?
Ask for Germany.
Ask if crispbread (439) at Q1.4.
- Q1.4s** What **brand of packaged croissant** was this?
Ask for Italy.
Ask if packaged croissant (443) at Q1.4.
- Q1.4t** What **brand of normal rusk** was this?
Ask for Italy and Germany.
Ask if normal rusks (445) at Q1.4.
- Q1.4u** What **brand of wholemeal or organic rusk** was this?
Ask for Italy.
Ask if wholemeal or organic rusks (446) at Q1.4.
- Q1.4z** What **brand of bread, toast, bakery, pastries** was this?
Not asked *Ask for Brazil.*
Ask if any item at Q1.4.

OCCASIONS – Yogurt and Cheese / Fruits and

Q1.5

What **type of yogurt and/or cheese** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if Yogurt & Cheese (5) at Q1 or Q1a.

Q1.5a

What **brand of yogurt - drinkable** was this?

Ask for Spain.

Ask if Yogurt - Drinkable (501) at Q1.5.

Q1.5b

What **brand of probiotic yogurt** was this?

Ask for Spain.

Ask if Propbiotic Yogurt (520) at Q1.5.

Q1.5c

What **brand of yogurt - Greek** was this?

Ask for Spain.

Ask if Yogurt - Greek (519) at Q1.5.

Q1.5d

What **brand of yogurt and cereal** was this?

Ask for Spain.

Ask if Yogurt and Cereal (514) at Q1.5.

Q1.5e

What **brand of functional yogurt** was this?

Ask for Spain.

Ask if Functional Yogurt (533) at Q1.5.

Q1.5f

What **brand of soy or vegetal yogurt** was this?

Ask for Spain.

Ask if Soy or Vegetal Yogurt (534) at Q1.5.

Q1.6

What **type of fruits and/or vegetables** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if Fruit and Vegetables (6) at Q1 or Q1a.

OCCASIONS – Salty or Savory Snacks

- Q1.7** What **type of salty or savory snack** was this? *Select all that apply.*
- Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.*
Ask if Salty or Savory Snacks (7) at Q1 or Q1a.
- Q1.7p** What **brand of rice or soy cakes/snacks** was this?
- Ask for UK and France and Spain.*
Ask if (701) at Q1.7.
- Q1.7a** What **brand of pita chips** was this?
- Ask for US.*
Ask if (704) at Q1.7.
- Q1.7b** What **brand of potato chips** was this?
- Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain. (variable wording for UK: crisps)*
Ask if (705) at Q1.7.
- Q1.7c** What **brand of corn chips or sticks** was this?
- Ask for US and Mexico and Australia and Spain.*
Ask if (706) at Q1.7.
- Q1.7d** What **brand of cheese twists, puffs or curls** was this?
- Ask for US and Mexico and Brazil and Australia and France and Spain.*
Ask if (708) at Q1.7.
- Q1.7e** What **brand of multigrain chips** was this?
- Ask for US and Australia and UK and France and Spain. (variable wording for UK and France: chips=crisps)*
Ask if (709) at Q1.7.
- Q1.7f** What **brand of tortilla chips** was this?

Ask for US and Mexico and Brazil and UK and France and Italy and Germany.

Ask if (710) at Q1.7.

Q1.7g What **brand of vegetable chips** was this?

Ask for US and UK and France and Italy and Spain and Germany.

Ask if (711) at Q1.7.

Q1.7h What **brand of popped chips** was this?

Ask for US.

Ask if (712) at Q1.7.

Q1.7n What **brand of plantain/yucca chips** was this?

Ask for Mexico.

Ask if (714) at Q1.7.

Q1.7i What **brand of pretzel crisps** was this?

Ask for US.

Ask if (715) at Q1.7.

Q1.7j What **brand of pretzels** was this?

Ask for US and UK and France and Germany.

Ask if (716) at Q1.7.

OCCASIONS – Salty or Savory Snacks

- Q1.7k** What **brand of popcorn or popcorn snacks** was this?
Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.
Ask if (719) at Q1.7.
- Q1.7l** What **brand of snack mix** was this?
Ask for US and Mexico (added 2.25.19) and Australia and Germany and Spain.
Ask if (720) at Q1.7.
- Q1.7m** What **brand of baked crisps/chips** was this?
Ask for US and UK and France and Spain.
Ask if (728) at Q1.7.
- Q1.7r** What **brand of cracker chips** was this?
Ask for US and Brazil and Germany
Ask if (722) at Q1.7.
- Q1.7q** What **brand of biscuit** was this?
Ask for France and Spain.
Ask if (725) at Q1.7.
- Q1.7s** What **brand of potato sticks** was this?
Ask for Brazil.
Ask if (725) at Q1.7.
- Q1.7t** What **brand of bread stick** was this?
Ask for Spain.
Ask if (723) at Q1.7.
- Q1.7u** What **brand of cocktail snack** was this?
Ask for Spain.

Ask if (731) at Q1.7.

Q1.7v What **brand of light chips** was this?

Ask for Italy and Germany and Spain.

Ask if (713) at Q1.7.

Q17.w What **brand of chips with special aromas (not cheese)** was this?

Ask for Italy.

Ask if (732) at Q1.7.

Q1.7x What **brand of potato chips with special shapes (sticks, balls, croissants)** was th

Ask for Italy.

Ask if (733) at Q1.7.

Q1.7y What **brand of striped chips** was this?

Ask for Italy.

Ask if (734) at Q1.7.

Q1.7aa What **brand of chips cheese/cheese flavored** was this?

Ask for Italy.

Ask if (735) at Q1.7.

Q1.7ab What **brand of chocolate coated salty snacks (e.g. pretzels and chips, choco-pretzels)** was this?

Ask for Italy.

Ask if (718) at Q1.7.

Q1.7ac What **brand of salty sticks** was this?

Ask for Germany.

Ask if (730) at Q1.7.

Q1.7z What **brand of salty or savory snack** was this?

Not asked

Ask for Brazil.

Ask if any item at Q1.7.

OCCASIONS — Meat Snack/Jerky

Q1.8

What **type of meat snack and/or jerky** was this? *Select all that apply.*

Ask for US and Brazil and Australia and UK and France and Germany and Spain
Ask if Meat Snack/Jerky (8) at Q1 or Q1a.

Q1.8a

What **brand of meat stick** was this?

Ask for US

Ask if (801) at Q1.8

Q1.8b

What **brand of jerky** was this?

Ask for US

Ask if (809) at Q1.8

OCCASIONS —Nuts, Seeds, Trail Mixes, Roasted Chickpeas

Q1.9

What **type of nuts, seeds or trail mix** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.
Ask if Nuts, Seeds or Trail Mix (9) at Q1 or Q1a.

Q1.9a

What **brand of nuts** was this?

Ask for Germany.

Ask if (901) at Q1.9.

Q1.9b

What **brand of salted nuts** was this?

Ask for Spain and Germany.

Ask if (905) at Q1.9.

Q1.9c

What **brand of trail mix** was this?

Ask for Italy and Germany and Spain.

Ask if (903) at Q1.9.

Q1.9d What **brand of pipas y kikos** was this?

Ask for Spain.

Ask if (904) at Q1.9.

Q1.9e What **brand of nuts (plain)** was this?

Ask for Germany.

Ask if (906) at Q1.9.

Q1.9f What **brand of seeds** was this?

Ask for Germany.

Ask if (902) at Q1.9.

OCCASIONS – Crackers/Savory Biscuits, Crispbreads, Rusk

Q1.10 What **type of crackers, savory biscuits, crispbreads or rusk** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and UK and France and Italy and Germany and Spain

Ask if Crackers, Savory Biscuits, Crispbreads, Rusk (10) at Q1 or Q1a.

Q1.10q What **brand of rice crackers** was this?

Ask if Italy and Germany and Spain.

Ask if 1002 at Q1.10.

Q1.10f What **brand of regular/plain crackers** was this?

Ask for US and Mexico and Brazil and UK and Italy and Germany and Spain.

Ask if 1003 at Q1.10.

Q1.10u What **brand of savoury crackers** was this?

Ask if Italy and Germany.

Ask if 1025 at Q1.10.

Q1.10g What **brand of snack crackers** was this?

Ask for US and Brazil and Germany.

Ask if 1004 at Q1.10.

Q1.10h What **brand of cheese flavored crackers** was this?

Ask for US and Mexico and Brazil and Italy.

Ask if 1005 at Q1.10.

Q1.10i What **brand of sandwich/filled crackers** was this?

Ask for US and Mexico and Brazil.

Ask if 1006 at Q1.10.

Q1.10r What **brand of crackers - corn based** was this?

Ask for Spain.

Ask if 1007 at Q1.10.

Q1.10e What **brand of prepackaged dips & biscuits** was this?

Ask for Mexico and Australia and Italy.

Ask if 1008 at Q1.10.

Q1.10v What **brand of prepackaged cheese & biscuits** was this?

Ask for Italy.

Ask if 1009 at Q1.10.

Q1.10n What **brand of crispbreads** was this?

Ask for UK and Germany.

Ask if 1011 at Q1.10.

Q1.10j What **brand of cracker chips** was this?

Ask for US and Germany.

Ask if 1012 at Q1.10.

Q1.10b What **brand of saltine crackers** was this?

Ask for US.

Ask if 1014 at Q1.10.

Q1.10c What **brand of graham crackers** was this?

Ask for US.

Ask if 1015 at Q1.10.

Q1.10w What **brand of integral crackers** was this?

Ask for Italy.

Ask if 1023 at Q1.10.

Q1.10s What **brand of bread sticks** was this?

Ask for Italy and Spain

Ask if 1016 at Q1.10.

- Q1.10k** What **brand of integral cookies** was this?
Ask for Mexico.
Ask if 1017 at Q1.10.
- Q1.10t** What **brand of bread toasts** was this?
Ask for Spain
Ask if 1018 at Q1.10.
- Q1.10l** What **brand of better for you cookies** was this?
Ask for Brazil
Ask if 1019 at Q1.10.
- Q1.10m** What **brand of wheat snacks** was this?
Ask for Brazil
Ask if 1020 at Q1.10.
- Q1.10d** What **brand of flavoured savoury baked biscuits** was this?
Ask for Australia.
Ask if 1022 at Q1.10.
- Q1.10w** What **brand of rusk** was this?
Ask for Gemany.
Ask if 1013 at Q1.10.
- Q1.10a** What **brand of crackers** was this?
Ask for US.
Ask if 1003, 1004, 1005, 1006, 1012 at Q1.10.
- Q1.10z** What **brand of cracker, savory biscuit, crispbread or rusk** was this?
Not asked *Ask for Mexico and Brazil.*
Ask if any item at Q1.10.

OCCASIONS – Cookies/Sweet Biscuits

Q1.11

What **type of cookies or sweet biscuits** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if Cookies/Sweet Biscuits (11) at Q1 or Q1a.

Q1.11e

What **brand of plain cookies** was this?

Ask for Mexico and Brazil and Italy and Germany.

Ask if for 1101 at Q1.11.

Q1.11f

What **brand of chocolate chip cookies** was this?

Ask for Mexico and Brazil and Italy and Spain.

Ask if for 1102 at Q1.11.

Q1.11g

What **brand of sandwich, cream filled cookies** was this?

Ask for Mexico and Brazil and Italy and Germany and Spain.

Ask if for 1103 at Q1.11.

Q1.11h

What **brand of shortbread cookies** was this?

Ask for Germany.

Ask if for 1104 at Q1.11.

Q1.11i

What **brand of chocolate covered icing cookies** was this?

Ask for Mexico and Italy and Germany.

Ask if for 1105 at Q1.11.

Q1.11b

What **brand of graham cookies** was this?

Not asked for any country.

Ask if 1106 at Q1.11.

Q1.11j

What **brand of fruit filled cookies** was this?

Ask for Mexico and Brazil and Germany.

Ask if for 1107 at Q1.11.

Q1.11k What **brand of oatmeal cookies** was this?

Ask for Mexico and Brazil.

Ask if for 1108 at Q1.11.

Q1.11l What **brand of vanilla cookies** was this?

Ask for Brazil and Germany.

Ask if for 1110 at Q1.11.

Q1.11m What **brand of butter cookies** was this?

Ask for Mexico and Brazil and Germany.

Ask if for 1111 at Q1.11.

Q1.11n What **brand of healthy cookies** was this?

Ask for Brazil.

Ask if for 1112 at Q1.11.

Q1.11q What **brand of cinnamon cookie** was this?

Ask for Mexico.

Ask if for 1121 at Q1.11.

Q1.11p What **brand of cookies with marshmallow** was this?

Ask for Mexico.

Ask if for 1120 at Q1.11.

Q1.11t What **brand of cookies** was this?

Ask for Brazil and Germany.

Ask if for 1124 at Q1.11.

Q1.11x What **brand of cookie - sweet pastry dough** was this?

Ask for Italy.

Ask if 1135 at Q1.11.

Q1.11aa What **brand of cookie with other special flours (for celiacs ...)** was this?

Ask for Italy.

Ask if 1131 at Q1.11.

Q1.11c What **brand of breakfast biscuits or cookies** was this?

Ask for US and Australia and UK and France and Germany and Spain.

Ask if 1113 at Q1.11.

Q1.11u What **brand of digestive biscuit** was this?

Ask for Italy and Spain.

Ask if 1114 at Q1.11.

Q1.11o What **brand of chocolate covered biscuit** was this?

Ask for Brazil and Germany.

Ask if for 1116 at Q1.11.

Q1.11w What **brand of chocolate biscuit** was this?

Ask for Italy and Germany.

Ask if for 1127 at Q1.11.

Q1.11y What **brand of integral biscuit** was this?

Ask for Italy.

Ask if for 1130 at Q1.11.

Q1.11ab ~~What **brand of light biscuit** was this?~~

~~*Ask for Italy.*~~

~~*Ask if for 1132 at Q1.11.*~~

Q1.11v What **brand of biscuit in a bowl** was this?

Ask for Spain

Ask if 1134 at Q1.11.

Q1.11r What **brand of waffer** was this?
Ask for Brazil and Italy and Germany.
Ask if for 1122 at Q1.11.

Q1.11s What **brand of rusk** was this?
Ask for Brazil.
Ask if for 1123 at Q1.11.

Q1.11d What **brand of cookie or sweet biscuit** was this?
Ask for US.
Ask if (1199) at Q1.11.

Q1.11ac What **brand of cookie (non-chocolate)** was this?
Ask for Germany.
Ask if (1129) at Q1.11.

Q1.11ad What **brand of sugar cookie** was this?
Ask for Germany.
Ask if (1109) at Q1.11.

Q1.11ae What **brand of plain biscuits** was this?
Ask for Germany.
Ask if (1128) at Q1.11.

Q1.11af What **brand of pralines** was this?
Ask for Germany.
Ask if (1115) at Q1.11.

Q1.11ag What **brand of jaffa cakes** was this?
Ask for Germany.

Ask if (1126) at Q1.11.

Q1.11a What **brand of cookies or sweet biscuits** was this?

Not asked ***Ask for US.***

Ask if for 1101, 1102, 1103, 1104, 1105, 1107, 1108, 1109, 1110, 1112 at Q1.11.

Q1.11z What **brand of cookie or sweet biscuit** was this?

Not asked ***Ask for Mexico and Brazil.***

Ask if any item at Q1.10.

OCCASIONS — Bars and Bites

Q1.12

What **type of bars or bites** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if Bars/Bites (12) at Q1 or Q1a.

Q1.12d

What **brand of cereal bar** was this?

Ask for US and Mexico and Brazil and UK and France and Italy and Germany and Spain

Ask if 1201 at Q1.12.

Q1.12e

What **brand of cereal treat bar** was this?

Ask for US and Mexico and Brazil and Germany.

Ask if 1202 at Q1.12.

Q1.12f

What **brand of granola bar** was this?

Ask for US and Mexico and Brazil and Germany.

Ask if 1203 at Q1.12.

Q1.12g

What **brand of muesli slice/oat slice** was this?

Ask for Mexico and Spain.

Ask if 1204 at Q1.12.

Q1.12h

What **brand of nut / fruit & nut / fruit bar** was this?

Ask for US and Mexico and Brazil and UK and Italy and Germany and Spain.

Ask if 1205 at Q1.12.

Q1.12i

What **brand of baked filled bar** was this?

Ask for US and Mexico and UK.

Ask if 1206 at Q1.12.

Q1.12y

What **brand of protein, energy, sports, weight management, health and wellness bar** was this?

Ask for US and Mexico and Brazil and France and Italy and Germany and Spain.

Ask if 1297 at Q1.12.

Display Headers and Brands for each appropriate item by country on one screen |

Q1.12j What **brand of protein, energy, sports bar** was this?
Ask for US and Mexico and Brazil and UK and France.
Ask if 1207 at Q1.12.

Q1.12k What **brand of weight management bar** was this?
Ask for US and Mexico.
Ask if 1208 at Q1.12.

Q1.12l What **brand of health and wellness bar** was this?
Ask for US.
Ask if 1209 at Q1.12.

Q1.12s What **brand of health/raw bar** was this?
Ask for Italy and Germany and Spain.
Ask if 1218 at Q1.12.

Q1.12b What **brand of bites** was this?
Ask for US and Australia and UK and Italy and Germany.
Ask if 1211 at Q1.12.

Q1.12m What **brand of marshmallow treat bar** was this?
Ask for US.
Ask if 1212 at Q1.12.

Q1.12n What **brand of flapjacks** was this?
Ask for UK and Germany.
Ask if 1215 at Q1.12.

Q1.12p What **brand of cake bars** was this?

Ask for UK and Germany and Spain.

Ask if 1216 at Q1.12.

Q1.12q What **brand of biscuits/slices** was this?

Ask for UK and France.

Ask if 1217 at Q1.12.

Q1.12c What **brand of toaster pastries** was this?

Ask for US and Australia and UK.

Ask if toaster pastries (1220) at Q1.12.

Q1.12t What **brand of seed bar** was this?

Ask for Italy.

Ask if 1221 at Q1.12.

Q1.12r What **brand of meal replacement/satiating bars** was this?

Ask for Spain.

Ask if 1223 at Q1.12.

Q1.12a What **brand of bar** was this?

Not asked

Ask for US and Australia and UK and France.

Ask if Bars (1201, 1202, 1203, 1205, 1206, 1207, 1208, 1209, 1210, 1212, 1299) at Q1.12.

Q1.12z What **brand of bar or bite** was this?

Not asked

Ask for Mexico and Brazil.

Ask if any item at Q1.12.

OCCASIONS — Sweets, Chocolates, Candy, Gum/Mints, Fruit

Q1.13 What **type of sweet, chocolate, candy, gum/mint, fruit snack** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if Sweets, Chocolates, Candy, Gum/Mints, Fruit Snacks (13) at Q1 or Q1a.

OCCASIONS – Dessert Items/Snacks

Q1.14 What **type of dessert items/snack** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if Dessert Items/Snacks (14) at Q1 or Q1a.

Q1.14a What **brand of snack mix** was this?

Ask for US.

Ask if Snack Mix (1420) at Q1.14.

OCCASIONS – Sweet Baked Dessert-Like Items

Q1.15 What **type of sweet baked dessert** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if Sweet Baked Dessert (15) at Q1 or Q1a.

OCCASIONS – Frozen Appetizers and Entrees

Q1.17 What **type of packaged frozen ready-to-eat appetizers/entrée** was this? *Select all that apply.*

Ask for US and Australia and Mexico and Germany and Spain.

Ask if Frozen Appetizers & Entrees (17) at Q1 or Q1a.

OCCASIONS —Main Meal Foods

Q1.19 What **type of main meal food** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

Ask if Main Meal Foods (19) at Q1 or Q1a.

Q1.19a What **brand of meat alternative** was this?

Ask for ~~US~~ and Australia.

Ask if Meat Alternatives (1930 or 1931 or 1932) at Q1.

Q1.19b What **brand of meat alternative burger (veggie, soy-based)** was this?

Ask for US.

Ask if Meat Alternative burger (1930) at Q19.1.

Q1.19c What **brand of meat alternative chik'n (veggie, soy-based)** was this?

Ask for US.

Ask if Breakfast Meat Alternative chik'n (1931) at Q19.1.

Q1.19d What **brand of meat alternative (tofu, all others)** was this?

Ask for US.

Ask if Breakfast Meat Alternative (1932) at Q19.1.

OCCASIONS — Traditional Mexican Foods/Snacks

Q1.20 What **type of traditional Mexican food and/or snacks** was this? *Select all that apply.*

Ask if Mexico. Ask if Traditional Mexican Food/Snacks (20) at Q1 or Q1a.

OCCASIONS — Traditional Brazilian Foods/Snacks

Q1.21 What **type of traditional Brazilian food and/or snacks** was this? *Select all that apply.*

Ask if Brazil. Ask if Traditional Brazilian Food/Snacks (20) at Q1 or Q1a.

OCCASIONS — Meal Replacement Drinks / Nutrition Drinks / Smoothies / Shakes

Q1.22 What **type of meal replacement drinks, nutrition drinks, smoothies, smoothie bowls or shakes** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and and Australia and UK and France and Italy and Germany and Spain.

Ask if Meal Replacement Drinks/Nutritional Drinks/Smoothies/Shakes (22) at Q1 or Q1a.

Q1.22c What **brand of ready to drink liquid breakfast** was this?

Ask for UK.

Ask if Ready to Drink Liquid Breakfast (2207) at Q1.22.

Q1.22a What **brand of smoothie bowl** was this?

Ask for US and UK.

Ask if Smoothies/Smoothie Bowls (2210) at Q1.22.

Q1.22b What **brand of fruit, shake or smoothie** was this?

Ask for Brazil and UK and Germany.

Ask if Fruit/Other Shake/Smoothie (2201) at Q1.22.

Q1.22z What **brand of meal replacement drink, nutrition drink, smoothie, smoothie bowl or shake** was this?

Ask for Brazil and Australia.

Brazil - Ask if Fruit/Other Shake/Smoothie (~~2201~~ or 2299) at Q1.22.

Australia - Ask if any item at Q1.22.

OCCASIONS — Other Beverages

Q1.23 What **type of beverage** was this? *Select all that apply.*

Ask for US and Mexico and Brazil and UK and France and Italy and Germany and Spain

Ask if Other Beverage (23) at Q1 or Q1a.

Programming Instructions for Fraudulent Respondents:

For each category – limit the number of items in a category to the numbers below. If a respondent selects more items than allowed, display an error message instructing them to correct their selection.

Error Message: Please record up to (insert allowable amount) items for this occasion from this list.

- 5 Bread, Toast, Bakery, Breakfast Pastry, Toaster Pastry***
- 3 Cereal, Muesli, Granola, Oatmeal, Oats (Hot or Cold)***
- 4 Yogurt and Cheese***
- 4 Fruits and Vegetables***
- 5 Salty or Savory Snack***
- 4 Cracker/Savory Biscuit, Crispbread, Rusk***
- 5 Cookie/Sweet Biscuit***
- 3 Nuts, Seeds, Trail Mixes, Roasted Chickpeas***
- 2 Meat Snack/Jerky***
- 4 Bar or Bite***
- 4 Sweet, Chocolate, Candy, Gum/Mint, Fruit Snack***
- 4 Dessert Item/Snack***
- 4 Sweet Baked Dessert-Like Item***
- 5 Breakfast Food (prepared by/for you)***
- 4 Packaged Frozen Ready-to-Eat Breakfast Food***
- 4 Frozen Appetizer and Entrée***
- 5 Other / Main Meal Food(s)***
- 5 Traditional Mexican Foods/Snacks***
- 4 Traditional Brazilian Foods/Snacks (display for Brazil only)***
- 4 Meal Replacement Drinks/Nutritional Drinks/Smoothies/Smoothie Bowls/Shakes***
- 4 A Beverage***

Then, still within an occasion, add up all items across all categories selected. If items exceed 20, flag the respondent as a cheater.

The respondent flagged as a cheater will be termed and punched as a "highoutlier"

OCCASIONS – DIARY

Programming display for Q2 through Q6:

Day:

Time:

Display the following wording for each category eaten at Q1

- 4 Bread, Toast, Bakery, Breakfast Pastry, Toaster Pastry
- 3 Cereal, Muesli, Granola, Oatmeal, Oats, Simple or Bio Seeds
- 5 Yogurt and Cheese
- 6 Fruits and Vegetables
- 7 Salty or Savory Snack
- 10 Cracker/Savory Biscuit, Crispbread, Rusk
- 11 Cookie/Sweet Biscuit
- 9 Nuts, Seeds, Trail Mixes
- 8 Meat Snack/Jerky
- 12 Bar or Bite
- 13 Sweets, Chocolate, Candy, Gum/Mint, Fruit Snack
- 14 Dessert Item/Snack
- 15 Sweet Baked Dessert-Like Item
- 1 Breakfast Food (prepared by/for you)
- 2 Packaged Frozen Ready-to-Eat Breakfast Food
- 17 Frozen Appetizer and Entrée
- 19 Other / Main Meal Food(s)
- 20 Traditional Mexican Food/Snack (display for Mexico only)
- 21 Traditional Brazilian Food/Snack (display for Brazil only)
- 22 Meal Replacement Drink/Nutritional Drink/Smoothie/Smoothie Bowl/Shake
- 23 A Beverage

Occasion Details

Day:

Time:

Categories Consumed:

OCCASIONS – DIARY

Q2

Would you describe this **OCCASION** as . . .

Allow one response.

- 1 A meal
- 2 A snack
- 3 A beverage
- 4 Something else

Q3

Which best describes **WHEN** [you / your child] had this OCCASION? Select one.

- 1 Before breakfast
- 2 Instead of breakfast
- 3 Breakfast or with breakfast
- 4 Between breakfast and lunch
- 5 Instead of lunch
- 6 Lunch or with lunch
- 7 Between lunch and dinner
- 8 Shortly after school / work
- 9 Just before dinner / appetizers
- 10 Instead of dinner
- 11 Dinner or with dinner
- 12 Immediately after dinner, as a dessert
- 13 After dinner, in the evening
- 14 Before going to bed
- 15 In the middle of the night

Q3A

Was this an **Apéritif** occasion?

Ask if responses 4 - 11 at Q3.

- 1 Yes
- 2 No

OCCASIONS – DIARY

Q4 WHO else was with [you / your child] at this OCCASION? *Select all that apply.*

Response List for Rep Teens/Adults

- 1 No one else/I was alone (*exclusive*)
- 2 My spouse/partner
- 3 My parent(s)
- 4 My child/children
- 5 One friend
- 6 Several friends
- 7 Other family
- 8 Colleagues/Co-workers
- 9 Other

Response List for Parent of Child

- 10 No one else/Child was alone (*exclusive*)
- 11 Childs parent(s)
- 12 Childs siblings
- 13 One friend
- 14 Several friends
- 15 Other family
- 16 Other

OCCASIONS – DIARY

Q5

WHERE did [you / your child] eat/drink during this OCCASION? *Select one.*

Do not display At work/office (3) or At bar/nightclub (16) for Parent of Child

Do not display At bar/nightclub (16) for Rep under 18 years of age.

- 1 At home
- 2 At someone else's home
- 3 At work/office
- 4 School Kindergarten through Grade 12
- 24 College/university
- 5 In the street/walking
- 6 Commuting/traveling
- 7 Convenience store
- 8 Coffee shop/café
- 9 Quick service restaurant/fast food restaurant
- 10 Sit down restaurant
- 13 Full service restaurant
- 11 Cafeteria
- 12 Deli
- 14 Supermarket/grocery
- 15 Mall/food court
- 16 At a bar/nightclub
- 17 Outdoors (park, beach, etc.)
- 18 Cinema/Movie theater/amusement park
- 19 Health Club/Gym/sports center/sports field
- 20 Hotel or motel
- 21 Airport or other transit location
- 22 Hospital/ Long Term Care Facility/Retirement Home
- 23 Other

Programming Note: Add a dummy punch for place of occasion

At home Q5=1 Away from home Q5=2-24

Programming Note: Ask if any response 2 - 16 at Q4 AND "At home or At someone else's home" (response 1 or 2) at Q5. (Added 2020 Q1)

Q5A

Which of the following best describes the food eaten at this occasion with the people you were with?

- 1 Everyone ate the SAME foods
- 2 Everyone ate MOST of the same foods
- 3 Everyone ate a FEW of the same foods
- 4 Everyone ate something DIFFERENT

Q6

OCCASIONS – DIARY

Ask for Rep Teen/Adult Group. Do not ask for Parent of Child Group.

Which of these statements best describes **WHY** you had this OCCASION? Select up to 5.

Randomize list. Do not display headers. Allow up to 5 responses.

Pleasure

- 1 To treat or reward myself
- 2 To relieve boredom
- 3 To help me relax/unwind
- 4 To satisfy a craving
- 5 As a way to celebrate a special OCCASION with friends, family or a loved one

Social

- 6 Have something I feel good about eating with others
- 7 To enhance time with friends, family or a loved one
- 8 To eat while doing something else
- 9 To demonstrate to my family/friends that I care for them
- 10 Easy to prepare/make

Convenience

- 11 Consume it anywhere/on the go
- 12 To (*display if US/Australia/UK/France/Italy/Spain/Germany:* stop/*display if Mexico/ Brazil:* fool) hunger in between meals
- 13 To replace a meal
- 14 Have something that can be eaten quickly
- 15 Just wanted something to graze on/pick at
- 16 Have something nutritious

Nutrition (Health + Fuel Up)

- 17 To reduce stress/anxiety
- 18 To help balance my diet
- 19 Give an instant energy boost
- 20 Helps recover from physical exertion
- 21 To have a meal

OCCASION TRACKING QUESTIONS

Programming: Select one OCCASION based on Daypart for the Diary Section.

Quotas by Daypart will be set.

Programming: Display Day, Time and Items Eaten below INTRO3.

Day:

Time:

Items Eaten:

DIARY OF ITEMS IN AN OCCASION

INTRO3

Now, we're going to ask you a few more questions about [your / your child's] eating OCCASION yesterday, (insert day of week), at (insert time).

You told us [you / your child] ate/drank the following items yesterday, (insert day of week) at (insert time).

Programming: Display Occasions Details:

Occasion Details

Day:

Time:

Item:

QD1A

What **ACTIVITIES** [were you / was your child] doing at this OCCASION? Select all that apply.

Randomize anchor other last. Display following groups together: 3/4, 7/8/9, 10/11/12, 13/14; 19/20/21.

Do not display responses 2, 6, 10, 11, 16, 17, 27, 28 if Parent of Child Group.

- 1 Getting ready for [my/their] day
- 2 Thinking about things I need to get done
- 3 Watching TV
- 4 Watching a movie
- 5 Reading
- 6 Preparing a meal
- 7 Commuting/traveling by car
- 8 Commuting/traveling by public transport/other
- 9 Walking
- 10 Catching up on/reading email
- 11 Browsing the internet/Social networking (e.g., Facebook, Twitter)
- 12 Talking/texting on the phone with others
- 13 Working/studying
- 14 Taking a break from work/studying
- 15 Relaxing/doing nothing/hanging out
- 16 Doing housework/cleaning

- 17 Catching up on the news (watching, reading, listening)
- 18 Socializing or talking with others, in person
- 19 Playing sports/working out
- 20 Before sports or physical activity
- 21 After sports or physical activity
- 22 At a casual gathering with friends
- 23 At a celebration/party
- 24 Listening to music
- 25 Shopping
- 26 Running errands
- 27 Physical labor
- 28 Getting kids ready
- 30 Gaming (playing video/online games)
- 29 Other

DIARY OF ITEMS IN AN OCCASION

Programming: Ask QD1 – QD13 for each item for the selected OCCASION.

*Diary questions will be asked for each item within the selected OCCASION.
(up to 12 items)*

INTRO Item

Now, we're going to ask you a few more questions about each item [you / your child] ate/drank yesterday, (insert day of week), at (insert time).

Let's start with this item [you / your child] (ate/drank) yesterday, (insert day of week) at (insert time).

Display for first item. Display 'ate' for all categories except (22) and (23).

Display 'drank' for categories (22) and (23).

Display item.

Now please think about this item [you / your child] (ate/drank) yesterday, (insert day of week) at (insert time).

Occasion Details

Day:

Time:

Item:

Display for all other items. Display 'ate' for all categories except (22) and (23).

Display 'drank' for categories (22) and (23).

Display item.

QD1 Was consuming this item planned ahead or a spontaneous decision? *Select one.*

Ask for items in all categories. Display item.

- 1 Planned ahead
- 2 Spontaneous decision

QD2 Was this item brought from home? *Select one.*

Ask for items in all categories. Ask if OCCASION was away from home at Q5.

Display item. At home = 1 at Q5; Away from home = 2 – 24 at Q5.

- 1 Yes
- 2 No

QD4

DIARY OF ITEMS IN AN OCCASION

Ask for Rep Teen/Adult Group. Do not ask for Parent of Child Group.

WHAT were you looking for in this item on this OCCASION? *Select all that apply.*

Ask for items in all categories except Other Beverages (23).

Randomize list. Do not display headers.

Display item.

Flavor

- 1 Has a strong, intense flavor
- 2 Is simple and basic

Health Benefit

- 3 Is a good source of protein
- 4 Is a good source of fiber

Ingredients

- 5 Has no artificial flavors/colors/preservatives
- 6 Is low in salt/sodium
- 7 Is made from natural ingredients
- 8 Is made with whole grains
- 9 Has visible ingredients
- 10 Contains no artificial sweeteners
- 11 Contains low/no sugar

Quality

- 12 Is fresh/freshly made
- 13 Is higher quality/premium

Usability

- 14 It is not intrusive (smells strong, makes noise, etc.)
- 15 Does not make a mess/crumble
- 16 Easy to eat with one hand
- 17 None of the above (*Single response option.*)

DIARY OF ITEMS IN AN OCCASION

QD5

Who **BOUGHT** this item? *Select one.*

Ask for items in all categories.

Display item.

- 1 Myself
- 2 My spouse/partner
- 3 My parent(s)
- 4 My children
- 5 Friends
- 6 Other family
- 7 Colleagues
- 8 Someone else
- 9 Not purchased, provided for free (*Continue to QD12*)
- 10 Don't know (*Continue to QD12*)

QD6

DIARY OF ITEMS IN AN OCCASION -

Ask if person purchased codes 1 – 8 at QD5.

WHERE was this item purchased? *Select one.*

Ask for items in all categories.

Display item.

Display response (33) if work/office (3) at Q5 and not brought from home at D2

Display response (34) if school (4, 24) at Q5 and not brought from home at D2.

Grocery/Supermarket/Specialty or Ethnic Grocery/Mass Merchandisers

- 1 Grocery Store/Supermarket
- 44 Hypermarket
- 2 Natural/Specialty Grocery Store
- 3 Ethnic Grocery Store
- 4 Smaller version of a Supermarket
- 5 Small local corner grocery store or bodega or mom and pop shop
- 49 Small Chain of Self Service Stores
- 37 Traditional market
- 38 Street or Traveling Market
- 39 Dedicated Store (such as Tortillería, Butchery, Poultry, Quesería, etc.)
- 11 Health food store
- 13 Specialty/Gourmet Food shop
- 45 Discounter / low End Retail (like Action, Stockomanie)
- 8 Discount Grocery store
- 9 Super Store/Mass Merchandise Store (such as Walmart, Target or Meijer)

Corner Shop/Street Stall

- 41 Corner Shop
- 42 Street Stall / Corner Stand / Informal Sale / Semaphore or High Seller

Club/Warehouse/Wholesaler/Other Stores

- 6 Club/Warehouse store
- 40 Wholesaler
- 7 Dollar store

10 Department store/Retail Store (non-food store such as a department store, hardware store, etc.)

Drug/Convenience/Gas station

12 Drugstore

15 Convenience store/Minimarket/gas station

School or Workplace

16 School Kindergarten through Grade 12 cafeteria

36 College/university cafeteria

17 Office/workplace

Restaurant/Food Service

14 Bakery

48 Discount Bakery

43 Typical food place (taqueria, food, courier, tortería, etc.)

18 Coffee shop/café

47 Sandwich Shop

19 A quick service restaurant/fast food restaurant

20 Full service restaurant

21 Mall/food court

22 Deli

23 Bar/nightclub

24 Ice cream shop

46 Online Take-away

Other Locations

25 Health Club/Gym/sports center/sports field

26 Hotel

27 Hospital/ Long Term Care Facility/Retirement Home

28 Airport or other transit location

29 Cinema/Movie theater/amusement park

30 Military Location

50 Government Self Service Stores

31 Online

32 Purchased somewhere else

Leave space here, but no header

- 33 Not purchased, provided for free by place of work
- 34 Not purchased, provided for free by school
- 35 Don't know

DIARY OF ITEMS IN AN OCCASION -

QD7

Ask if responses 16, 36, 17, 25 – 30, 32 at QD6.

WAS this item purchased from a . . .? *Select one.*

Ask for items in all categories.

Display response 6 for Mexico and Brazil and UK and France and Italy and Germany and Spain.

- 1 Cafeteria
- 2 Station kiosk
- 3 Vending machine
- 4 Food truck
- 6 Catalog
- 5 Some other place

DIARY OF ITEMS IN AN OCCASION -

QD8

See directional above each country for specific retailers.

At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask for items in all categories.

Ask if US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

- 1 Albertson's
- 2 Aldi
- 3 Fred Meyer
- 4 Food Lion
- 5 HEB
- 6 HyVee
- 7 Jewel
- 8 Kroger
- 46 Meijer
- 9 Publix
- 10 Ralphs
- 11 Safeway
- 12 Save-A-Lot
- 13 Smith's
- 14 Stop and Shop
- 113 Target
- 15 Trader Joe's
- 16 Wegmans
- 17 Whole Foods
- 18 Winn Dixie
- 19 Von's
- 115 Acme
- 116 Bfresh
- 117 Carrs

118	Dillons
119	Fry's
120	Giant Martin's
121	Hannaford
122	JayC
123	King Soopers
124	Pavillions
125	Peapod
126	Randalls
127	Shaws
128	Star
129	Tom Thumb
130	United Supermarkets
20	Bodega Aurrerá
21	Bodega Aurrerá Expres
22	Superama
23	City Market
24	Soriana Super
25	Mercado Soriana
26	La Comer
27	Comercial Mexicana
114	Walmart
216	Fresco
47	Chedraui
48	Mega Soriana
49	La Comer
50	HEB
358	Hiper Soriana
359	Ley
200	Tesco
201	Asda

202	Sainsbury's
203	Morrisons
204	Waitrose
205	The Co-Operative
206	Iceland
301	Auchan (HM & SM)
302	Bio C Bon
303	Biocoop
304	Biomonde
305	Carrefour (HM & SM)
306	Casino (Sm & Hm)
307	Cora
308	E.Leclerc
309	Franprix
310	Géant (Hm & Sm)
311	Intermarché
312	La Vie Claire
314	Match
315	Monoprix
316	Naturalia
317	NaturéO
319	Système U
131	Monop
132	Grand Frais
333	Bom Preço
334	Carrefour
345	Carrefour Bairro
335	Cencosud
346	Dia%
347	Extra
348	Extra Perto
336	Irmãos Muffato

337	Mercadorama
349	Mini Mercado Extra
350	Nacional
338	Pão de Açúcar
351	Pão de Açúcar Minuto
352	Tododia
353	Walmart
133	BIG
339	Zaffari
400	Coles
401	IGA
402	Woolworths
217	Lidl
218	M & S Simply Food/ Food Hall
219	Booths
425	Aldi (2019 data should be moved to response 2)
426	Booths (2019 data should be moved to response 219)
427	Budgens
428	Costcutter
429	Farm Foods
430	Heron Foods
432	Little Waitrose
433	Londis
434	M&S Simply Food/ Food hall (2019 data should be moved to response 218)
435	Nisa
436	Sainsbury's Local/Central
437	Spar
438	Tesco Express
444	Conad
445	Esselunga
446	Pam

447	Sma
448	Simply
449	Despar
450	Crai
451	Sidis
452	Sigma
453	Famila
454	Di Meglio
455	Billa
456	Selex
457	Altro
458	NaturaSi
459	Cuore Bio
460	Almavere bio market
461	BioBottega
462	Piacere Terra
463	NaturPlus
464	Mela Verde Bio
465	Bio sapori supermercati
466	Ipercoop
467	Carrefour Iper
468	Auchan
469	Finiper
470	Il Gigante
471	Bennet
472	Combi
473	Markant
474	Penny
475	Rewe
476	Spar
477	Aleco
478	Alnatua

479	Bio Company
480	Bio Food
481	Dennree
482	Asia Laden
484	Globus
485	Kaufland
486	Marktkauf
487	Real
488	Rewe Duplicate retailer, removed 2.17
551	Tegut
552	Edeka
557	Rew City
489	Ahorramas
490	Alimerka
491	Bon Preu
492	Caprabo
493	Carrefour (Any format)
494	Condis
495	Consum
496	Coviran
497	Dia (Cualquier formato)
498	Dinosol
499	El Corte Ingles (Any format)
500	Eroski (Any format)
501	Gadis
502	Mas y Mas
503	Mercadona
504	Sanchez Romero
505	Supermercados BM
506	Alcampo
507	Carrefour Hiper
508	Eroski hiper

- 509 Hiper Simply
- 510 Hipercor
- 511 Leclerc
- 512 Makro
- 513 Costco
- 134 Lojas Americanas
- 135 Minuto Pão de Açúcar
- 136 Carrefour Express
- 137 Extra Mini
- 28 Other Grocery/Supermarket Store (General, Specialty or Ethnic)

QD8

DIARY OF ITEMS IN AN OCCASION -

At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if US and Mexico and Brazil and Australia and France.

If response 6 – display Club/Warehouse Store.

- 29 BJ's
- 30 Costco
- 31 Sam's Club
- 32 City Club
- 84 Atacadão
- 85 Assai
- 86 Maxxi
- 87 Makro
- 88 Tenda
- 89 Irmãos Muffato
- 90 Martins
- 91 Mateus
- 92 Suprema

33 Other Club/Warehouse Store

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if US and Australia and UK.

If response 7 – display Dollar Store.

- 34 Dollar General
- 35 Dollar Tree
- 36 Family Dollar
- 37 Waldo's
- 320 99p
- 321 Poundshop
- 322 Poundland
- 403 Dollar King
- 404 Dollar World
- 405 The Reject Shop
- 220 Poundstretcher
- 221 Home Bargains
- 222 B&M
- 223 Wilko
- 224 The Range
- 38 Other Dollar Store

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if France.

Ask if response 45 – Discounter / low End Retail (like Action, Stockomanie).

- 138 Action
- 139 Stockomanie
- 140 Gifi
- 141 Other Discounter / low end retailer

QD8

At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if US and Mexico and Brazil and Australia and UK and France and Italy and Germany and Spain.

- 39 Aldi
- 40 Save-A-Lot
- 41 Stop and Shop
- 93 Dia %
- 94 Todo Dia
- 207 Lidl
- 313 Leader Price
- 318 Netto
- 354 Bodega Aurrerá
- 355 Bodega Aurrerá Exprés
- 356 Mi Bodega Aurrerá
- 357 Soriana Express
- 514 Altro
- 515 Dpiù
- 516 Eurospin
- 517 In's Mercato
- 518 Penny Market
- 519 Pix Quality
- 520 Sosty
- 521 Todis
- 522 Tuodi
- 523 Diska
- 524 Netto Markendiscout
- 525 Norma

- 526 Penny
42 Other Discount Grocery Store

DIARY OF ITEMS IN AN OCCASION -

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if US and Mexico and Brazil and Australia.

- 43 Kmart
44 Target
45 Walmart
46 Meijer (**Report Meijer in Grocery channel QD6=1**)
47 Chedraui
48 Mega Soriana
49 Mega Comercial Mexicana
50 HEB
358 Hiper Soriana
359 Ley
360 Atacadão
361 Assai
362 Maxxi
363 Makro
340 Carrefour
341 Cencosud
342 Extra
343 Guanabara
344 Irmãos Muffato
406 Big W
51 Other Superstore / Mass Merchandiser

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if US and Mexico and Brazil and Australia and UK and Germany.

- 52 CVS
- 53 Walgreens
- 54 Rite-Aid
- 55 Farmacias San Pablo
- 56 Farmacias Guadalajara
- 57 Farmacias Benavides
- 58 Farmacias del Ahorro
- 59 Sanborn's
- 364 Farmacias Similares
- 142 Farmacias Esquivar
- 143 Farmacias Leyva
- 144 Farmacias Lux
- 145 Farmacias Moderna
- 146 Farmacias Nacional
- 147 Farmacias Purex
- 148 Farmacias Regis
- 149 Farmacias Roma
- 150 Farmacias Santa Fe
- 151 Farmacias Yza
- 152 Farmacon
- 153 Farmatodo
- 154 Framacias San Francisco de Asís
- 155 Independent Drug Store
- 95 Raia / Drogasil
- 96 Onofre
- 97 Drogaria São Paulo
- 98 Ultrafarma
- 99 Panvel

100	Drogaria Araújo
101	Guararapes
324	Boots
325	Superdrug
407	Amcal
408	Blooms
409	Chemart
410	Chemist Warehouse
411	Cincotta
412	Priceline
413	Soul Pattinson
414	Terry White
527	Budnikowsky (Drugstore Chain)
528	DM (Drugstore Chain)
529	Ihr Platz (Drugstore Chain)
530	Rossmann (Drugstore Chain)
60	Other Drug Store

DIARY OF ITEMS IN AN OCCASION -

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if US and Mexico and Brazil and Australia and UK and France.

- 61 7-Eleven
- 62 QuikTrip
- 63 Wawa
- 64 Circle K
- 65 Speedway
- 66 OXXO
- 67 Extra
- 156 C&C Viveres
- 157 El Asturiano
- 158 Go Market 24
- 159 Happy Go
- 160 JV
- 161 Kiosco
- 162 Mambo
- 163 Oasis
- 164 Saks
- 165 Super Bara
- 166 Super City
- 167 Super Fasty
- 168 Super Fiesta
- 169 Super Flash
- 170 Super Q
- 171 Super rapiditos Bip Bip
- 172 Supperettes del Rio
- 173 Yepas
- 102 Lojas Americanas
- 103 Minuto Pão de Açucar
- 104 Carrefour Express

105	Extra Mini
208	The Co-Operative
209	Budgens
210	Tesco Express
211	Sainsbury's Local/Central
212	Independent Shop
325	8 à Huit
326	Carrefour Proxi (City, Contact, Express)
327	Casino Proxi (Le Petit Casino, Casino Shopping, Vival)
328	Franprix
329	Leader Price Express
330	Monoprix
331	SPAR
332	U proxi (U Express, Utile)
174	Monop
175	G20
176	Simply Market (Auchan SM)
415	BP
416	Caltex
417	City Convenience
418	Coles Express
419	IGA Express
420	Night Owl
421	Woolworths Petrol
225	Spar
226	Nisa
227	Booths
228	M&S Simply Food/ Food hall
229	Little Waitrose
439	Costcutter
440	Londis
177	Petrol Station Forecourt

DIARY OF ITEMS IN AN OCCASION -

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if US and Mexico and Australia and UK and France and Germany and Spain

- 69 Caribou Coffee
- 70 The Coffee Beanery
- 71 Dunkin Donuts
- 72 Gloria Jean's
- 73 Peet's Coffee and Tea
- 74 Starbucks
- 75 Tim Hortons
- 178 Columbus
- 76 Cielito Querido
- 77 Café Garat
- 78 Café Punta del Cielo
- 79 Café Nescafé
- 214 Caffe Nero
- 215 Costa
- 422 Coffee Club
- 423 Gloria Jeans
- 424 McCafe
- 441 Greggs
- 442 Pret a Manger
- 443 Wild Bean Cafe
- 531 Balzac
- 532 Crobag
- 533 **Café & Té**
- 534 **Eurest**
- 535 **Granier**
- 536 **Horno**

- 537 Juan Valdez
- 538 Mallorca
- 539 Panaria
- 540 Santa Gloria
- 541 Viena capellanes
- 542 Volapie
- 553 Ditsch
- 554 Dean&David
- 555 Coffee Fellows
- 556 Campus Suite
- 80 Other Coffee shop/café

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if US and Mexico and Australia and UK and Spain.

If response 19—display Quick service restaurant/Fast Food restaurant

- 81 Quick service restaurants (any)
- 82 Fast Food restaurant (any)
- 84m Taqueria or Tortería (prepared food)
- 85m Lunch Counter (Snack bar)
- 83 Other quick service restaurant/fast food restaurant

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if Mexico and Germany and Spain.

- 106 Casa Ley
- 107 El Zorro
- 111 Scorpion
- 108 Garis
- 109 Corvi
- 112 Sahuayo

- 179 Abarrotera Sanchez
- 180 Casa Ley Mayoreo
- 181 Chapa
- 182 Dulce María
- 183 El Ranchero
- 184 Ibarra
- 185 Mexicana de Abarrotes
- 186 Nieto
- 187 Rivera
- 188 San Jorge
- 189 SDM
- 190 Super Kompras
- 191 Treviño
- 192 Zeta
- 543 Andronaco
- 544 Fegros&Selgros
- 545 Metro C&C
- 546 Costco
- 547 Makro
- 110 Other wholesalers/mayoristas

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if UK and Germany.

- 230 Debenhams
- 231 House of Fraser
- 232 John Lewis
- 233 Marks & Spencers (M&S)
- 548 Galeria Kaufhof
- 549 Karstadt
- 550 Woolworth
- 234 Other Department Store

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if Mexico.

Ask if response 49 – Small Chain of Self Service Stores.

- 235 Aramburo
- 236 Casa Leal
- 237 Econosuper
- 238 Galerías del Alba
- 239 Gran D
- 240 Guajardo
- 241 Gutierrez Rizo
- 242 La Guadalupana
- 243 Super de Todo
- 244 Super del Sol
- 245 Super Precio
- 246 Super Tienda GTZ
- 247 Supermercado Glez
- 248 Tiendas 3B
- 249 Tiendas Lores
- 250 Tiendas Modelo
- 251 Tiendas Su Bodega
- 252 Other Small Chains of Self Service Stores

QD8 At which (**insert STORE TYPE at QD6**) was the item purchased? *Select one.*

Ask if Mexico.

Ask if response 50 – Governmen Self Service Store.

- 193 Super ISSSTE
- 194 Other government self service store

DIARY OF ITEMS IN AN OCCASION -

QD9 At which **ONLINE** retailer was this item purchased? *Select one.*

Ask for items in all categories. Ask if online (31) at QD6.

Display item.

- 1 Online – E-Retailer Delivery to Home (*order online from a digital-only retailer such as Amazon, Boxed*)
- 2 Online – Store Delivery to Home (*order online from a physical retailer ~~such as Kroger~~ and request home delivery at a set time OR order through a service such as Shipt, Instacart and request home delivery at a set time*)
- 3 Online – Click & Collect (*order online from a physical retailer such as Walmart.com or Target.com and pick up in person*)

QD10 At which **ONLINE** (*insert online retailer type at QD9*) retailer was this item purchased? *Select one.*

Ask if US and Mexico and Brazil and Australia and UK and France and Italy and Spain and Germany.

- 1 Amazon
- 108 Amazon Fresh
- 2 Boxed
- 3 Jet
- 119 Peapod
- 4 MercadoLibre
- 5 Rappi
- 6 CornerShop
- 7 Mercadoni
- 8 UberEats
- 39 Shopper.com
- 40 Americanas.com
- 41 Postmates
- 42 Domicilios
- 120 Sin Delantal
- 43 Deliveroo
- 44 Ocado

60	Catch
61	Hello Fresh
62	Menu Log
23	Homerefill.com.br
121	vente privée
122	cdiscount
123	showroom privé
70	Altro
71	BioExpress.it
72	bio-natural.eu
73	Carrefour.it
74	Esselunga.it
75	Naturasi.it
76	viverbio.it
77	Lola Market
78	Ulabox
79	Deliberry
80	Glovo
118	Flaschenpost
9	Other Online E-Retailer with Delivery to Home

DIARY OF ITEMS IN AN OCCASION -

QD10

At which **ONLINE** (*insert online retailer type at QD9*) retailer was this item purchased? *Select one.*

Ask if US and Mexico and Brazil and Australia and UK and France and Italy and Spain.

If response 2 at D9 – display Online – Store Delivery to Home

Verify script includes code 15 and not Code 20

- 10 Kroger
- 11 Shipt
- 12 Instacart
- 13 Superama
- 14 Walmart
- 15 Sam's Club
- 22 Costco
- 18 Target
- 124 Peapod
- 125 Chedraui
- 126 HEB
- 127 La Comer
- 128 Soriana
- 30 Asda.com
- 31 Morrisons.com
- 32 Sainsburys.co.uk
- 33 Tesco.com
- 34 Waitrose.com
- 45 Auchan **direct**
- 46 Carrefour **livré chez vous**
- 47 **mes courses** Casino
- 48 Cora **chez moi**
- 49 E.Leclerc

50	Geant
51	Intermarche
52	Monoprix
53	Système U
129	Houra
26	Americanas.com.br
27	Pãodeacucar.com
28	Rappi
29	James
67	Outra Aplicativos
63	Coles Express
64	Woolworths online
81	Altro
82	Bacchette Forchette
83	Deliveroo
84	Foodora
85	Glovo
86	JustEat
87	Uber eats
88	Alcampo
89	Alimerka
90	Caprabo
91	Condis
92	Consum
93	Dia
94	El corte Ingles
95	Eroski
96	Mercadona
97	Simply
109	Rewe Online
110	Edeka
111	Real

117 Lieferando

16 Other Online Store with Delivery to Home

DIARY OF ITEMS IN AN OCCASION -

QD10

At which **ONLINE** (*insert online retailer type at QD9*) retailer was this item purchased? *Select one.*

Ask if US and Mexico and Brazil and Australia and UK and France and Germany and Spain.

If response 3 at D9 – display Online – Collect and Click

- 68 Kroger ~~Click List~~
- 17 Walmart~~.com~~
- 18 Target.com
- 19 Superama
- 20 Sam's Club
- 22 Costco.com
- 130 Chedraui
- 131 HEB
- 132 La Comer
- 133 Soriana
- 35 Asda.com
- 36 Sainsburys.co.uk
- 37 Tesco.com
- 38 Waitrose.com
- 54 Auchan
- 55 Carrefour
- 56 Casino
- 57 E.Leclerc
- 58 Intermarche
- 59 Système U
- 134 Chrono drive
- 135 Cora drive
- 69 Pão de açúcar.com
- 65 Coles
- 66 Woolworths
- 98 ~~Alcampo~~

99	Alimerka
100	Caprabo
101	Condis
102	Consum
103	Dia
104	El corte Ingles
105	Eroski
106	Mercadona

- 107 Simply
- 112 Edeka Bringmeister
- 113 Flaschenpost
- 114 Picnic
- 115 Real
- 116 Rewe Online
- 21 Other Online Click & Collect

DIARY OF ITEMS IN AN OCCASION -

QD11

Thinking about that visit to ([insert store retailer and/or online retailer](#)), why did you **SHOP** for this item? *Select one.*

Ask for items in all categories except Other Beverages (23).

Ask if myself at QD5 AND retail responses 1-15 or 31 at QD6.

Randomize. Do not display italicized category names.

Display item.

Healthy Replenishment

- 1 To buy a nutritious and healthy food with a specific health benefit or ingredient that I always like to have in stock at home

Routine Replenishment

- 2 To buy food that I always like to have in stock at home

Grab n' Go

- 3 To buy food [to eat / for my child to eat] right away, while on the go

Family Enjoyment

- 4 To buy food that the whole family would eat. A food that I know my kids will eat and I can share with others

Spontaneous Buying

- 5 I hadn't planned to buy this item when I started shopping but while shopping for other food I saw something that me or my family might want to try

Spontaneous Deal

- 6 Saw this item on special offer / promotion and found such a good deal I decided to buy some

Planned Deal

- 7 To buy a product that I knew was on special offer/deal/sale

Treat/Reward for Me or my family

- 8 To buy an item as a treat/ reward. Something that is indulgent and would cheer me/my family up

Specific Activity

- 9 To buy an item that could be used for a specific activity (e.g., hike/biking, before/after/during exercise, etc.)

DIARY OF ITEMS IN AN OCCASION - PACKAGE

QD12

Which of the following best describes the **PACKAGE** of this item? *Select one.*

Ask for Category 1 only for Breakfast Meat Substitutes (items 120 or 121 or 122).

Ask for Category 4 for any items other than 401 'Bread (not toasted)' or 402 (toasted bread).

Ask for Category 19 only for Meat Substitutes (items 1930 or 1931 or 1932).

Ask for any items from categories 2, 3, 5, 7, 8, 9, 10, 11, 12, 13, 22.

Do not show response item 3 for bars.

Display item.

- 1 Single-pack/individual portion (sold by itself)
- 2 Single-pack/individual portion from a multi-pack/bag/box (multiple single portion packages sold together)
- 3 A larger/sharing/multi-serve pack/bag/box/tub (a single package containing multiple servings)
- 4 Not applicable/unpackaged
- 5 Don't know

QD13

Which of the following best describes the **PACKAGE** of this item? *Select one.*

Ask for items in all categories except Other Beverages (23).

Ask if responses 1, 2 or 3 at QD12.

Display item.

- 1 Resealable bag/pouch/box/tub
- 2 Non-resealable bag/pouch/box/tub

DEMOGRAPHICS

QDD1 Which of the following best describes your **level of involvement and/or responsibility** for the **grocery shopping** for your household?

Allow one response.

- 1 I am the primary grocery shopper
- 2 I share the grocery shopping responsibilities with someone else in my household
- 3 I do not do any of the grocery shopping for my household

QDD2 Which of the following best describes your marital status?

Allow one response.

- 1 Single, never married
- 2 Married
- 3 Living with partner
- 4 Divorced/Separated/Widowed
- 5 Prefer not to answer

QDD3 Which of the following best describes the highest level of education you have had the opportunity to complete?

Allow one response.

- 1 Less than high school
- 2 High school graduation
- 3 Trade/technical school
- 4 Some college or Associate's degree
- 5 Graduated college/Bachelor's degree
- 6 Attended graduate school
- 7 Advanced degree (Master's, Ph.D.)
- 8 Prefer not to answer

QDD4 Which of the following best describes your current employment situation?

Allow one response.

- 1 Employed full-time and work outside the home
- 2 Employed full-time and work at home
- 3 Employed part-time and work outside the home
- 4 Employed part-time and work at home
- 5 Stay-at-home parent
- 6 Not working
- 7 Retired
- 8 Prefer not to answer

QDD5 Are you self-employed?

Ask if codes 1 - 4 at QDD5. Allow one response.

- 1 Yes
- 2 No

MASTER LIST (ALL MARKETS)				UNITED STATES	MEXICO	BRAZIL	
Category	Item	Brand	BrandCode				
C1	Q(OCCN).1	Q3	Q3	Breakfast Food (prepared by/for you): (e.g., Eggs, Meat (Bacon, Sausage, Ham), Meat Substitutes (Veggie bacon, sausage), Sandwiches, French Toast, Pancakes, Waffles, etc.))	Breakfast Food (prepared by/for you): (e.g., Eggs, Meat (Bacon, Sausage, Ham), Meat Substitutes (Veggie bacon, sausage), Sandwiches, French Toast, Pancakes, Waffles, etc.))	Desayuno (no congelado): Carne, huevo, sándwiches, hot cakes, waffles, pan francés, embutidos (jamón, salchicha, etc.), etc.	Alimentos não congelados no café da manhã preparados por você / para você: (ovos, carne – bacon, linguiça, presunto, substituto de carne – bacon ou linguiça de vegetais-, sanduiches, rabanadas , panquecas / waffles , etc.
				Category, Item and Brand Instructions	Display items list in response list order. Display brands in alpha order.	Display items list in response list order.	Display items list in response list order.
	101			Full English Breakfast / Fry Up	Full English Breakfast / Fry Up	na	na
	102			Eggs - prepared any way (e.g. scrambled, omelet, boiled, fried)	Eggs - prepared any way (e.g. scrambled, omelet, boiled, fried)	Huevos - cualquier preparación (ej. revueltos, estrellados, rancheros, etc.)	Ovos / Omelete
	103			Breakfast Meat (e.g. bacon, sausage, ham, etc.)	Breakfast meat (e.g. bacon, sausage, ham, etc.)	Embutidos (ej. tocino, salchicha, jamón, etc.)	Frios (presunto, salame)
	120	Q(OCCN).1b	Q(OCCN).1b	Breakfast Meat Alternative Sausage (Veggie, Soy-Based)	Breakfast Meat Alternative Sausage (Veggie, Soy-Based)	na	na
				Frozen	Frozen		
		120.21	120.21	Amy's (any variety) (Frozen)	Amy's (any variety) (Frozen)		
		120.22	120.22	Beyond Meat (any variety) (Frozen)	Beyond Meat (any variety) (Frozen)		
		120.23	120.23	Boca (any variety) (Frozen)	Boca (any variety) (Frozen)		
		120.24	120.24	Dr. Praeger's (any variety) (Frozen)	Dr. Praeger's (any variety) (Frozen)		
		120.25	120.25	Evol (any variety) (Frozen)	Evol (any variety) (Frozen)		
		120.26	120.26	Gardein (any variety) (Frozen)	Gardein (any variety) (Frozen)		
		120.27	120.27	Gardenburger (any variety) (Frozen)	Gardenburger (any variety) (Frozen)		
		120.28	120.28	Impossible Burger (any variety) (Frozen)	Impossible Burger (any variety) (Frozen)		
		120.29	120.29	MorningStar Farms (any variety) (Frozen)	MorningStar Farms (any variety) (Frozen)		
		120.30	120.30	Quorn (any variety) (Frozen)	Quorn (any variety) (Frozen)		
		120.31	120.31	Sweet Earth (any variety) (Frozen)	Sweet Earth (any variety) (Frozen)		
		120.94	120.94	Private Label/Store Brand Frozen Meat Substitute (Frozen)	Private Label/Store Brand Frozen Meat Substitute (Frozen)		
		120.95	120.95	All other Frozen Meat Substitute Brands (Frozen)	All other Frozen Meat Substitute Brands (Frozen)		
				Refrigerated	Refrigerated		
		120.51	120.51	Beyond Meat (Refrigerated)	Beyond Meat (Refrigerated)		
		120.52	120.52	Field Roast (Refrigerated)	Field Roast (Refrigerated)		
		120.53	120.53	Hain Celestial (Refrigerated)	Hain Celestial (Refrigerated)		
		120.54	120.54	Jackfruit Company (Refrigerated)	Jackfruit Company (Refrigerated)		
		120.55	120.55	Lightlife (Refrigerated)	Lightlife (Refrigerated)		
		120.56	120.56	Impossible Burger (any variety) (Refrigerated)	Impossible Burger (any variety) (Refrigerated)		
		120.57	120.57	Silken Tofu (Refrigerated)	Silken Tofu (Refrigerated)		
		120.58	120.58	Sweet Earth (Refrigerated)	Sweet Earth (Refrigerated)		
		120.59	120.59	Tofurky (Refrigerated)	Tofurky (Refrigerated)		
		120.60	120.60	Turtle Island (Refrigerated)	Turtle Island (Refrigerated)		
		120.61	120.61	Upton's Natural (Refrigerated)	Upton's Natural (Refrigerated)		
		120.62	120.62	Veggie Patch (Refrigerated)	Veggie Patch (Refrigerated)		
		120.63	120.63	Yves (Refrigerated)	Yves (Refrigerated)		
		120.64	120.64	Incogmeato	Incogmeato (Added 2020 Q2)		
		120.96	120.96	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)		
		120.97	120.97	All other Refrigerated Meat Substitute Brands (Refrigerated)	All other Refrigerated Meat Substitute Brands (Refrigerated)		
	121	Q(OCCN).1c	Q(OCCN).1c	Breakfast Meat Alternative Bacon (Veggie, Soy-Based)	Breakfast Meat Alternative Bacon (Veggie, Soy-Based)	na	na
				Frozen	Frozen		
		121.21	121.21	Amy's (any variety) (Frozen)	Amy's (any variety) (Frozen)		
		121.22	121.22	Beyond Meat (any variety) (Frozen)	Beyond Meat (any variety) (Frozen)		
		121.23	121.23	Boca (any variety) (Frozen)	Boca (any variety) (Frozen)		
		121.24	121.24	Dr. Praeger's (any variety) (Frozen)	Dr. Praeger's (any variety) (Frozen)		
		121.25	121.25	Evol (any variety) (Frozen)	Evol (any variety) (Frozen)		
		121.26	121.26	Gardein (any variety) (Frozen)	Gardein (any variety) (Frozen)		
		121.27	121.27	Gardenburger (any variety) (Frozen)	Gardenburger (any variety) (Frozen)		
		121.28	121.28	Impossible Burger (any variety) (Frozen)	Impossible Burger (any variety) (Frozen)		
		121.29	121.29	MorningStar Farms (any variety) (Frozen)	MorningStar Farms (any variety) (Frozen)		
		121.30	121.30	Quorn (any variety) (Frozen)	Quorn (any variety) (Frozen)		
		121.31	121.31	Sweet Earth (any variety) (Frozen)	Sweet Earth (any variety) (Frozen)		
		121.94	121.94	Private Label/Store Brand Frozen Meat Substitute (Frozen)	Private Label/Store Brand Frozen Meat Substitute (Frozen)		
		121.95	121.95	All other Frozen Meat Substitute Brands (Frozen)	All other Frozen Meat Substitute Brands (Frozen)		
				Refrigerated	Refrigerated		
		121.51	121.51	Beyond Meat (Refrigerated)	Beyond Meat (Refrigerated)		
		121.52	121.52	Field Roast (Refrigerated)	Field Roast (Refrigerated)		
		121.53	121.53	Hain Celestial (Refrigerated)	Hain Celestial (Refrigerated)		
		121.54	121.54	Jackfruit Company (Refrigerated)	Jackfruit Company (Refrigerated)		
		121.55	121.55	Lightlife (Refrigerated)	Lightlife (Refrigerated)		
		121.56	121.56	Impossible Burger (any variety) (Refrigerated)	Impossible Burger (any variety) (Refrigerated)		
		121.57	121.57	Silken Tofu (Refrigerated)	Silken Tofu (Refrigerated)		
		121.58	121.58	Sweet Earth (Refrigerated)	Sweet Earth (Refrigerated)		
		121.59	121.59	Tofurky (Refrigerated)	Tofurky (Refrigerated)		
		121.60	121.60	Turtle Island (Refrigerated)	Turtle Island (Refrigerated)		
		121.61	121.61	Upton's Natural (Refrigerated)	Upton's Natural (Refrigerated)		
		121.62	121.62	Veggie Patch (Refrigerated)	Veggie Patch (Refrigerated)		
		121.63	121.63	Yves (Refrigerated)	Yves (Refrigerated)		
		121.96	121.96	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)		

MASTER LIST (ALL MARKETS)				UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode			
		121.97	121_97	All other Refrigerated Meat Substitute Brands (Refrigerated)	All other Refrigerated Meat Substitute Brands (Refrigerated)	
	122	Q(OCCN).1d	Q(OCCN)_1d	Breakfast Meat Alternative (All others)	na	na
				Frozen		
		122.21	122_21	Amy's (any variety) (Frozen)		
		122.22	122_22	Beyond Meat (any variety) (Frozen)		
		122.23	122_23	Boca (any variety) (Frozen)		
		122.24	122_24	Dr. Praeger's (any variety) (Frozen)		
		122.25	122_25	Evol (any variety) (Frozen)		
		122.26	122_26	Gardein (any variety) (Frozen)		
		122.27	122_27	Gardenburger (any variety) (Frozen)		
		122.28	122_28	Impossible Burger (any variety) (Frozen)		
		122.29	122_29	MorningStar Farms (any variety) (Frozen)		
		122.30	122_30	Quorn (any variety) (Frozen)		
		122.31	122_31	Sweet Earth (any variety) (Frozen)		
		122.94	122_94	Private Label/Store Brand Frozen Meat Substitute (Frozen)		
		122.95	122_95	All other Frozen Meat Substitute Brands (Frozen)		
				Refrigerated		
		122.51	122_51	Beyond Meat (Refrigerated)		
		122.52	122_52	Field Roast (Refrigerated)		
		122.53	122_53	Hain Celestial (Refrigerated)		
		122.54	122_54	Jackfruit Company (Refrigerated)		
		122.55	122_55	Lightlife (Refrigerated)		
		122.56	122_56	Impossible Burger (any variety) (Refrigerated)		
		122.57	122_57	Silken Tofu (Refrigerated)		
		122.58	122_58	Sweet Earth (Refrigerated)		
		122.59	122_59	Tofurky (Refrigerated)		
		122.60	122_60	Turtle Island (Refrigerated)		
		122.61	122_61	Upton's Natural (Refrigerated)		
		122.62	122_62	Veggie Patch (Refrigerated)		
		122.63	122_63	Yves (Refrigerated)		
		122.96	122_96	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)		
		122.97	122_97	All other Refrigerated Meat Substitute Brands (Refrigerated)		
	104			Potatoes/Hash browns	na	na
	105			Breakfast sandwich/wrap/burrito	Sandwiches	Sandwiches (sanduche de queijo / presunto)
	106			Pancakes	Hotcakes	na
	107			Waffles	Waffles	na
	108			French Toast	Pan Francés	na
	109			Antojitos Mexicanos (memelas, sopes, gorditas, huaraches)	Antojitos Mexicanos (sopes, huaraches, gorditas, tlacoyos, etc.)	na
	110			Molletes	Molletes	na
	111			Meat (steak, jerky, crush, carnitas, etc.)	Carne (bistec, cecina, machaca, carnitas, etc.)	na
	112			Beans (from pot, refried, etc.)	Frijoles (de olla, refritos, etc.)	na
	113			Quesadillas/Sincronizadas	Quesadillas/Sincronizadas	na
	114			Chilaquiles/Enchiladas/Enfrijoladas/etc.	Chilaquiles/Enchiladas/Enfrijoladas/etc.	na
	115			Tamales	Tamales	na
	116			Cassava	na	Mandioca
	117			Tapioca with or without topping	na	Tapioca pura ou com recheio
	118			Packaged cake, Corn flour cake	na	Bolos prontos, cuscuz
		118.1	118_1	Mulino Bianco Barilla		
		118.2	118_2	Pan di Stelle		
		118.98	118_98	Private Label/Store Brand Packaged Cake		
		118.99	118_99	All other Package Cake Brand		
	119			Cafeteria food	na	Salgados
	123			Toasted Sandwich	na	na
	124			Toast Ham and Cheese	na	na
	125			Padded Sandwich (sweet or savory)	na	na
	126			Homemade Cake	na	na
	128			Normal Rusks	na	na
		128.1	128_1	Buitoni		
		128.2	128_2	Galbusera		
		128.3	128_3	Misura		
		128.4	128_4	Monviso		
		128.5	128_5	Mulino Bianco Barilla		
		128.6	128_6	Pasquier		
		128.7	128_7	San Carlo		
		128.8	128_8	Wasa		
		128.98	128_98	Private Label/Store Brand Normal Rusk		
		128.99	128_99	All other Normal Rusk		
	129			Wholemeal or Organic Rusks	na	na
		129.1	129_1	Buitoni		
		129.2	129_2	Galbusera		

MASTER LIST (ALL MARKETS)					UNITED STATES		MEXICO		BRAZIL	
Category	Item	Brand	BrandCode							
		129.3	129_3	Misura						
		129.4	129_4	Monviso						
		129.5	129_5	Mulino Bianco Barilla						
		129.6	129_6	Pasquier						
		129.7	129_7	San Carlo						
		129.8	129_8	Wasa						
		129.98	129_98	Private Label/Store Brand Wholemeal or Organic Rusk						
		129.99	129_99	All other Wholemeal or Organic Rusk						
	130			Churros with Chocolate	na		na		na	
	197			Leftovers from another meal	Leftovers from another meal		Sobras de otro día		Sobras do dia anterior	
	198			Other typical cooked meats	Other typical cooked meats		Otra comida típica preparada		Outros tipos de frituras / cozidos	
	199			All other Breakfast Foods	All other Breakfast Foods		Otros alimentos para el desayuno		Outros alimentos consumidos no café da manhã	

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C2	Q(OCCN).2			Packaged Frozen Ready-to-Eat Breakfast Food: (e.g., Breakfast Sandwiches, French Toast, Pancakes, Waffles, Toaster Strudels, etc.)	Packaged Frozen Ready-to-Eat Breakfast Food: (e.g., Breakfast Sandwiches, French Toast, Pancakes, Waffles, Toaster Strudels, etc.)	Comida de Desayuno Congelada Lista para Comer (Waffles, Hotcakes, etc.)	NOT ASKED IN BRAZIL
				Category, Item and Brand Instructions	Display Items list in response list order. Display brands in alpha order.	Display Items list in response list order. Display brands in alpha order.	
	201	Q(OCCN).2a	Q(OCCN)_2a	Frozen Breakfast sandwich/wrap/burrito	Frozen Breakfast sandwich/wrap/burrito	na	
		201.1	201_1	Eggo Breakfast Sandwiches	Eggo Breakfast Sandwiches		
		201.2	201_2	Bob Evans Breakfast Sandwiches	Bob Evans Breakfast Sandwiches		
		201.3	201_3	El Monterey Burritos	El Monterey Burritos		
		201.4	201_4	Good Food Made Simple (any variety)	Good Food Made Simple (any variety)		
		201.5	201_5	Jimmy Dean Breakfast Sandwiches (any variety)	Jimmy Dean Breakfast Sandwiches (any variety)		
		201.6	201_6	Odom's Tennessee Pride Beakfast Sandwiches	Odom's Tennessee Pride Beakfast Sandwiches		
		201.7	201_7	Pillsbury Grands Breakfast Sandwiches	Pillsbury Grands Breakfast Sandwiches		
		201.8	201_8	Nestle Hot Pockets	Nestle Hot Pockets		
		201.9	201_9	Sandwich Bros. of Wisconsin Breakfast Sandwiches	Sandwich Bros. of Wisconsin Breakfast Sandwiches		
		201.10	201_10	Special K Flatbread Sandwiches	Special K Flatbread Sandwiches		
		201.11	201_11	Weight Watchers Smart Ones Breakfast Sandwiches	Weight Watchers Smart Ones Breakfast Sandwiches		
		201.98	201_98	Private Label/Store Brand Frozen Breakfast Sandwiches/Wraps/Burritos	Private Label/Store Brand Frozen Breakfast Sandwiches/Wraps/Burritos		
		201.99	201_99	All other Frozen Breakfast Sandwiches/Wraps/Burritos	All other Frozen Breakfast Sandwiches/Wraps/Burritos		
	202	Q(OCCN).2b	Q(OCCN)_2b	Frozen Pancakes	Frozen Pancakes	Hotcakes Congelados	
		202.1	202_1	Eggo	Eggo		
		202.2	202_2	De Wafelbakkers	De Wafelbakkers		
		202.3	202_3	Healthy Choice Earth's Best	Healthy Choice Earth's Best		
		202.4	202_4	Krusteaz	Krusteaz		
		202.5	202_5	Kodiak Cakes	Kodiak Cakes		
		202.6	202_6	Pillsbury	Pillsbury		
		202.7	202_7	Van's	Van's		
		202.98	202_98	Private Label/Store Brand Frozen Pancakes	Private Label/Store Brand Frozen Pancakes		
		202.99	202_99	All other Frozen Pancake Brands	All other Frozen Pancake Brands		
	203	Q(OCCN).2c	Q(OCCN)_2c	Frozen Waffles	Frozen Waffles	Waffles Congelados	
		203.1	203_1	Eggo (any variety)	Eggo (any variety)	Eggo de Kellogg's (cualquier variedad)	
		203.2	203_2	Eggo Nutri-Grain	Eggo Nutri-Grain		
		203.3	203_3	Healthy Choice Earth's Best	Healthy Choice Earth's Best		
new		203.11	203_11	Kashi Go	Kashi Go (added 2020 Q3) <i>PN: keep with and above Kashi (Other variety)</i>		
		203.4	203_4	Kashi (any variety)	Kashi (any other variety)		
		203.5	203_5	Krusteaz	Krusteaz		
		203.6	203_6	Nature's Path	Nature's Path		
		203.10	203_10	Off The Grid Waffles	Off The Grid Waffles (Added 2019 Q2)		
		203.7	203_7	Kodiak Waffle Cakes	Kodiak Waffle Cakes		
		203.8	203_8	Van's	Van's		
		203.9	203_9	Waffles Great Value	na	Waffles Great Value	
		203.98	203_98	Private Label/Store Brand Frozen Waffles	Private Label/Store Brand Frozen Waffles	Waffles Congelados de Marca Privada/Tienda	
		203.99	203_99	All other Frozen Waffle Brands	All other Frozen Waffle Brands	Otras marcas de Waffles Congelados	
	204	Q(OCCN).2d	Q(OCCN)_2d	Frozen French Toast	Frozen French Toast	na	
		204.1	204_1	Eggo	Eggo		
		204.2	204_2	Farm Rich	Farm Rich		
		204.3	204_3	Krusteaz	Krusteaz		
		204.4	204_4	Healthy Choice Earth's Best	Healthy Choice Earth's Best		
		204.5	204_5	Murphy's	Murphy's		
		204.6	204_6	Van's	Van's		
		204.98	204_98	Private Label/Store Brand Frozen Frozen French Toast	Private Label/Store Brand Frozen Frozen French Toast		
		204.99	204_99	All other Frozen French Toast Brands	All other Frozen French Toast Brands		
	205	Q(OCCN).2e	Q(OCCN)_2e	Frozen Toaster Strudels	Frozen Toaster Strudels	na	
		205.1	205_1	Pillsbury Toaster Strudels (any variety)	Pillsbury Toaster Strudels (any variety)		
		205.98	205_98	Private Label/Store Brand Frozen Toaster Strudels	Private Label/Store Brand Frozen Toaster Strudels		
		205.99	205_99	All other Toaster Strudel Brands	All other Toaster Strudel Brands		
	206	Q(OCCN).2f	Q(OCCN)_2f	Frozen Breakfast Entrees	Frozen Breakfast Entrees	na	
		206.1	206_1	Jimmy Dean	Jimmy Dean		
		206.2	206_2	Aunt Jemima	Aunt Jemima		
		206.3	206_3	Atkins	Atkins		
		206.4	206_4	Bob Evans	Bob Evans		
		206.5	206_5	El Monterey	El Monterey		
		206.6	206_6	Special K Crustless Quiche	Special K Crustless Quiche		
		206.7	206_7	Devour	Devour (Added 2020 Q2)		
		206.8	206_8	The Pioneer Woman	The Pioneer Woman (Added 2020 Q2)		
		206.98	206_98	Private Label/Store Brand Frozen Breakfast Entrees	Private Label/Store Brand Frozen Breakfast Entrees		
		206.99	206_99	All other Breakfast Entrees	All other Breakfast Entrees		
	207			Mexican Traditional Appetizers	na	Antojitos Mexicanos Congelados (Enchiladas, Potosinas, taquitos, etc.)	
	208			Frozen Molletes	na	na	
	209			Frozen Bread	na	na	
	210			Frozen Donuts/Frozen Jelly Donuts	na	na	

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							
	211			Frozen Muffin		na		na		
	212			Frozen Bagel		na		na		
	213			Frozen Croissant		na		na		
	214	Q(OCCN).2g	Q(OCCN)_2g	Frozen Rolls		na		na		
		214.1	214_1	Coppenrath & Wiese						
		214.2	214_2	Knack & Back						
		214.4	214_4	BoFrost Aufbackbrötchen						
		214.5	214_5	Eismann Aufbackbrötchen						
		214.98	214_98	Private Label/Store Brand Frozen Rolls						
		214.99	214_99	All other Frozen Rolls						
	215			Frozen Churros/Porras		na		na		
	299			All other Frozen Breakfast Foods		All other Frozen Breakfast Foods		Otros alimentos congelados para el desayuno		

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C3	Q(OCC N).3	Q3	Q3	Cereals, Muesli, Granola, Oatmeal, Oats (Hot or Cold)	Cereals, Muesli, Granola, Oatmeal, Oats (Hot or Cold)	Cereales, Musli, Granola, Avena (Caliente y Fria)	Cereais, Musli, granola, mingau, aveia (quente ou fria)
				Category, Item and Brand Instructions	Randomize items list except for other items last. Display brands in alpha order.	Randomize items list except for other items last. Display brands in alpha order.	Randomize items list except for other items last. Display brands in alpha order.
	301	Q(OCCN).3a	Q(OCCN).3a	Cold Cereal - any form (e.g. with milk, dry, with yogurt, etc.)	Cold Cereal - any form (e.g. with milk, dry, with yogurt, etc.)	Cereal	Cereal Matinal (com leite, iogurte, açaí)
		301.1	301_1	Kashi GoLean (any variety)	Kashi GoLean (any variety)		
		301.2	301_2	Kashi (any other variety)	Kashi (any other variety)	Kashi (cualquier variedad)	
		301.19	301_19	Kashi by Kids	Kashi by Kids (Added 2019 Q2)		
		301.3	301_3	All Bran by Kellogg's	All Bran by Kellogg's	All Bran de Kellogg's	
		301.4	301_4	Apple Jacks by Kellogg's	Apple Jacks by Kellogg's	Apple Jacks de Kellogg's	
		301.5	301_5	Corn Flakes by Kellogg's	Corn Flakes by Kellogg's	Corn Flakes de Kellogg's	Corn Flakes
		301.6	301_6	Corn Pops by Kellogg's	Corn Pops by Kellogg's	Corn Pops de Kellogg's	
		301.7	301_7	Cracklin' Oat Bran by Kellogg's	Cracklin' Oat Bran by Kellogg's		
		301.8	301_8	Crispix by Kellogg's	Crispix by Kellogg's		
		301.9	301_9	Froot Loops (any variety) by Kellogg's	Froot Loops (any variety) by Kellogg's	Froot Loops de Kellogg's	Froot Loops
		301.10	301_10	Frosted Flakes (any variety) by Kellogg's	Frosted Flakes (any variety) by Kellogg's	Zucaritas de Kellogg's (cualquier variedad)	Sucrilhos (qualquer variedade)
		301.11	301_11	Frosted Mini-Wheats (any variety) by Kellogg's	Frosted Mini-Wheats (any variety) by Kellogg's	na (Removed 2020 Q1)	
		301.12	301_12	Honey Smacks by Kellogg's	Honey Smacks by Kellogg's	Honey Smacks de Kellogg's	
		301.13	301_13	Krave by Kellogg's	Krave by Kellogg's		
		301.14	301_14	Raisin Bran (any variety) by Kellogg's	Raisin Bran (any variety) by Kellogg's		
		301.15	301_15	Rice Krispies by Kellogg's	Rice Krispies by Kellogg's	Rice Krispies de Kellogg's	
		301.17	301_17	Cocoa Krispies by Kellogg's	Cocoa Krispies by Kellogg's	Choco Kripis de Kellogg's	
		301.18	301_18	Special K (any variety) by Kellogg's	Special K (any variety) by Kellogg's	Special K de Kellogg's	
		301.90	301_90	Other Kellogg's	Other Kellogg's	Otras Kellogg's	Outro Kellogg's
		301.20	301_20	Annie's (any variety)	Annie's (any variety)		
		301.21	301_21	Barbara's (any variety)	Barbara's (any variety)		
		301.22	301_22	Cascadian Farms (any variety)	Cascadian Farms (any variety)		
		301.23	301_23	Cheerios (any variety) by General Mills	Cheerios (any variety) by General Mills		
		301.24	301_24	Toast Crunch (any variety) by General Mills	Toast Crunch (any variety) by General Mills		
		301.25	301_25	Lucky Charms (any variety) by General Mills	Lucky Charms (any variety) by General Mills		
		301.26	301_26	Reeses Puffs by General Mills	Reeses Puffs by General Mills		
		301.27	301_27	Cocoa Puffs by General Mills	Cocoa Puffs by General Mills		
		301.28	301_28	Cookie Crisp by General Mills	Cookie Crisp by General Mills		
		301.29	301_29	Golden Grahams by General Mills	Golden Grahams by General Mills		
		301.30	301_30	Chex (any variety) by General Mills	Chex (any variety) by General Mills		
		301.31	301_31	Trix by General Mills	Trix by General Mills		
		301.32	301_32	Nature Valley (any variety) by General Mills	Nature Valley (any variety) by General Mills		
		301.33	301_33	Kix by General Mills	Kix by General Mills		
		301.34	301_34	Wheaties by General Mills	Wheaties by General Mills		
		301.35	301_35	Fiber One by General Mills	Fiber One by General Mills		
		301.91	301_91	Other General Mills	Other General Mills		
		301.16	301_16	Happy Inside	Happy Inside (Added 2019 Q2)		
		301.36	301_36	Honey Bunches of Oats (any variety) by Post	Honey Bunches of Oats (any variety) by Post		
		301.37	301_37	Pebbles (any variety) by Post	Pebbles (any variety) by Post		
		301.38	301_38	Selects by Post	Selects by Post		
		301.39	301_39	Honeycomb by Post	Honeycomb by Post		
		301.40	301_40	Shredded Wheat by Post	Shredded Wheat by Post		
		301.41	301_41	Grape Nuts by Post	Grape Nuts by Post		
		301.42	301_42	Raisin Bran by Post	Raisin Bran by Post		
		301.43	301_43	Golden Crisp by Post	Golden Crisp by Post		
		301.92	301_92	Other Post	Other Post		
		301.45	301_45	Nature's Path (any variety)	Nature's Path (any variety)		
		301.46	301_46	Malt O Meal (any variety)	Malt O Meal (any variety)		
		301.47	301_47	Quaker Squares	Quaker Squares		
		301.48	301_48	Capn Crunch (any variety) by Quaker	Capn Crunch (any variety) by Quaker		
		301.49	301_49	Life by Quaker	Life by Quaker		

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							
		301.50	301_50	Kellogg's Extra				Extra de Kellogg's		
		301.51	301_51	Great Value				Great Value		
		301.52	301_52	Golden Foods				Golden Foods		
		301.53	301_53	Maizoro Azucaradas				Azucaradas de Maizoro		
		301.54	301_54	Other Maizoro				Otros de Maizoro		
		301.55	301_55	Nestlé Nesquik				Nesquik de Nestlé		
		301.56	301_56	Nestlé Fitness				Fitness de Nestlé		
		301.57	301_57	Nestlé Corn Flakes				Corn Flakes de Nestlé		
		301.58	301_58	Other Nestlé				Otros de Nestlé		Outro Nestlé
		301.59	301_59	Floquinhos						Floquinhos
		301.60	301_60	Skarchitos						Skarchitos
		301.61	301_61	Nescau						Nescau
		301.62	301_62	Nestlé Snow Flakes						Nestlé Snow Flakes
		301.63	301_63	Nesfit						Nesfit

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		301.64	301_64	Bear Apha Bites			
		301.65	301_65	Honey Monster Puffs			
		301.66	301_66	Kellogg's Crunchy Nut			
		301.67	301_67	Kellogg's Fruit N Fibre			
		301.68	301_68	Kellogg's Just Right			
		301.69	301_69	Kelloggs Bran Flakes			
		301.70	301_70	Kelloggs Coco Pops			
		301.71	301_71	Nestle Cheerios		Cheerios de Nestlé (Added 2.20.19)	Nestlé Cheerios
		301.72	301_72	Nestle Cookie Crisp			
		301.73	301_73	Nestle Curiously			
		301.74	301_74	Nestle Gluten Free			
		301.75	301_75	Nestle Golden Nuggets			
		301.77	301_77	Nestle Oats & More			
		301.78	301_78	Nestle Shredded Wheat			
		301.79	301_79	Nestle Shreddies			
		301.101	301_101	Nestle Lion			
		301.102	301_102	Nestle Chocapic			
		301.103	301_103	Nestle Crunch			
		301.104	301_104	Nestle Clusters			
		301.105	301_105	Nestle Golden Grahams			
		301.106	301_106	Weetabix			
		301.107	301_107	Wk Kellogg			
		301.97	301_97	Aldi Goldenvale (any cereal)			
		301.82	301_82	Be Natural cereal (any variety)			
		301.83	301_83	Freedom Foods (any cereal)			
		301.84	301_84	Nestle Milo cereal (any variety)			
		301.85	301_85	Sanitarium Weet-Bix (any variety)			
		301.86	301_86	Sanitarium Weet-Bix Bites			
		301.87	301_87	Uncle Toby's Cheerios			
		301.88	301_88	Uncle Toby's Plus (any variety)			
		301.89	301_89	Kellogg's Nutri-Grain			
		301.93	301_93	Kellogg's Guardian			
		301.94	301_94	Kellogg's Sustain			
		301.95	301_95	Kellogg's Special K (Original)			
		301.96	301_96	Quaker Super Foods		Quaker Super Foods (Added 2019 Q3)	
		301.118	301_118	Carlos V		Carlos V (Added 2020 Q2)	
		301.98	301_98	Private Label/Store Brand Cereal	Private Label/Store Brand Cereal	Cereal de Marca Privada/Tienda	Marca Própria / Marca de Loja de cereal matinal
		301.99	301_99	Other Cold Cereal Brands	Other Cold Cereal Brands	Otras marcas de Cereal	Outras marcas de cereal matinal
new	307	Q(OCCN)_3f	Q(OCCN)_3f	Cereal Snack Pack (not variety/assortment cereal pack)	Cereal Snack Pack (not variety/assortment cereal pack) (added 2020 Q3)	na	na
new		307.1	307_1	Jumbo Snax (any variety)	Jumbo Snax (any variety) (added 2020 Q3)		
new		307.98	307_98	Private Label/Store Brand Cereal Snack Pack	Private Label/Store Brand Cereal Snack Pack (added 2020 Q3)		
new		307.99	307_99	Other Cereal Snack Pack Brands	Other Cereal Snack Pack Brands (added 2020 Q3)		
				Cereal for adults			
		301.3	301_3	Kellogg's All Bran			
		301.221	301_221	Private Label/Store Brand Cornflakes			
		301.222	301_222	Private Label/Store Brand Fitness Flakes (Any Variety)			
		301.223	301_223	Private Label/Store Brand NutFlakes			
		301.5	301_5	Kellogg's Corn Flakes			
		301.18	301_18	Kellogg's Special K (any variety)			
		301.217	301_217	Kellogg's Crunchy Nut			
		301.218	301_218	Kellogg's Toppas			
		301.56	301_56	Nestlé Fitness			
		301.213	301_213	Nestlé Fitness Bio			
		301.57	301_57	Nestlé Corn Flakes/Nestlé Go Free			
		301.74	301_74	Nestlé Gluten free			
		301.219	301_219	Nestlé Clusters			
		301.220	301_220	Kölin Haferfleks			
		301.224	301_224	Private Label/Store Brand BIO Cereal for adults			
		301.201	301_201	Private Label/Store Brand Cereal for adults			
		301.202	301_202	Other Cereal for adult Brands			
		301.23		Muesli			
		301.301	301_301	Alpen			
		301.302	301_302	Jordans Muesli			
	new	301.225	301_225	Jordans Muesli Bio			
		301.107	301_107	WK Kellogg's			
		301.304	301_304	Kellogg's Country Store			
	new	301.226	301_226	Private Label/Store Brand BIO Muesli			
		301.398	301_398	Private Label/Store Brand Muesli			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		301.399	301_399	Other Muesli Brands			
				Granola			
		301.401	301_401	Kellogg's Extra			
	new	301.407	301_407	Kellogg's Extra BIO			
	new	301.408	301_408	Kellogg's Extra No Added Sugar			
		301.402	301_402	Jordans Country Crisps			
		301.403	301_403	Jordans Granola			
		301.404	301_404	Jordans Granola BIO			
		301.405	301_405	Nestle Clusters			
		301.406	301_406	Quaker Cruesli			
	new	301.409	301_409	Private Label/Store Brand Granola BIO Distributor			
	new	301.410	301_410	Other Granola/Crunch BIO Muesli Brands			
		301.498	301_498	Private Label/Store Brand Granola			
		301.499	301_499	Other Granola/Crunch Muesli Brands			
				Cereal High in Fiber			
		301.3	301_3	Kellogg's All Bran			
		301.69	301_69	Kellogg's Bran Flakes REMOVED			
		301.106	301_106	Kellogg's Weetabix REMOVED			
		301.203	301_203	Private Label/Store Brand Cereal High in Fiber			
		301.204	301_204	Other Cereal High in Fiber Brands			
				Sugar Cereal			
		301.108	301_108	Frosties			
		301.15	301_15	Kellogg's Rice Krispies			
		301.71	301_71	Nestlé Cheerios			
		301.110	301_110	Nestlé Cheerios Bio			
		301.105	301_105	Nestlé Golden Grahams/Nestlé Golden Minis			
		301.111	301_111	Jordans Funny Crisps			
		301.65	301_65	Honey Monster Puffs			
		301.538	301_538	NestleMini Packs			
		301.537	301_537	Nestle Cini Minis Crazy Crush			
		301.212	301_212	Nestlé Cini Minis			
		301.72	301_72	Nestlé Cookie Crisp			
		301.224	301_224	Private Label/Store Brand Frosted Flakes			
		301.225	301_225	Private Label/Store Brand Honey Wheat			
		301.226	301_226	Private Label/Store Brand Zimt Chips			
		301.227	301_227	Kellogg's Smacks			
		301.228	301_228	Kellogg's Honey Bsss			
		301.229	301_229	Kellogg's Variety			
		301.230	301_230	Kellogg's Disney			
	new	301.235	301_235	Kellogg's Miel Pops			
	new	301.236	301_236	Kellogg's Miel Pops Bio			
	new	301.237	301_237	Private Label/Store Brand BIO Sugar Cereal			
	new	301.238	301_238	Other BIO Sugar Cereal Brands			
		301.205	301_205	Private Label/Store Brand Sugar Cereal			
		301.206	301_206	Other Sugar Cereal Brands			
				Chocolate filled cereal			
		301.112	301_112	Kellogg's Trésor			
		301.231	301_231	Private Label/Store Brand Nougat Bits			
		301.536	301_536	Nestlé Lion Crush			
	new	301.239	301_239	Private Label/Store Brand Chocolate filled cereal BIO			
	new	301.240	301_240	Other Chocolate Filled BIO Cereal Brands			
		301.207	301_207	Private Label/Store Brand Chocolate filled cereal			
		301.208	301_208	Other Chocolate Filled Cereal Brands			
				Cereals with Chocolate			
		301.70	301_70	Kellogg's Coco Pops			
		301.109	301_109	Kellogg's Frosties (Chocolate) REMOVED			
		301.113	301_113	Kellogg's Variety			
		301.114	301_114	Other Kellogg's			
		301.72	301_72	Nestlé Cookie Crisp			
		301.102	301_102	Nestlé Chocapic			
		301.115	301_115	Nestlé Chocapic Bio			
		301.103	301_103	Nestlé Crunch			
		301.101	301_101	Nestlé Lion			
		301.211	301_211	Nestlé Lion BIO			
		301.116	301_116	Nestlé Mix			
		301.55	301_55	Nestlé Nesquik			
		301.117	301_117	Nestlé Nesquick Bio			
		301.58	301_58	Other Nestlé			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		301.232	301_232	Private Label/Store Brand Choco Balls			
		301.233	301_233	Private Label/Store Brand Choco Chips			
		301.234	301_234	Private Label/Store Brand Choco Rice			
	new	301.241	301_241	Private Label/Store Brand BIO Cereals with Chocolate			
	new	301.242	301_242	Other BIO Cereals with Chocolate Brands			
		301.209	301_209	Private Label/Store Brand Cereals with Chocolate			
		301.210	301_210	Other Cereals with Chocolate Brands			
				Cereal (Flakes)			
		301.519	301_519	Florentini			
		301.520	301_520	Gran Cereale			
		301.5	301_5	Kellogg's Corn Flakes			
		301.108	301_108	Frosties			
		301.18	301_18	Kellogg's Special K (any variety)			
		301.521	301_521	Kellogg's Special K Protein			
		301.56	301_56	Nestlé Fitness			
		301.522	301_522	Nice Morning			
		301.526	301_526	Private Label/Store Brand Cereal (Flakes)			
		301.527	301_527	Other Cereal (Flakes)			
				Pillow Cereals			
		301.13	301_13	Krave			
		301.528	301_528	Private Label/Store Brand Pillow Cereals			
		301.533	301_533	Other Pillow Cereals			
				Organic Cereals			
		301.523	301_523	Cerreto			
		301.524	301_524	Germinal Bio			
		301.525	301_525	Piu Cereali Bio			
		301.510	301_510	W.K.Kellogg Bio			
		301.529	301_529	Private Label/Store Brand Organic Cereal			
		301.530	301_53	Other Organic Cereal			
				Cereal (Other Forms)			
		301.3	301_3	Kellogg's All-Bran			
		301.70	301_70	Kellogg's Coco Pops			
		301.504	301_504	Kellogg's Miel Pops			
		301.150	301_150	Kellogg's Rice Krispies			
		301.550	301_550	Nestle Nesquik			
		301.531	301_531	Private Label/Store Brand Cereal (Other Forms)			
		301.532	301_532	Other Cereal (Other Forms)			
				Glutenfree Muesli/Cereals/Granola			
		301.235	301_235	Dr. Schär			
		301.74	301_74	Nestle Cornflakes Glutenfree			
		301.534	301_534	Private Label/Store Brand Glutenfree Muesli/Cereals/Granola			
		301.535	301_535	Other Glutenfree Muesli/Cereals/Granola Brands			
				Adult/Kids Cereal			
		301.102	301_102	Nestle Chocapic			
		301.501	301_501	Cuetara ChocoFlakes			
		301.56	301_56	Nestle Fitness (any variety)			
		301.502	301_502	Hacendado Almohadillas			
		301.5	301_5	Kellogg's Corn Flakes			
		301.3	301_3	Kellogg's All-Bran (any variety)			
		301.17	301_17	Kellogg's Choco Krispies (any variety)			
		301.66	301_66	Kellogg's Crunchy Nut			
		301.503	301_503	Kellogg's Froot Loops & Unicorn			
		301.15	301_15	Kellogg's Rice Krispies			
		301.18	301_18	Kellogg's Special K (any variety)			
		301.108	301_108	Kellogg's Frosties			
		301.504	301_504	Kellogg's Miel Pops			
		301.505	301_505	Nestle Estrellitas			
		301.57	301_57	Nestle Go-free Corn Flakes			
		301.105	301_105	Nestle Golden Grahams			
		301.101	301_101	Nestle Lion			
		301.216	301_216	Smack			
		301.13	301_13	Tresor/Krave			
		301.106	301_106	Weetabix (any variety)			
		301.201	301_201	Private Label/Store Brand Cereal for adults			
		301.202	301_202	Other Cereal for adult Brands			
		301.214	301_214	Private Label/Store Brand Cereal for kids			
		301.215	301_215	Other Cereal for kids Brands			
				Bio/ Eco/ Organic Cereals			
		301.506	301_506	Chocapic Bio			

MASTER LIST (ALL MARKETS)				UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode			
		301.507	301_507	Ecocesta		
		301.508	301_508	Fitness Bio		
		301.509	301_509	Verival		
		301.510	301_510	W.K.Kellogg Bio		
		301.511	301_511	Private Label/Store Brand Organic Cereal		
		301.512	301_512	Other Organic Cereal		
				Simple Seeds, Oat Bran and Wheat Bran		
		301.513	301_513	Linwoods (any variety)		
		301.514	301_514	El Granelo (any variety)		
		301.515	301_515	Santivery (any variety)		
		301.516	301_516	Eco seen (any variety)		
		301.517	301_517	Private Label/Store Brand Simple Seeds, Oat Bran and Wheat Bran Cereal		
		301.518	301_518	Other Simple Seeds, Oat Bran and Wheat Bran Cereal		
	302	Q(OCCN).3c	Q(OCCN)_3c	Muesli	Muesli	Musli
		302.1	302_1	Kellogg's Crusli	Crusli de Kellogg's	
		302.2	302_2	Kellogg's Granos Ancestrales	Granos Ancestrales de Kellogg's (Removed 2020 Q1)	
		302.3	302_3	Kellogg's Musli	Musli de Kellogg's	Kellogg Musli
		302.4	302_4	Alpen		
		302.5	302_5	Deliciously Ella		
		302.6	302_6	Dorset		
		302.7	302_7	Eat Natural		
		302.8	302_8	Jordans		
		302.9	302_9	Rude Health		
		302.97	302_97	Aldi		
		302.10	302_10	Arnold's Farm		
		302.11	302_11	Carman's		
		302.12	302_12	Coles		
		302.13	302_13	Lowan		
		302.14	302_14	Morning Sun		
		302.15	302_15	UT Muesli		
		302.16	302_16	Sunsol		
		302.19	302_19	Jordans Muesli BIO		
		302.17	302_17	WK Kellogg's		
		302.18	302_18	Kellogg's Country Store		
		302.19	302_19	Kolln Muesli		
		302.20	302_20	Allos Hof Manufaktur		
		302.21	302_21	Alnatura Muesli		
		302.22	302_22	Dr. Oetker Vitalis trad. Muslis		
	new	302.30	302_30	Dr. Oetker Vitalis from a serving cup		
		302.23	302_23	EnerBio		
		302.25	302_25	Koelln trad. Muesli		
	new	302.31	302_32	Köln from a serving cup		
		302.26	302_26	My Muesli		
	new	302.32	302_32	My Muesli from a serving cup		
		302.27	302_27	Seitenbacher trad. Muesli		
		302.28	302_28	Verival Muesli		
		302.29	302_29	Kellogg's 5 Vollkorn		
		302.24	302_24	Private Label trad. Muesli		
	new	302.96	302_96	Private Label/Store Brand BIO Muesli		
		302.98	302_98	Private Label/Store Brand Muesli	Musli de Marca Privada/Tienda	Marca Própria / Marca De Loja Musli
		302.99	302_99	Other Muesli Brands	Otras marcas de Musli	Outras marcas de Muesli
	303	Q(OCCN).3b	Q(OCCN)_3b	Granola	Granola	Granolas
		303.1	303_1	Bear Naked Granola (any variety)	Bear Naked (Added 2019 Q3)	
		303.2	303_2	Nature Valley Granola (any variety)	Nature Valley Granola (any variety)	
		303.3	303_3	Quaker Simply Granola (any variety)	Quaker Simply Granola (any variety)	
		303.4	303_4	Nature's Path Granola (any variety)	Nature's Path Granola (any variety)	
		303.5	303_5	Kellogg's Crusli	Crusli de Kellogg's	
		303.6	303_6	Kellogg's Granos Ancestrales	Granos Ancestrales de Kellogg's	
		303.7	303_7	Great Value	Great Value	
		303.8	303_8	Jasmine		Jasmine
		303.9	303_9	Kobber		Kobber
	was 304.4	303.10	303_10	Mãe Terra		Mãe Terra
	was 304.1	303.11	303_11	Nesfit		Nesfit
	was 304.12	303.12	303_12	Nestlé Granolas		Nestlé Granolas
	was 304.1	303.13	303_13	São Braz		São Braz
	was 304.1	303.14	303_14	Tia Sônia		Tia Sônia
		303.15	303_15	Deliciously Ella		
		303.16	303_16	Dorset		
		303.17	303_17	Eat Natural		
		303.18	303_18	Kelloggs Crunchy Nut		

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		303.38	303_38	Kelloggs Extra			
		303.19	303_19	Wk Kellogg			
		303.20	303_20	Jordans			
		303.27	303_27	Jordans Country Crisps			
		303.28	303_28	Jordans Granola			
		303.29	303_29	Jordans Granola BIO			
		303.21	303_21	Natures Path			
		303.26	303_26	Nestle Clusters			
		303.22	303_22	Quaker			
		303.23	303_23	Rude Health			
		303.24	303_24	Verival			
		303.25	303_25	Aldi			
UK used codes and we need to change	was 303.3	303.39	303_39	Arnold's Farm			
	was 303.3	303.40	303_40	Be Natural			
	was 303.3	303.41	303_41	Carman's Crunchy Clusters			
	was 303.3	303.42	303_42	Five AM			
	was 303.3	303.30	303_30	Heritage Mills			
		303.31	303_31	Jordans			
		303.32	303_32	Milo Clusters			
		303.33	303_33	Table of Plenty			
		303.34	303_34	Thankyou			
		303.35	303_35	UT O&G			
		303.36	303_36	UT Plus Clusters			
		303.37	303_37	Vogel's			
		303.45	303_45	Alnatura Knuspermüsli			
		303.46	303_46	Brauck Hof			
		303.47	303_47	Corny Knuspermusli			
		303.48	303_48	Dr. Oetker Knuspermüsli			
		303.55	303_55	Dr. Oetker Knuspermüsli from a serving cup			
		303.50	303_50	Kellogg Crunchy Muesli			
		303.51	303_51	Kölln Knuspermüsli			
		303.56	303_56	Kölln Knuspermüsli from a serving cup			
		303.52	303_52	MyMuesli			
		303.57	303_57	MyMuesli from a serving cup			
		303.53	303_53	Ovomaltine Müsli			
		303.54	303_54	Seitenbacher Knuspermüsli			
		303.43	303_43	Chocapic Granola			
		303.44	303_44	Lion Granola			
	new	303.97	303_97	Private Label/Store Brand BIO Granola			
		303.98	303_98	Private Label/Store Brand Granola	Private Label/Store Brand Granola	Granola de Marca Privada/Tienda	Marca Própria / Marca da Loja Granola
		303.99	303_99	Other Granola Brands	Other Granola Brands	Otras marcas de Granola	Outras marcas de granola
	304	Q(OCCN)_3e	Q(OCCN)_3e	Oatmeal	Oatmeal	Avena	Aveia
		304.1	304_1	Quaker		Quaker	
		304.2	304_2	Avena Granvita		Avena Granvita	
		304.3	304_3	Avena Great Value		Avena Great Value	
		304.4	304_4	Avena 3 Minutos		Avena 3 Minutos	
		304.5	304_5	Carman's			
		304.6	304_6	Lowan			
		304.7	304_7	Uncle Toby's Oats (flavoured/sachets)			
		304.8	304_8	Uncle Toby's Oats (plain/bulk)			
		304.11	304_11	Fiorentini			
		304.12	304_12	Allos Hof Manufakur			
		304.13	304_13	Brauck Hof Mühle			
		304.15	304_15	Koelln Haferflocken			
		304.16	304_16	Scharpfenmühle			
		304.9	304_9	Bruggen			
		304.10	304_10	Oatibix			
		304.98	304_98	Private Label/Store Brand Oatmeal		Avena de Marca Privada/Tienda	
		304.99	304_99	Other Oatmeal Brands		Otras marcas de avena	

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
	305	Q(OCCN)_3d	Q(OCCN)_3d	Hot Cereal (not including oatmeal - i.e. grits, cream of wheat, barley, etc)	Hot Cereal (not including oatmeal - i.e. grits, cream of wheat, barley, etc)	na	Mingau
		305.1	305_1	Quaker Oat So Simple			
		305.2	305_2	Quaker Other			
		305.3	305_3	Ready Brek			
		305.4	305_4	Scotts Porridge			
		305.5	305_5	Momflake			
		305.6	305_6	Flahavans			
		305.7	305_7	Nairns			
		305.8	305_8	Moma			
		305.9	305_9	3Bears			
		305.19	305_19	3 Bears from a portion cup/sachet			
		305.20	305_20	Allos from a portion cup/sachet			
		305.10	305_10	Alnatura			
		305.11	305_11	Brauck Hof			
		305.12	305_12	Corny			
		305.21	305_21	Davert from a portion cup/sachet			
		305.13	305_13	Dr. Oetker			
		305.22	305_22	Dr. Oetker from a portion cup/sachet			
		305.15	305_15	Koelln			
		305.23	305_23	My Muesli from a portion cup/sachet			
		305.16	305_16	Nesquik			
		305.17	305_17	Ruf			
		305.24	305_24	Ruf from a portion cup/sachet			
		305.25	305_25	Seitenbacher from a portion cup/sachet			
		305.18	305_18	Verival			
	new	305.97	305_97	Private Label/Supermarket Own Brand BIO Porridge			
		305.98	305_98	Private Label/Supermarket Own Brand Porridge			
		305.99	305_99	Other Porridge Brands			
	306			Modified cereal	na	na	Farinha Lactea
	399			All Other Cereals/ Muesli, Granola or Oatmeals	All Other Cereals/ Muesli, Granola or Oatmeals	Otros tipos de cereales que no sean Regular, Musli, Granola, Avena	Outros tipos de Cereais / Aveias / Mingaus

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C4	Q(OCCN).4	Q3	Q3	Bread, Toast, Bakery, Breakfast Pastries, Toaster Pastries (e.g., Bagels, Muffins, Donuts, Croissants, Danishes, Coffee Cakes)	Bread, Toast, Bakery, Breakfast Pastries, Toaster Pastries (e.g., Bagels, Muffins, Donuts, Croissants, Danishes, Coffee Cakes)	Pan, Pan Tostado, Panaderia, etc.	Pão, torradas, bolos e doces para o café da manhã (muffins, rosquinhas, croissants, pão doce, bolo de café)
				Category, Item and Brand Instructions. Item order has been revised. Please update script to match order shown.	Display items list in response list order. Display brands in alpha order.	Display items list in response list order. Display brands in alpha order.	Display items list in response list order. Display brands in alpha order.
				Bread (Various Types) Display Header	Bread (Various Types)	Pan (varios tipos)	Pães (vários tipos)
	401	Q(OCCN).4v	Q(OCCN)_4v	Bread (not toasted)	Bread (not toasted)	Pan de Caja (sin tostar)	Pao francês ou caseiro (comprado ou feito em casa)
		401.2	401_2	Harry			
		401.3	401_3	Kuchenmeister			
		401.4	401_4	Lieken Urkorn			
		401.5	401_5	Mestemacher			
		401.6	401_6	Bimbo Natural or Artesano			
		401.7	401_7	Hacendado			
		401.8	401_8	Orowheat			
		401.9	401_9	Pan Bimbo (Natural, Sin corteza, Artesano etc..)			
		401.10	401_10	Panrico (Natural, Sin corteza etc..)			
		401.11	401_11	Silueta			
		401.12	401_12	The Rustik Bakery			
		401.13	401_13	Thins			
		401.98	401_98	Private Label/Store Brand Packaged Bread			
		401.99	401_99	All other Packaged Bread Brands			
	402	Q(OCCN).4d	Q(OCCN)_4d	Toasted Bread	Toasted Bread	Pan Tostado	Torradas, pão na chapa
		402.1	402_1	Bauducco			Bauducco
		402.2	402_2	Marilan			Marilan
		402.3	402_3	Piraque			Piraque
		402.4	402_4	Visconti			Visconti
		402.5	402_5	Hovis			
		402.6	402_6	Kingsmill			
		402.7	402_7	Warburtons			
		402.8	402_8	DailyBread			
		402.9	402_9	Gilli			
		402.10	402_10	Morato			
		402.11	402_11	Mulino Bianco			
		402.12	402_12	Pema			
		402.13	402_13	Roberto			
		402.14	402_14	San Carlo			
		402.15	402_15	Schar			
		402.16	402_16	Golden Toast			
		402.18	402_18	Harry			
		402.19	402_19	Sammys			
		402.20	402_20	Bimbo pan tostado			
		402.21	402_21	Hacendado pan tostado			
		402.22	402_22	Ortiz Pan tostado			
		402.23	402_23	Recondo pan tostado			
		402.24	402_24	Silueta pan tostado			
		402.25	402_25	Wasa			
		402.98	402_98	Private Label/Store Brand Bread (toasted)			Pão de marca própria/do supermercado (torrado)
		402.99	402_99	All other Bread (toasted) Brands			Todas as demais marcas de pão (torrado)
	434			Fresh Bread	na	na	na
	435	Q(OCCN).4o	Q(OCCN)_4o	Packaged Bread	na	na	na
		435.1	435_1	Morato			
		435.2	435_2	DailyBread			
		435.98	435_98	Private Label/Store Packaged Brand Bread			
		435.99	435_99	All other Packaged Bread Brand			
	433	Q(OCCN).4p	Q(OCCN)_4p	Special Breads (multigrain, nordic, complete, rye ...)	na	na	na
		433.1	433_1	DailyBread			
		433.2	433_2	Molino Spadoni			
		433.3	433_3	Morato			
		433.98	433_98	Private Label/Store Brand Special Bread			
		433.99	433_99	All other Special Bread Brands			
	411			Cheese bread	na	na	Pão de queijo
	413			Pita Bread	na	Pan Pita	na
	428			Brioche Bread	na	na	na
	436	Q(OCCN).4q	Q(OCCN)_4q	Packaged Brioche	na	na	na
		436.1	436_1	Bauli			

MASTER LIST (ALL MARKETS)				UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode			
		436.2	436_2	Buon Bio		
		436.3	436_3	Corsini		
		436.4	436_4	Lazzaroni		
		436.5	436_5	Misura		
		436.6	436_6	Mulino Bianco		
		436.7	436_7	Pasquier		
		436.8	436_8	Schar		
		436.9	436_9	Tre Marie		
		436.98	436_98	Private Label/Store Brand Packaged Brioche		
		436.99	436_99	All other Special Brioche Brand		
	429			Raisin Bread	na	na
	423	Q(OCCN).4j	Q(OCCN)_4j	Packaged salty bread	na	Pao de forma
		423.1	423_1	Bimbo		Bimbo (Added 2019 Q4) (Data edited to this code 2019 Q1, Q2 & Q3)
		423.2	423_2	Panco		Panco (Added 2019 Q4) (Data edited to this code 2019 Q1, Q2 & Q3)
		423.3	423_3	Pullman		Pullman (Added 2019 Q4) (Data edited to this code 2019 Q1, Q2 & Q3)
		423.4	423_4	Wickbold		Wickbold (Added 2019 Q4) (Data edited to this code 2019 Q1, Q2 & Q3)
		423.98	423_98	Private Label/Store Brand Packaged salty bread		Pão de forma de marca própria/da loja (Added 2019 Q4) (Data edited to this code 2019 Q1, Q2 & Q3)
		423.99	423_99	All other Packaged salty bread		Todos os demais pães de forma (Added 2019 Q4) (Data edited to this code 2019 Q1, Q2 & Q3)
	431			Baguette	na	na
	437			Flat Bread	na	na
	438			Schiacciatina (Flatbread/Focaccia)	na	na
	439	Q(OCCN).4r	Q(OCCN)_4r	Crispbread	na	na
		439.1	439_1	Burger		
		439.2	439_2	Filinchen		
		439.3	439_3	Leicht&Cross		
		439.4	439_4	Spreewaffel		
		439.5	439_5	Wasa		
		439.98	439_98	Private Label/Store Brand Crispbread		
		439.99	439_99	All other Crispbread		
	414			Tortilla as an accompaniment to another food	na	Tortilla como acompañamiento de otro alimento
				<u>Bread Served with Spread or Topping</u> Display Header	No Header	No Header
	440	Q(OCCN).4k	Q(OCCN)_4k	Bread with a spread (Jam, Nutella, Honey, Peanut Butter)	na	na
		440.1	440_1	Bebe		
		440.2	440_2	Helios		
		440.3	440_3	Hero		
		440.4	440_4	La vieja Fabrica		
		440.5	440_5	Nocilla		
		440.6	440_6	Nutella		
		440.98	440_98	Private Label/Store Brand Spread		
		440.99	440_99	All other Spread Brands		
	441			Bread with a topping (Fruits/Vegtables, Cold Cuts, Cheese, etc.)	na	na
new	448			Bread / rolls with cold cuts, sausage,	na	na
new	449			Bread / rolls with vegetarian cold cuts, sausage	na	na
new	450			Bread / rolls with cheese	na	na
				<u>Rolls and Buns</u> Display Header	No Header	<u>Bisnagas e pães de hambúrguer ou cachorro-quente</u>
	417			Sweet Buns	na	na
	430			Hot Cross Buns	na	na
	412			Bisnaguinha	na	na
	420	Q(OCCN).4h	Q(OCCN)_4h	Bisnaguinha	na	Bisnaguinha
		420.1	420_1	Nutrella		Nutrella
		420.2	420_2	Panco		Panco
		420.3	420_3	Wickbold		Wickbold
		420.98	420_98	Private Label/Store Brand Bisnaguinha		Bisnaguinhas de marca própria/da loja
		420.99	420_99	All other Bisnaguinha		Todas as demais bisnaguinhas
	427			Rolls/Baps	na	na
	447			Wholegrain Bread Rolls		
				<u>Pastries / Danishes / Coffee Cakes / Muffin / Donut / Croissant</u> Display Header	<u>Pastas / Bollos Daneses / Pasteles / Panqués / Donas / Cuernos</u>	<u>Folhados / Pão Doce / Bolos / Muffin / Donut / Croissant</u>
	406	Q(OCCN).4e	Q(OCCN)_4e	Pastries / Danishes / Coffee Cakes / Muffin / Donut / Croissant	Pastries / Danishes / Coffee Cakes / Muffin / Donut / Croissant	Pan Dulce de Panaderia (conchas, orejas, donas, etc.)
		406.1	406_1	Panco		Panco
		406.2	406_2	Parati		Parati
		406.3	406_3	Marilan		Marilan
		406.98	406_98	Private Label/Store Brand Pastries / Danishes / Coffee Cakes / Muffin / Donut / Croissant		Croissants / rosas / muffins / cupcakes / pão de mel / donuts de marca própria/da loja
		406.99	406_99	All other Pastries / Danishes / Coffee Cakes / Muffin / Donut / Croissant Brands		Todas as demais marcas de croissants / rosas / muffins / cupcakes / pão de mel / donuts

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
	408	Q(OCCN).4n	Q(OCCN)_4n	Packaged Pastries	Packaged Pastries	Pan Dulce Empacado (pinguinos, gansitos, donitas, doraditas, etc.)	na
		408.1	408_1	Bimbo Bolleria (Little bites, Sonrisas etc.)			
		408.2	408_2	Bollycao			
		408.3	408_3	Donettes			
		408.4	408_4	Dulcesoi (Bolleria)			
		408.5	408_5	Filipinos			
		408.6	408_6	Fontaneda (Lulu)			
		408.7	408_7	Mikado			
		408.8	408_8	Milka (Bolleria)			
		408.9	408_9	Panrico Donuts			
		408.10	408_10	Qe (Caña, Palmera etc.)			
		408.11	408_11	Tigretton			
		408.98	408_98	Private Label/Store Brand Packaged Pastries			
		408.99	408_99	All other Packaged Pastries Brands			
	407	Q(OCCN).4f	Q(OCCN)_4f	Packaged Sweet Bread/Pastries	Packaged Sweet Bread/Pastries	na	Pao de milho / coco / pão doce / pão de leite
		407.1	407_1	Bimbo			Bimbo
		407.2	407_2	Panco			Panco
		407.3	407_3	Pullman			Pullman
		407.4	407_4	Wickbold			Wickbold
		407.5	407_5	La Bella Easo (Pan de leche, Weikis)			
		407.6	407_6	Pasquier (Pan de leche)			
		407.98	407_98	Private Label/Store Brand Packaged sweet bread/pastries			Pão de milho / coco / pão doce / pão de leite de marca própria/da loja
		407.99	407_99	All other Packaged sweet bread/pastries Brands			Todas as demais marcas de pão de milho / coco / pão doce / pão de leite
	442			Fresh croissants (pastry, bar, ...)	na	na	na
	443	Q(OCCN).4s	Q(OCCN)_4s	Packaged Crossiant	na	na	na
		443.1	443_1	Orsobianco			
		443.2	443_2	Pasquier			
		443.3	443_3	Sant'angelo			
		443.4	443_4	Schar			
		443.98	443_98	Private Label/Store Brand Packaged Crossiant			
		443.99	443_99	All other Crossiant Brand			
	404			Bagel	Bagel	Bagel	na
	403			English Muffin	English Muffin	Muffin Inglés o English Muffin	na
	416	Q(OCCN).4m	Q(OCCN)_4m	Muffins	Muffins	na	na
		416.1	416_1	La Bella Easo			
		416.2	416_2	Martinez			
		416.98	416_98	Private Label/Store Brand Packaged Muffins			
		416.99	416_99	All other Packaged Muffin Brands			
	415			Scones	Scones	na	na
				Cakes Display Header	No Header	No Header	Bolos
	418	Q(OCCN).4g	Q(OCCN)_4g	Packaged Cake	na	na	Bolos prontos
		418.1	418_1	Ana Maria			Ana Maria
		418.2	418_2	Nutrella			Nutrella
		418.3	418_3	Pullman			Pullman
		418.4	418_4	Bimbo Bizcocho			
		418.5	418_5	Dulcesoi (Bizcocho)			
		418.6	418_6	Mildred (Bizcocho)			
		418.98	418_98	Private Label/Store Brand Packaged cakes			Bolos prontos de marca própria/da loja
		418.99	418_99	All other Packaged cakes			Todos os demais bolos prontos
	421	Q(OCCN).4i	Q(OCCN)_4i	Mini filled cake	na	na	Bolinhos recheados
		421.1	421_1	Ana Maria			Ana Maria
		421.2	421_2	Panco			Panco
		421.3	421_3	Vitrella			Vitrella
		421.98	421_98	Private Label/Store Brand Mini filled cakes			Bolinhos recheados de marca própria/da loja
		421.99	421_99	All other Mini filled cakes			Todos os demais bolinhos recheados
	422			Homemade cakes	na	na	Bolos caseiros
	444			Sponge Cake	na	na	na
	424			Crumpets	na	na	na
	425			Tea Cakes	na	na	na
				Rusks Display Header	No Header	No Header	No Header
	445	Q(OCCN).4t	Q(OCCN)_4t	Normal Rusks	na	na	na
		445.1	445_1	Buitoni			
		445.2	445_2	Galbusera			
		445.3	445_3	Misura			
		445.4	445_4	Monviso			
		445.5	445_5	Molino Bianco Barilla			
		445.6	445_6	Pasquier			
		445.7	445_7	San Carlo			

Category	Item	Brand	BrandCode	MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
		445.8	445_8	Wasa			
		445.9	445_9	Brandt Zwieback			
		445.98	445_98	Private Label/Store Brand Normal Rusk			
		445.98	445_98	All other Normal Rusk			
	446	Q(OCCN)_4u	Q(OCCN)_4u	Wholemeal or Organic Rusks	na	na	na
		446.1	446_1	Buitoni			
		446.2	446_2	Galbusera			
		446.3	446_3	Misura			
		446.4	446_4	Monviso			
		446.5	446_5	Mulino Bianco Barilla			
		446.6	446_6	Pasquier			
		446.7	446_7	San Carlo			
		446.8	446_8	Wasa			
		446.98	446_98	Private Label/Store Brand Wholemeal or Organic Rusk			
		446.99	446_99	All other Wholemeal or Organic Rusk			
				Leave space with no header			
	405/1113	Q(OCCN)_4a	Q(OCCN)_4a	Breakfast Biscuits/Cookies	Breakfast Biscuits/Cookies	na	Biscoito Cream Cracker / água e sal / maizena - biscoito café da manhã
		405.1	405_1	Kellogg's To Go Biscuits (any variety)	Kellogg's To Go Biscuits (any variety)		
		405.2	405_2	Nabisco Belvita Breakfast Biscuits (any variety)	Nabisco Belvita Breakfast Biscuits (any variety)		
		405.3	405_3	Nature Valley Biscuits (any variety)	Nature Valley Biscuits (any variety)		
		405.4	405_4	Quaker Breakfast Cookies (any variety)	Quaker Breakfast Cookies (any variety)		
		405.5	405_5	UT Breakfast Bakes			
		405.6	405_6	Weet-Bix Go Breakfast Biscuits (any variety)			
		405.7	405_7	Kellogg's Breakfast Biscuits (any variety)			
		405.8	405_8	Bauducco			Bauducco
		405.9	405_9	Marilan			Marilan
		405.10	405_10	Parati			Parati
		405.11	405_11	Piraque			Piraque
		405.12	405_12	Vitarella			Vitarella
		405.98	405_98	Private Label/Store Brand Breakfast Biscuits/Cookies	Private Label/Store Brand Breakfast Biscuits/Cookies		Biscoitos de café da manhã de marca própria/da loja
		405.99	405_99	All other Breakfast Biscuit/Cookie Brands	All other Breakfast Biscuit/Cookie Brands		Todas as demais marcas de biscoitos de café da manhã
	409/1220	Q(OCCN)_4b	Q(OCCN)_4b	Toaster Pastries	Toaster Pastries	Pan Dulce de Panaderia para tostar	na (Data edited to this code 2019 Q1 & Q2)
		409.1	409_1	Annie's Toaster Pastries (any variety)	Annie's Toaster Pastries (any variety)		
		409.2	409_2	Glutino Toaster Pastries (any variety)	Glutino Toaster Pastries (any variety)		
		409.3	409_3	Kellogg's Pop-Tarts (any variety)	Kellogg's Pop-Tarts (any variety)	Pop-Tarts de Kellogg's (cualquier variedad)	
		409.4	409_4	Nature's Path Organic Toaster Pastries (any variety)	Nature's Path Organic Toaster Pastries (any variety)		
		409.5	409_5	Toastem's Toaster Pastries (any variety)	Toastem's Toaster Pastries (any variety)		
		409.6	409_6	Pop-Tarts Crisps	Pop-Tarts Crisps (Added 2020 Q1)		
		409.7	409_7	Pop-Tarts Pretzel	Pop-Tarts Pretzel (Added 2020 Q2)		
		409.98	409_98	Private Label/Store Brand Toaster Pastries	Private Label/Store Brand Toaster Pastries	Pastillitos para Tostar de Marca Privada o Tienda	
		409.99	409_99	All other Toaster Pastry Brands	All other Toaster Pastry Brands	Otras marcas de pastillitos para tostar	
	426			Potato Farts	na	na	na
	499			All other Bread, Toast, Bakery, Breakfast Pastries (Bagels, Muffins, Donuts, Croissants, Danishes, Coffee Cakes)	All other Bread, Toast, Bakery, Breakfast Pastries (Bagels, Muffins, Donuts, Croissants, Danishes, Coffee Cakes)	Otros tipos de pan, pan tostado, productos de panadería, pastelitos, etc.	Outros tipos de pães e bolos
	432			Industrial Bread REMOVED			
		Q(OCCN)_4z	Q(OCCN)_4z	Not Asked			Not Asked
		409.6	409_6	Ana Maria			Ana Maria
		409.7	409_7	Bauducco			Bauducco
		409.8	409_8	Bimbo			Bimbo
		409.9	409_9	Casa Suíça			Casa Suíça
		409.10	409_10	Marilan			Marilan
		409.11	409_11	Nutrella			Nutrella
		409.12	409_12	Panco			Panco
		409.13	409_13	Parati			Parati
		409.14	409_14	Piraque			Piraque
		409.15	409_15	Pullman			Pullman
		409.16	409_16	Visconti			Visconti
		409.17	409_17	Vitarella			Vitarella
		409.18	409_18	Wickbold			Wickbold
		499.98	499_98	Private Label/Store Brand Bread, Toast, Bakery, Breakfast Pastries			Private Label/Store Brand Bread, Toast, Bakery, Breakfast Pastries
		499.99	499_99	All other Bread, Toast, Bakery, Breakfast PastriesBrands			All other Bread, Toast, Bakery, Breakfast PastriesBrands

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C5	Q(OCCN).5			Yogurt and Cheese	Yogurt and Cheese	Yogur y Queso	logurte e queijo
				Category, Item and Brand Instructions	Display all yogurt items together in randomized order. Then display 509. Display all cheese items together in randomized order. Then display 508. Randomize Yogurt and Cheese. Display 599 last.	Display all yogurt items together in randomized order. Then display 509. Display all cheese items together in randomized order. Then display 508. Randomize Yogurt and Cheese. Display 599 last.	Display all yogurt items together in randomized order. Then display 509. Display all cheese items together in randomized order. Then display 508. Randomize Yogurt and Cheese. Display 599 last.
	501	Q(OCCN)	Q(OCCN)_5a	Yogurt - Drinkable	Yogurt - Drinkable	Yogur - bebible	logurte de garrafinha
		501.1	501_1	Activia & Go			
		501.2	501_2	Danone yogurt liquido			
		501.98	501_98	Private Label/Store Brand Yogurt Drinkable			
		501.99	501_99	All other Yogurt Drinkable Brands			
	502			Yogurt - Not drinkable	Yogurt - Not drinkable	Yogur - cremoso	logurte de pote
	503			Yogurt Snacks	Yogurt Snacks	na	na
	504			Probiotic Yogurt Drink	Probiotic Yogurt Drink	Bebida láctea con probióticos	logurte probiótico
	520	Q(OCCN)	Q(OCCN)_5	Probiotic Yogurt	na	na	na
		520.1	520_1	Activia Shots			
		520.2	520_2	Activia Yogurts			
		520.98	520_98	Private Label/Store Brand Probiotic Yogurt			
		520.99	520_99	All other Probiotic Yogurt Brands			
	517			Yakult	na	na	Yakult
	518			Yogurt - fat free/low fat	na	na	na
	519	Q(OCCN)	Q(OCCN)_5c	Yogurt - Greek	na	na	na
		519.1	519_1	Danone Oikos			
		519.2	519_2	Kaiku Griego			
		519.3	519_3	Pastored Griego			
		519.4	519_4	Xanceda (Yogurt Griego)			
		519.98	519_98	Private Label/Store Brand Greek Yogurt			
		519.99	519_99	All other Greek Yogurt Brands			
	526			Yogurt - All natural	na	na	na
	527			Yogurt - Fruit	na	na	na
	528			Yogurt - Goat's/Sheep's Milk	na	na	na
	514	Q(OCCN)	Q(OCCN)_5	Yogurt and Cereal/Granola	na	na	logurte com cereais
		514.1	514_1	Activia Mix & Go			
		514.2	514_2	Kaiku Sin lactosa Mix			
		514.98	514_98	Private Label/Store Brand Yogurt and Cereal			
		514.99	514_99	All other Yogurt and Cereal Brands			
	530			Yoghurt Mix (e.g. cookies, wafers ...)	na	na	na
	521			Kids Yogurt	na	na	na
	531			Kids Yogurt Mix (e.g., Yogurt with smarties or biscuits)	na	na	na
	532			Lactose Free Yogurt	na	na	na
	533	Q(OCCN)	Q(OCCN)_5e	Functional yogurts: Cholesterol /Inmune System boost /Bone density boost/Fat free	na	na	na
		533.1	533_1	Danacol			
		533.2	533_2	Danone Densia			
		533.3	533_3	Actimel			
		533.4	533_4	KaikuCol			
		533.5	533_5	Vitalinea			
		533.6	533_6	Pastored 0%			
		533.98	533_98	Private Label/Store Brand Functional Yogurt			
		533.99	533_99	All other Functional Yogurt Brands			
	534	Q(OCCN)	Q(OCCN)_5f	Soy or vegetal yogurts	na	na	na
		534.1	534_1	Activia Vegetal			
		534.2	534_2	Apró			
		534.3	534_3	Danone Savia			
		534.4	534_4	Kaiku Begetal			
		534.5	534_5	Pastored Vegetal de Almendra			
		534.6	534_6	Sojasun			
		534.98	534_98	Private Label/Store Brand Soy or Vegetal Yogurt			
		534.99	534_99	All other Soy or Vegetal Yogurt Brands			
	509			Other types of Yogurt	Other types of Yogurt	Otros tipos de yogures	Outros tipos de iogurte
	505			Cottage Cheese	Cottage Cheese	Queso Cottage	Queijo Cottage / Ricota
	506			String Cheese	String Cheese	na	na
	507			Cream Cheese	Cream Cheese	na	Cream Cheese
	510			Manchego Cheese	na	Queso Manchego	na
	511			Oaxaca Cheese	na	Queso Oaxaca	na
	512			Panela Cheese	na	Queso Panela	na
	513			(Queso Fresco) Fresh Cheese	na	Queso Fresco	na
	515			Curd	na	na	Requeijão
	516			Small Swiss	na	na	Petit Suisse
	522			Dairy Desserts	na	na	na
	523			Cheddar Cheese	na	na	na
	524			Cheese Spreads	na	na	na
	529			White Cheese	na	na	na
	525			Soft Cheese (e.g., Brie, Camembert, etc.)	na	na	na
	535			Hard / Aged Cheese (e.g. Grana Padano, asiago, etc.)	na	na	na
	536			Cheese based products for children (eg. Fruttolo)	na	na	na
	537			Mozarella Cheese	na	na	na
	538			Goat Cheese	na	na	na

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
	508			Other Types of Cheese	Other Types of Cheese	Otros tipos de quesos	Outros tipos de queijo
	599			All Other Yogurt & Cheese	All Other Yogurt & Cheese	Otros tipos de quesos y yogures	Outros tipos de iogurte e queijo

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C6	O(OCCN).6			Fruits and Vegetables (fresh/raw, in juice, cooked)	Fruits and Vegetables (fresh/raw, in juice, cooked)	Frutas/verduras (frescas/crudas, en jugo, etc.)	Frutas e legumes (frescos / crus, cozidos)
				Category, Item and Brand Instructions	Display all fruit items together in randomized order. Display all vegetable items together in randomized order. Display 699 last.	Display all fruit items together in randomized order. Display all vegetable items together in randomized order. Display 699 last.	Display all fruit items together in randomized order. Display all vegetable items together in randomized order. Display 699 last.
	601			Fruit - Fresh	Fruit - Fresh	Fruta - fresca	Frutas frescas in natura
	602			Fruit - Fresh - Packaged, Ready-to-Eat	Fruit - Fresh - Packaged, Ready-to-Eat	Fruta - fresca - empacada, lista para comer, congelada	Frutas frescas embaladas
	603			Fruit - In Juice - Canned, Jarred, Cups	Fruit - In Juice - Canned, Jarred, Cups	Jugo de fruta - enlatada, en jarra, en vaso, empacado	na
	604			Fruit - Dried	Fruit - Dried	Fruta - Seca	Frutas desidratadas
	611			Fruit - Stewed	na	na	na
	612			Fruit in Syrup	na	na	na
	605			Vegetables - Raw	Vegetables - Raw	Verduras - Crudas	Verduras / Legumes frescos
	606			Vegetables - Raw - Packaged, Ready to Eat	Vegetables - Raw - Packaged, Ready to Eat	Verduras - Crudas, empacadas, listas para comer	Verduras / Legumes embalados
	607			Vegetables - Canned, Jarred, Cups	Vegetables - Canned, Jarred, Cups	Verduras - enlatadas, envasadas	na
	608			Vegetables - Cooked	Vegetables - Cooked	Verduras - Cocidos	Verduras / Legumes cozidos
	613			Vegetables - Dried	na	na	na
	614			Olives	na	na	na
	615			Pickles (Mini Onion, Pickles, Piparras, etc.)	na	na	na
	609			Cassava	na	na	Mandioca
	610			Açaí (pure or with granola)	na	na	Açaí (puro ou com granola)
	699			All Other Fruit & Vegetables	All Other Fruit & Vegetables	Otro tipo de frutas y verduras	Outros tipos de frutas e vegetais

[illegible]

MASTER LIST (ALL MARKETS)				UNITED STATES	MEXICO	BRAZIL	
Category	Item	Brand	BrandCode				
C7	Q(OCCN).7	Q3	Q3	Salty or Savory Snacks (e.g. Rice/Soy Cakes/Snacks, Rice Crackers, Chips (of any kind), Cheese Puffs, Pretzels, Popcorn, Snack Mixes, Cracker Chips, Cracker Chips, Pork Rinds)	Salty or Savory Snacks (e.g. Rice/Soy Cakes/Snacks, Rice Crackers, Chips (of any kind), Cheese Puffs, Pretzels, Popcorn, Snack Mixes, Cracker Chips, Pork Rinds)	Botanas y Snacks Salados	Snacks salgados (snacks de arroz ou soja, batatinhas, salgadinhos [de qualquer tipo], pretzels, pipoca, torresminho)
				Category, Item and Brand Instructions	Randomize items list except for other items last. Keep together 701 - 702; 703 - 705; (706, 707, 709, 710); 715 - 718. Display brands in alpha order.	Randomize items list except for other items last. Keep together 701 - 702; 703 - 705; (706, 707, 709, 710); 715 - 718. Display brands in alpha order.	Randomize items list except for other items last. Keep together 704 - 705; (709 - 710). Display brands in alpha order.
	701	Q(OCCN).7p	Q(OCCN).7p	Rice or Soy Cakes/Snacks	Rice or Soy Cakes/Snacks	na	na
		701.1	701_1	Kallo			
		701.2	701_2	Organix			
		701.3	701_3	Snack-a-Jacks			
		701.4	701_4	Bjorg			
		701.5	701_5	Jardin Bio			
		701.6	701_6	Bicentury (any variety)			
		701.7	701_7	BioCorps (any variety)			
		701.8	701_8	Ecocesta (any variety)			
		701.9	701_9	El Granero (any variety)			
		701.10	701_10	Gerble (any variety)			
		701.11	701_11	Santiveri (any variety)			
		701.12	701_12	Special line (any variety)			
		701.98	701_98	Private label/Store Brand Rice Cakes			
		701.99	701_99	All other Rice Cakes Brands			
	702			Rice Crackers	Rice Crackers	Galletas de Arroz Inflado	Chips de arroz
	703			Bagel Chips	Bagel Chips	Bagel Tostado/Horneado	na
	704	Q(OCCN).7a	Q(OCCN).7a	Pita Chips	Pita Chips	Pita Tostada/Horneada	Chips de mandioca
		704.1	704_1	Stacy's Pita Chips	Stacy's Pita Chips		
		704.98	704_98	Private Label/Store Brand Pita Chips	Private Label/Store Brand Pita Chips		
		704.99	704_99	All other Pita Chip Brands	All other Pita Chip Brands		
	705	Q(OCCN).7b	Q(OCCN).7b	Potato Chips	Potato Chips	Papitas (Sabritas, Chips, etc)	Batata Chips
		705.1	705_1	Andy Capp's	Andy Capp's		
		705.2	705_2	Better Made Potato Chips	Better Made Potato Chips		
		705.3	705_3	Boulder Canyon	Boulder Canyon		
		705.4	705_4	Golden Flake	Golden Flake		
		705.5	705_5	Good Health Natural Foods	Good Health Natural Foods		
		705.6	705_6	Herr's	Herr's		
		705.7	705_7	Late July (any variety)	Late July (any variety)		
		705.8	705_8	Lay's Stax	Lay's Stax		
		705.9	705_9	Lay's (all other varieties)	Lay's (all other varieties)	Papas Sabritas (cualquier variedad)	Lay's (todas versões de sabor)
		705.10	705_10	Miss Vickie's	Miss Vickie's		
		705.11	705_11	Munchos	Munchos		
		705.12	705_12	Old Dutch	Old Dutch		
		705.36	705_36	Pringles Wavy	Pringles Wavy (Added 2019 Q2)		
		705.13	705_13	Pringles (any variety)	Pringles (all other varieties)	Pringles (cualquier variedad)	Pringles (todas versões de sabor)
		705.22	705_22	Pringles Cheese		Pringles (sabor Queso)	
		705.56	705_56	Pringles Rice			
		705.14	705_14	Ruffles (any variety)	Ruffles (any variety)	Papas Ruffles (cualquier variedad)	Ruffles (todas versões de sabor)
		705.23	705_23	Ruffles Cheese		Papas Ruffles Queso	Papas Ruffles Queso
		705.15	705_15	Sensible Portions	Sensible Portions		
		705.16	705_16	Utz (any variety)	Utz (any variety)		
		705.17	705_17	Wise	Wise		
		705.18	705_18	Papas Chips Clásicas		Papas Chips Clásicas	
		705.19	705_19	Papas Chips Fuego		Papas Chips Fuego	
		705.20	705_20	Papas Chips (otro sabor)		Papas Chips (otro sabor)	
		705.21	705_21	Papas Great Value		Papas Great Value	
		705.24	705_24	Kettle Chips			
		705.25	705_25	McCoys			
		705.26	705_26	Tyrells			
		705.28	705_28	Sensations			
		705.29	705_29	Hula Hoops			
		705.35	705_35	Aldi			
		705.31	705_31	Natural Chip Company			
		705.32	705_32	Red Rock Deli			
		705.33	705_33	Smiths			
		705.34	705_34	Thins			
		705.37	705_37	Paketaxo		Paketaxo (Added 2019 Q3)	
		705.38	705_38	Chipsticks			
		705.39	705_39	Discos			
		705.40	705_40	French Fries			
		705.41	705_41	Frazzles			
		705.42	705_42	Monster Munch			
		705.43	705_43	Nik Naks			
		705.44	705_44	Pom Bear			

MASTER LIST (ALL MARKETS)					UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		705.45	705_45	Quavers			
		705.46	705_46	Salt & Shake			
		705.47	705_47	Skips			
		705.48	705_48	Squares			
		705.49	705_49	Wheat Crunchies			
		705.50	705_50	Wotsits			
		705.51	705_51	Bret's			
		705.52	705_52	Croky			
		705.53	705_53	Vico Crunchips			
		705.54	705_54	Vico			
		705.55	705_55	Sensacoes			Sensacoes
		705.57	705_57	Amica Chips			
		705.58	705_58	Crik Crok			
		705.59	705_59	San Carlo			
		705.60	705_60	Wako's			
		705.61	705_61	Chio Chips			
		705.62	705_62	Funny Frisch Chipsfrisch			
		705.63	705_63	Funny Frisch Kesselchips			
		705.64	705_64	Funny Frisch OfenChips			
		705.65	705_65	Funny Frisch Riffels			
		705.66	705_66	Funny Frisch Sticks			
		705.67	705_67	Funny Frisch Zwiebl			
		705.68	705_68	FunnyFrisch Flippies			
		705.30	705_30	Funny Frisch			
		705.69	705_69	Lorenz Crunchips			
		705.70	705_70	Lorenz Erdnusslocken			
		705.71	705_71	Lorenz Naturals			
		705.86	705_86	Lorenz HofChips			
		705.87	705_87	Krosse Kerle			
		705.72	705_72	Churreria Santa Ana			
		705.73	705_73	Crunchip Lorenz (any variety)			
		705.74	705_74	Frit Ravich (any variety)			
		705.75	705_75	La real patatas Fritas			
		705.76	705_76	Lay Gourmet /Mediterraneas (any variety)			
		705.77	705_77	Los Leones			
		705.78	705_78	Marinas Mediterranean Chips (any variety)			
		705.79	705_79	Patatas Casa Paco (any variety)			
		705.80	705_80	Patatas Fritas Espaca (any variety)			
		705.81	705_81	Patatas Fritas Santo Reino (any variety)			
		705.82	705_82	Patatas Pijo (any variety)			
		705.83	705_83	Patatas Rubio (any variety)			
		705.84	705_84	Patatas Torres (any variety)			
		705.85	705_85	Vicente Vidal (any variety)			
		705.98	705_98	Private Label/Store Brand Potato Chips	Private Label/Store Brand Potato Chips	Papas Marcas Privadas / Marcas de Tiendas	Batata chips de marca própria/de loja
		705.99	705_99	All other Potato Chip Brands	All other Potato Chip Brands	Otros Sabritas	Todas as demais marcas de batata chips
	732	Q(OCCN).7w	Q(OCCN)_7w	Chips with special aromas (not cheese)	na	na	na
		732.1	732_1	Amica Chips			
		732.2	732_2	Crik Crok			
		732.3	732_3	Lays			
		732.4	732_4	Pata			
		732.5	732_5	Pringles			
		732.6	732_6	San Carlo			
		732.98	732_98	Private Label/Store Brand Chips with aromas			
		732.99	732_99	All other Packaged Chips with aromas			
	733	Q(OCCN).7x	Q(OCCN)_7x	Potato chips with special shapes (sticks, balls, croissants)	na	na	na
		733.1	733_1	Amica Chips			
		733.2	733_2	Crik Crok			
		733.3	733_3	Pata			
		733.4	733_4	San Carlo			
		733.98	733_98	Private Label/Store Brand Potato Chips with special shapes			
		733.99	733_99	All other Packaged Potato Chips with with special shapes			
	734	Q(OCCN).7y	Q(OCCN)_7y	Striped Chips	na	na	na
		734.1	734_1	Amica Chips			
		734.2	734_2	Lays			
		734.3	734_3	Pata			
		734.4	734_4	San Carlo			
		734.98	734_98	Private Label/Store Brand Striped Chips			
		734.99	734_99	All other Packaged Striped Chips			
	735	Q(OCCN).7aa	Q(OCCN)_7aa	Chips cheese/cheese taste	na	na	na
		735.1	735_1	Amica Chips			

MASTER LIST (ALL MARKETS)					UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		735.2	735_2	Crik Crok			
		735.3	735_3	Fonzies			
		735.4	735_4	Lays			
		735.5	735_5	Pata			
		735.6	735_6	Pringles			
		735.7	735_7	San Carlo			
		735.98	735_98	Private Label/Store Brand Cheese Chips			
		735.99	735_99	All other Packaged Cheese Chips			
	706	Q(OCCN).7c	Q(OCCN)_7c	Corn Chips or Sticks	Corn Chips or Sticks	Frituras de maíz (Fritos, etc)	na
		706.1	706_1	Fritos	Fritos	Fritos	
		706.2	706_2	Takis Fuego		Takis Fuego	
		706.3	706_3	Rancheritos		Rancheritos	
		706.4	706_4	Bokaditas		Bokaditas	
		706.5	706_5	Totis		Totis	
		706.6	706_6	Cazares		Cazares	
		706.70	706_70	Doritos Nachos		Doritos Nachos	
		706.80	706_80	Doritos (other flavors, not cheese)		Doritos (otros sabores, no queso)	
		706.83	706_83	Aldi			
		706.81	706_81	Doritos			
		706.82	706_82	CC's			
		706.84	706_84	Pringles Tortilla			
		706.85	706_85	Old El Paso			
		706.86	706_86	Risi Mios (any variety)			
		706.87	706_87	Mexifoods Nachos de maíz			
		706.88	706_88	La Costeña Tortilla Chips			
		706.98	706_98	Private Label/Store Brand Corn Chips or Sticks	Private Label/Store Brand Corn Chips or Sticks	Frituras de maíz de marca privada / tienda	
		706.99	706_99	All other Corn Chip or Stick Brands	All other Corn Chip or Stick Brands	Otro tipo de frituras de maíz	
	707			Corn Sticks Snacks (not chips)	Corn Sticks Snacks (not chips)	na	na
	708	Q(OCCN).7d	Q(OCCN)_7d	Cheese Twists/Puffs/Curls	Cheese Twists/Puffs/Curls	Frituras sabor queso (Cheetos, etc.)	Salgadinhos de pacote
		708.1	708_1	Cheetos (any variety)	Cheetos (any variety)	Cheetos (cualquier sabor/presentación)	Cheetos (todas versões de sabor)
		708.16	708_16	Agtal			Agtal
		708.17	708_17	Baconzitos			Baconzitos
		708.18	708_18	Cebolitos			Cebolitos
		708.20	708_20	Elma Chips			Elma Chips
		708.21	708_21	Fandangos			Fandangos
		708.22	708_22	Fofura			Fofura
		708.23	708_23	Torcida			Torcida
		708.24	708_24	Yoki			Yoki
		708.25	708_25	Yokitos			Yokitos
		708.2	708_2	Quavers REMOVED			
		708.3	708_3	Wotsits REMOVED			
		708.4	708_4	Monster Munch			
		708.8	708_8	Vico Les Crunchy			
		708.9	708_9	Vico Curly			
		708.10	708_10	Benenuts Mix			
		708.11	708_11	Benenuts les Incraquables			
		708.12	708_12	Benenuts l'Apero			
		708.13	708_13	Belin Croustilles			
		708.14	708_14	Belin Chipster			
		708.15	708_15	Menguy's			
		708.7	708_7	Aldi			
		708.5	708_5	Cheezels			
		708.6	708_6	Twisties			
		708.26	708_26	Chaskis Facundo (any variety)			
		708.27	708_27	Doritos Bits			
		708.28	708_28	Gublin (any variety)			
		708.29	708_29	Lays (Poppables, Bocabit etc.)			
		708.30	708_30	Lays/Matutano 3D			
		708.31	708_31	Risi Gusanitos			
		708.32	708_32	Risi Triskys (any variety)			
		708.33	708_33	Risketos			
		708.34	708_34	Santo Reino (any variety)			
		708.35	708_35	Takis (any variety)			
		708.98	708_98	Private Label/Store Brand Cheese twists/puffs/curls	Private Label/Store Brand Cheese twists/puffs/curls	Fritura de queso torcido de marca privada / tienda	Salgadinhos de pacote de marca própria/de loja
		708.99	708_99	All other Cheese twists/puffs/curls Brands	All other Cheese twists/puffs/curls Brands	Otras marcas de fritura de queso torcido	Todas as demais marcas de salgadinhos de pacote
	709	Q(OCCN).7e	Q(OCCN)_7e	Multigrain Chips	Multigrain Chips	Chips multigrano	Chips Multigrãos
		709.1	709_1	Sun Chips	Sun Chips		
		709.2	709_2	Tostitos Multigrain	Tostitos Multigrain		

MASTER LIST (ALL MARKETS)					UNITED STATES		MEXICO		BRAZIL	
Category	Item	Brand	BrandCode							
		709.3	709_3	Walker's Sunbites						
		709.4	709_4	Aldi						
		709.5	709_5	GrainWaves						
		709.6	709_6	Snatt Naturship (any variety)						
		709.98	709_98	Private Label/Store Brand Multigrain Chips		Private Label/Store Brand Multigrain Chips				
		709.99	709_99	All other Multigrain Chip Brands		All other Multigrain Chip Brands				

MASTER LIST (ALL MARKETS)					UNITED STATES		MEXICO		BRAZIL	
Category	Item	Brand	BrandCode							
	710	Q(OCCN).7f	Q(OCCN).7f	Tortilla Chips - plain or flavored	Tortilla Chips - plain or flavored		Nachos o totopos		Tortilla	
		710.1	710_1	Barcel Takis	Barcel Takis					
		710.2	710_2	Calidad	Calidad					
		710.3	710_3	Chester's	Chester's					
		710.4	710_4	Chi-Chi's	Chi-Chi's					
		710.5	710_5	Doritos (any variety)	Doritos (any variety)				Doritos (todas versões de sabor)	
		710.6	710_6	Food Should Taste Good	Food Should Taste Good					
		710.7	710_7	Fritos	na (removed 2020 Q3)		Fritos			
		710.8	710_8	Garden of Eatin'	Garden of Eatin'					
		710.9	710_9	Herr's Dippers	Herr's Dippers					
		710.10	710_10	Juanitas	Juanitas					
		710.11	710_11	Mission	Mission					
		710.12	710_12	On the Border	On the Border					
		710.13	710_13	Way Better	Way Better					
		710.14	710_14	Xochitl	Xochitl					
		710.15	710_15	Manomasa						
		710.16	710_16	Old el Paso						
		710.17	710_17	Tostitos	Tostitos (any variety) (added 2020 Q3)					
		710.18	710_18	Pringles Tortilla					Pringles (todas versões de sabor) (Added 2019 Q3)	
		710.19	710_19	Amica Chips						
		710.20	710_20	Pringles						
		710.21	710_21	San Carlo						
		710.22	710_22	Chio Tortilla Chips						
		710.24	710_24	Lays Bugles						
		710.25	710_25	PAQUI	PAQUI (Added 2020 Q2)					
		710.98	710_98	Private Label/Store Brand Tortilla Chips - plain or flavored	Private Label/Store Brand Tortilla Chips - plain or flavored		Nachos o totopos de marca privada / tienda		Tortilla de marca própria/de loja (Added 2019 Q3)	
		710.99	710_99	All other Tortilla Chip Brands - plain or flavored	All other Tortilla Chip Brands - plain or flavored		Otras marcas de nachos o totopos		Todas as demais marcas de tortilla (Added 2019 Q3)	
	711	Q(OCCN).7g	Q(OCCN).7g	Vegetable Chips	Vegetable Chips		Frituras de verduras		Chips de raízes e frutas	
		711.1	711_1	Terra Chips	Terra Chips					
		711.2	711_2	Tyrells						
		711.3	711_3	Off the Eaten Path						
		711.4	711_4	Kettle Chips						
		711.5	711_5	Itsu						
		711.6	711_6	Bret's Veg Chips						
		711.7	711_7	Traditions d'Asie						
		711.8	711_8	Sibell						
		711.9	711_9	Suzi Wan						
		711.10	711_10	Too Good Appel Chips						
		711.11	711_11	Vico Crousti Pom						
		711.12	711_12	Vico Natur & Bon : Chips de Lentilles						
		711.13	711_13	Pai						
		711.14	711_14	Gilli						
		711.15	711_15	Sarchio						
		711.16	711_16	Allos Chips						
		711.17	711_17	Alnatura Chips						
		711.18	711_18	BioZentrale						
		711.19	711_19	EnerBio						
		711.20	711_20	Funny Frisch Linsen Chips						
		711.21	711_21	Kühne Enjoy Knusperlinsen						
		711.22	711_22	Kühne Veggie Chips						
		711.23	711_23	Lays Gourmet (any variety)						
		711.24	711_24	Lays Veggies (any variety)						
		711.25	711_25	Snatt Veggies (any variety)						
		711.26	711_26	Sunbites Veggies (any variety)						
		711.27	711_27	Mikso Chips						
		711.28	711_28	Sensible Portions	Sensible Portions (Added 2020 Q2)					
		711.29	711_29	Off the Eaten Path	Off the Eaten Path (Added 2020 Q2)					
		711.98	711_98	Private Label/Store Brand Veggie Chips	Private Label/Store Brand Veggie Chips					
		711.99	711_99	All other Vegetable Chip Brands	All other Vegetable Chip Brands					
	712	Q(OCCN).7h	Q(OCCN).7h	Popped Chips	Popped Chips		Botanas/frituras de maíz inflado		na	
		712.1	712_1	Pop Corners	Pop Corners					
		712.2	712_2	Pop Chips	Pop Chips					
		712.98	712_98	Private Label/Store Brand Popped Chips	Private Label/Store Brand Popped Chips					
		712.99	712_99	All other Popped Chip Brands	All other Popped Chip Brands					
	713	Q(OCCN).7v	Q(OCCN).7v	Light Chips	Light Chips		Frituras light		na	
		713.1	713_1	San Carlo						
		713.2	713_2	Lays Light						
		713.3	713_3	Lorenz Light Chips						
		713.4	713_4	Snatt Naturchips (any variety)						

MASTER LIST (ALL MARKETS)					UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		713.98	713_98	Private Label/Store Brand Light Chips			
		713.99	713_99	All other Light Chip Brands			
	714	Q(OCCN).7n	Q(OCCN).7n	Plantain/Yucca Chips	Plantain/Yucca Chips	Frituras de plátano/yuca	Chips de mandioca / banana
		714.1	714_1	Sunbites		Sunbites	
		714.98	714_98	Private Label/Store Brand Plantain/Yucca Chips		Frituras de plátano o yuca de marca privada	
		714.99	714_99	All other Plantain/Yucca Chips Brands		Otras marcas de frituras de plátano o yuca	
	715	Q(OCCN).7i	Q(OCCN).7i	Pretzel Crisps	Pretzel Crisps	Pretzels Tostados/Horneados	na
		715.1	715_1	Snack Factory	Snack Factory		
		715.98	715_98	Private Label/Store Brand Pretzel Crisps	Private Label/Store Brand Pretzel Crisps		
		715.99	715_99	All other Pretzel Crisp Brands	All other Pretzel Crisp Brands		
	716	Q(OCCN).7j	Q(OCCN).7j	Pretzels	Pretzels	Pretzels	Pretzel
		716.1	716_1	Bachman	Bachman		
		716.2	716_2	Glutino	Glutino		
		716.3	716_3	Herr's	Herr's		
		716.4	716_4	Rold Gold	Rold Gold		
		716.5	716_5	Snack Factory	Snack Factory		
		716.6	716_6	Snyder's of Hanover	Snyder's of Hanover		
		716.7	716_7	Utz	Utz		
		716.8	716_8	Flipz			
		716.9	716_9	Penn State			
		716.10	716_10	Ancel			
		716.11	716_11	Huober			
		716.12	716_12	Lorenz Saltletts			
		716.98	716_98	Private Label/Store Brand Pretzels	Private Label/Store Brand Pretzels		
		716.99	716_99	All other Pretzel Brands	All other Pretzel Brands		
	717			Pretzels - Filled Snacks	Pretzels - Filled Snacks	na	na
	718	Q(OCCN).7ab	Q(OCCN).7ab	Chocolate Coated Salty Snacks (e.g. Pretzels and Chips, Choco-Pretzels)	Chocolate Coated Salty Snacks (e.g. Pretzels and Chips, Choco-Pretzels)	Snacks cubiertos de chocolate	na
		718.1	718_1	Pata			
		718.98	718_98	Private Label/Store Brand Chocolate Coated Salty Snacks			
		718.99	718_99	All other Chocolate Coated Salty Snacks Brands			
	719	Q(OCCN).7k	Q(OCCN).7k	Popcorn and Popcorn Snacks	Popcorn and Popcorn Snacks	Palomitas (cualquier variedad)	Pipoca
		719.1	719_1	Angle's Boom Chicka Pop	Angle's Boom Chicka Pop		
		719.2	719_2	Better Made	Better Made		
		719.3	719_3	Chester's	Chester's		
		719.4	719_4	Cracker Jack	Cracker Jack		
		719.5	719_5	G.H. Cretors	G.H. Cretors		
		719.6	719_6	Pirate's Booty	Pirate's Booty		
		719.7	719_7	Popcorn Indiana	Popcorn Indiana		
		719.8	719_8	Skinny Pop	Skinny Pop		
		719.9	719_9	Smartfood	Smartfood		
		719.10	719_10	Wise	Wise		
		719.11	719_11	Palomitas Act II		Palomitas Act II	
		719.12	719_12	Palomitas Cinépolis		Palomitas Cinépolis	
		719.13	719_13	Palomitas Great Value		Palomitas Great Value	
		719.14	719_14	Palomitas POP		Palomitas POP	
		719.15	719_15	Palomitas SlimPop		Palomitas SlimPop	
		719.16	719_16	Palomitas Snaps		Palomitas Snaps	
		719.20	719_20	Aldi			
		719.17	719_17	Cobbs			
		719.18	719_18	Kettle			
		719.19	719_19	SunBites			
		719.21	719_21	Butterkist			
		719.22	719_22	Metcalfs			
		719.23	719_23	Propercorn			
		719.24	719_24	Baff			
		719.25	719_25	Benenuts Popcorn			
		719.26	719_26	Croc Pop			
		719.27	719_27	Menguy's Popcorn			
		719.28	719_28	Tyrrells Popcorn			
		719.29	719_29	Cheetos (todas versões de sabor)			Cheetos (todas versões de sabor) (Added 2019 Q3)
		719.30	719_30	Parati			Parati
		719.31	719_31	Yoki			Yoki
		719.32	719_32	San Carlo			
		719.33	719_33	Chio			
		719.34	719_34	Kluth			
		719.35	719_35	Mullers Mühle			
		719.36	719_36	Seeberger			
		719.37	719_37	Werthers			
		719.38	719_38	Frit Ravich palomitas			

MASTER LIST (ALL MARKETS)					UNITED STATES		MEXICO		BRAZIL	
Category	Item	Brand	BrandCode							
		719.39	719_39	MisterCorn Palomitas						
		719.40	719_40	Popitas (any variety)						
		719.41	719_41	Santo Reino Palomitas (any variety)						
		719.98	719_98	Private Label/Store Brand Popcorn and Popcorn Snacks	Private Label/Store Brand Popcorn and Popcorn Snacks		Palomitas de marca privada/tienda		Pipoca de marca própria/de loja	
		719.99	719_99	All other Popcorn and Popcorn Snacks	All other Popcorn and Popcorn Snacks		Otras marcas de palomitas		Todas as demais marcas de pipoca	

MASTER LIST (ALL MARKETS)					UNITED STATES		MEXICO		BRAZIL	
Category	Item	Brand	BrandCode							
	720	Q(OCCN).7l	Q(OCCN).7l	Snack Mix	Snack Mix		Mix de frituras/botana		Mix de salgadinhos	
		720.1	720_1	Chex Mix	Chex Mix (in own package)					
new		720.16	720_16	Chex Mix (homemade using Chex brand cereal)	Chex Mix (homemade using Chex brand cereal) (added 2020 Q3)					
new		720.17	720_17	Chex Mix (homemade using Private Label/Other brand cereal)	Chex Mix (homemade using Private Label/Other brand cereal) (added 2020 Q3)					
		720.2	720_2	Gardetto's	Gardetto's					
		720.8	720_8	Keebler Elfin Snack Mix	Keebler Elfin Snack Mix (Added 2019 Q2)					
		720.3	720_3	Nature's Harvest	Nature's Harvest					
		720.4	720_4	Planters	Planters					
		720.6	720_6	Aldi						
		720.5	720_5	Bhuja						
		720.7	720_7	Paketaxo			Paketaxo (Added 2.25.19)			
		720.15	720_15	Cheez-It			Cheez-It (Added 2020 Q1)			
		720.9	720_9	Lorenz Snack Hits						
		720.10	720_10	My Chips Box						
		720.11	720_11	Xox Snack Box						
		720.12	720_12	Frit Ravich Cockteleo						
		720.13	720_13	Gublin Mix						
		720.14	720_14	Lays Mixups						
		720.98	720_98	Private Label/Store Brand Snack Mix	Private Label/Store Brand Snack Mix		Mix de frituras/botana de marca privada			
		720.99	720_99	All other Snack Mix Brands	All other Snack Mix Brands		Otras marcas de mix de frituras/botana			
	728	Q(OCCN).7m	Q(OCCN).7m	Baked Crisps/Chips	Baked Crisps/Chips		na		na	
		728.6	728_6	Cheez-It	Cheez-It (Added 2019 Q2)					
		728.1	728_1	Burtons						
		728.2	728_2	Walkers Oven Baked						
		728.3	728_3	Jacobs Cracker Crisps						
		728.4	728_4	Mini Cheddars						
		728.5	728_5	Ritz REMOVED						
		728.7	728_7	Twiglets						
		728.8	728_8	Yushoi						
		728.9	728_9	Belin Frenchips						
		728.10	728_10	Lays Horno						
		728.98	728_98	Private Label/Store Brand Baked Crisps/Chips	Private Label/Store Brand Baked Crisps/Chips (Added 2019 Q2)					
		728.99	728_99	All other Baked Crisps/Chip Brands	All other Baked Crisps/Chip Brands (Added 2019 Q2)					
	722	Q(OCCN).7r	Q(OCCN).7r	Cracker Chips	Cracker Chips		Galletas Saladas/Habaneras		Biscoitos salgados	
		722.3	722_3	Cheez-It	Cheez-It (Added 2020 Q1)					
		722.4	722_4	Special K Crackers/Cracker Chips (any variety)	Special K Crackers/Cracker Chips (any variety) (Added 2020 Q1)					
		722.5	722_5	Ritz Chips (any variety)	Ritz Chips (any variety) (Added 2020 Q1)					
		722.1	722_1	Hot Cracker					Hot Cracker	
		722.2	722_2	Parati					Parati	
		722.6	722_6	Funny Frisch Cracker Chips						
		722.7	722_7	Funny Frisch Kross Cracker						
		722.98	722_98	Private Label/Store Brand Cracker Chips	Private Label/Store Brand Cracker Chips (Added 2020 Q1)				Biscoitos salgados de marca própria/de loja	
		722.99	722_99	All other Cracker Chip Brands	All other Cracker Chip Brands (Added 2020 Q1)				Todas as demais marcas de biscoitos salgados	
	721			Pork Rinds/Chicharones	Pork Rinds/Chicharones		Chicharrón de cerdo		na	
	723	Q(OCCN).7t	Q(OCCN).7t	Bread Sticks	Bread Sticks		Palitos de Pan		Grissini / Sticks de trigo	
		723.1	723_1	Bimbo Palitos de pan (any variety)						
		723.2	723_2	Siluetta Palitos de Pan (any variety)						
		723.3	723_3	Snatts Palitos de pan (any variety)						
		723.4	723_4	Velarde Palitos de pan						
		723.98	723_98	Private Label/Store Brand Bread Sticks						
		723.99	723_99	All other Bread Sticks Brands						
	725	Q(OCCN).7q	Q(OCCN).7q	Biscuit	na		na		Biscoito de polvilho	
		725.1	725_1	Ancel						
		725.2	725_2	Belin Crackers						
		725.4	725_4	Benenuts						
		725.5	725_5	Benenuts Apero Cracks						
		725.6	725_6	Delacre						
		725.7	725_7	Lu TUC						
		725.8	725_8	Michel & Augustin						
		725.9	725_9	N.A! Rice Crackers						
		725.10	725_10	Cuetara Krit						
		725.98	725_98	Private Label/Store Brand Biscuits						
		725.99	725_99	All other Biscuit Brands						
	736			Sea Biscuit	na		na		na	
	726	Q(OCCN).7s	Q(OCCN).7s	Potato Sticks	na		na		Batata palha	
		726.1	726_1	Elma Chips					Elma Chips	
		726.2	726_2	Visconti					Visconti (Added 2019 Q3)	
		726.3	726_3	Yoki					Yoki	
		726.98	726_98	Private Label/Store Brand Potato Sticks					Batata palha de marca própria/de loja (Added 2019 Q3)	
		726.99	726_99	All other Potato Stick Brands					Todas as demais marcas de batata palha (Added 2019 Q3)	

MASTER LIST (ALL MARKETS)					UNITED STATES		MEXICO		BRAZIL	
Category	Item	Brand	BrandCode							
	727			Cheese Bread	na		na		Pão de queijo	
	730			Salty Sticks	na		na		na	
		730.1	730_1	Alnatura Salzstangen						
		730.2	730_2	Funny Frisch Sticks						
		730.3	730_3	Huober Salzstangen						
		730.4	730_4	Lorenz Saltletts						
		730.98	730_98	Private Label/Store Brand Salty Sticks						
		730.99	730_99	All other Packaged Salty Sticks						
	731	Q(OCCN)_7u	Q(OCCN)_7u	Cocktail Snack	na		na		na	
		731.1	731_1	Eagle Cocktail						
		731.2	731_2	El Aperitivo Espada (any variety)						
		731.3	731_3	Facundo Cocktail (any variety)						
		731.4	731_4	Frit Ravich Cocteleo (any variety)						
		731.5	731_5	La Real aperitivo Japones						
		731.6	731_6	Matumix						
		731.7	731_7	MisterCorn (any variety)						
		731.98	731_98	Private Label/Store Brand Cocktail Aperitif						
		731.99	731_99	All other Packaged Cocktail Aperitif Brands						
	799			All Other Salty or Savory Snacks	All Other Salty or Savory Snacks		Otro tipo de Snacks salados		Outros tipos de salgadinhos ou snacks salgados	
		Q(OCCN)_7z	Q(OCCN)_7z	NOT ASKED						
		799.1	799_1	Agtal					Agtal	
		799.2	799_2	Baconzitos					Baconzitos	
		799.3	799_3	Cebolitos					Cebolitos	
		799.4	799_4	Dori					Dori	
		799.5	799_5	Elma Chips					Elma Chips	
		799.6	799_6	Fandangos					Fandangos	
		799.7	799_7	Fofura					Fofura	
		799.8	799_8	Hot Cracker					Hot Cracker	
		799.9	799_9	Parati					Parati	
		799.10	799_10	Torcida					Torcida	
		799.11	799_11	Sensacoes					Sensacoes	
		799.12	799_12	Yoki					Yoki	
		799.13	799_13	Yokitos					Yokitos	
		799.98	799_98	Private Label/Store Brand Salty or Savory Snacks					Private Label/Store Brand Salty or Savory Snacks	
		799.99	799_99	All other Salty or Savory Snack Brands					All other Salty or Savory Snack Brands	

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C8	Q(OCCN).8			Meat Snack/Jerky	Meat Snack/Jerky	NOT ASKED FOR MEXICO	Snack de carne seca
				Category, Item and Brand Instructions	Randomize items list except for other items last.		Randomize items list except for other items last.
	801			Meat Snack/Jerky	na		Frios
new	810	Q(OCCN).8a	Q(OCCN).8a	Meat Sticks	Meat Sticks		Frios
new		810.1	810_1	Jack Links	Jack Links (added 2020 Q3) (2020 Q3 & Q4 801.1 moved to 810.1)		
new		810.2	810_2	Tillamook	Tillamook (added 2020 Q3) (2020 Q3 & Q4 801.2 moved to 810.2)		
new		810.3	810_3	Slim Jim	Slim Jim (added 2020 Q3) (2020 Q3 & Q4 801.3 moved to 810.3)		
new		810.4	810_4	Old Wisconsin	Old Wisconsin (added 2020 Q3) (2020 Q3 & Q4 801.4 moved to 810.4)		
new		810.5	810_5	Dukes	Dukes (added 2020 Q3) (2020 Q3 & Q4 801.5 moved to 810.5)		
new		810.98	810_98	Private Label/Store Brand Meat Sticks	Private Label/Store Brand Meat Sticks (2020 Q3 & Q4 added 2020 Q3) (801.98 moved to 810.98)		
new		810.99	810_99	All other Meat Sticks Brands	All other Meat Sticks Brands (added 2020 Q3) (2020 Q3 & Q4 801.99 moved to 810.99)		
new	809	Q(OCCN).8b	Q(OCCN).8b	Jerky	Jerky		
new		809.1	809_1	Leaf	Leaf (added 2020 Q3)		
new		809.2	809_2	Jack Links	Jack Links (added 2020 Q3)		
new		809.3	809_3	Tillamook	Tillamook (added 2020 Q3)		
new		809.4	809_4	Old Trapper	Old Trapper (added 2020 Q3)		
new		809.5	809_5	Cattleman's Cut	Cattleman's Cut (added 2020 Q3)		
new		809.6	809_6	No Man's Land	No Man's Land (added 2020 Q3)		
new		809.98	809_98	Private Label/Store Brand Jerky	Private Label/Store Brand Jerky (added 2020 Q3)		
new		809.99	809_99	All other Jerky Brands	All other Jerky Brands (added 2020 Q3)		
	802			Hot slices	na		na
	803			Roast beef	na		Rosbife
	804			Sausage	na		Salsicha
	805			Sausage	na		Linguiça
	806			Fuet - thin, dry cured sausage	na		na
	807			Jamon Serrano - dry cured ham	na		na
	808			Cold meats	na		na
	899			All Other Meat Snack/Jerky	All Other Meat Snack/Jerky		Outros tipos de carnes e frios

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C9	Q(OCCN).9			Nuts, Seeds, Trail Mixes, Roasted Chickpeas	Nuts, Seeds, Trail Mixes, Roasted Chickpeas	Nueces y Semillas	Mix de Nuts/Amendoim/Nozes
				Category, Item and Brand Instructions	Randomize items list except for other items last.	Randomize items list except for other items last.	Randomize items list except for other items last.
	901			Nuts	Nuts	Nueces (incluye cacahuates, nueces, pistaches, etc.)	Nuts (p.ex., amendoim, amêndoas, nozes, castanhas)
		901.1	901_1	Snyder			
		901.2	901_2	Ultje			
		901.3	901_3	Lorenz NicNac			
		901.4	901_4	Felix			
		901.98	901_98	Private Label/Store Brand Nuts			
		901.99	901_99	All other Nut Brands			
	905	Q(OCCN).9b	Q(OCCN).9b	Nuts (salted)	na	na	na
		905.1	905_1	Borges Selección			
		905.2	905_2	Eagle			
		905.3	905_3	Frit Ravich Cacahuetes			
		905.4	905_4	Grefusa Cacahuetes			
		905.5	905_5	Matumix			
		905.6	905_6	Matutano Horno			
		905.7	905_7	Santo Reino Cacahuetes			
		905.8	905_8	Felix			
		905.10	905_10	Snyder			
		905.11	905_11	Ultje			
		905.98	905_98	Private Label/Store Brand Nuts (salted)			
		905.99	905_99	All other Nut Brands (salted)			
	906			Nuts (plain)	na	na	na
		906.1	906_1	Alesto			
		906.2	906_2	Alnatura			
		906.3	906_3	Genuss Pur			
		906.4	906_4	Kluth			
		906.5	906_5	Lorenz			
		906.6	906_6	Seeberger			
		906.7	906_7	Ultje			
		906.98	906_98	Private Label/Store Brand Nuts (plain)			
		906.99	906_99	All other Nut Brands (plain)			
	902			Seeds	Seeds	Semillas (girasol, pepitas, etc.)	Sementes (p.ex., semente de abóbora, gergelim, quinoa, chia)
		902.1	902_1	Alesto			
		902.2	902_2	Alnatura			
		902.3	902_3	Genuss Pur			
		902.4	902_4	Kluth			
		902.5	902_5	Lorenz			
		902.6	902_6	Seeberger			
		902.7	902_7	Ultje			
		902.98	902_98	Private Label/Store Brand Seeds			
		902.99	902_99	All other Seed Brands			
	903	Q(OCCN).9c	Q(OCCN).9c	Trail Mixes / Nut, Fruit, Candy Mixes	Trail Mixes / Nut, Fruit, Candy Mixes	Mixes o mezclas de nueces/semillas	Mix de Nuts
		903.1	903_1	EuroCompany			
		903.2	903_2	Noberasco			
		903.3	903_3	Ventura			
		903.4	903_4	Borges Natura Mixes (any variety)			
		903.5	903_5	Borges selección mezcla (any variety)			
		903.6	903_6	Snatt Frutos secos y frutas (any variety)			
		903.7	903_7	Eagle Frutos secos mix (any variety)			
		903.8	903_8	Sunbites Mix de frutos secos (any variety)			
		903.9	903_9	Borges Pizarro (any variety)			
		903.10	903_10	Matumix			
		903.11	903_11	Alesto			
		903.12	903_12	Alnatura			
		903.13	903_13	Genuss Pur			
		903.14	903_14	Kluth			
		903.15	903_15	Lorenz			
		903.16	903_16	Seeberger			
		903.17	903_17	Ultje			
		903.18	903_18	Felix Studentenfutter			
		903.98	903_98	Private Label/Store Brand Trail Mixes			
		903.99	903_99	All other Trail Mix Brands			
	904			Roasted Chickpeas, Broad Beans or Other Legumes	Roasted Chickpeas, Broad Beans or Other Legumes	na	na
	907	Q(OCCN).9d	Q(OCCN).9d	Sunflower Seeds			
		907.1	907_1	MatuPipas			
		907.2	907_2	MisterCorn			
		907.3	907_3	Pipas G			

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							
		907.4	907_4	Piponazo						
		907.98	907_98	Private Label/Store Brand Pipas y Kikos						
		907.99	907_99	All other Pipas y Kikos Brands						
	999			All Other Nuts, Seeds, Trail Mixes		All Other Nuts, Seeds, Trail Mixes		Otros tipos de nueces, semillas, mezclas		Outros tipos de nozes e sementes

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C10	Q(OCCN).10	Q3	Q3	Crackers/Savory Biscuits, Crispbreads, Rusk	Crackers/Savory Biscuits, Crispbreads, Rusk	Galletas Saladas/Similares	Biscoitos salgados
				Category, Item and Brand Instructions	Randomize Items list except for other items last. Display brands in alpha order.	Randomize Items list except for other items last. Display brands in alpha order.	Randomize items list except for other items last. Display brands in alpha order.
	1002	Q(OCCN).10q	Q(OCCN).10q	Rice Crackers	Rice Crackers	Galletas de Arroz Inflado	Biscoito de Arroz
		1002.1	1002_1	Galbusera			
		1002.2	1002_2	Scotti			
		1002.3	1002_3	Uncle Bens			
		1002.4	1002_4	Seeberger			
		1002.5	1002_5	Bicentury			
		1002.6	1002_6	Gerble			
		1002.7	1002_7	BioCop			
		1002.8	1002_8	Santivery			
		1002.9	1002_9	El Granelo Integral			
		1002.10	1002_10	Alnatura			
		1002.11	1002_11	BioZentrale			
		1002.12	1002_12	DM			
		1002.13	1002_13	EnerBio			
		1002.14	1002_14	Kluth			
		1002.15	1002_15	Nature Addicts			
		1002.16	1002_16	Reishunger			
		1002.17	1002_17	Seitenbacher			
		1002.98	1002_98	Private Label/Store Brand Rice Crackers			
		1002.99	1002_99	All other Rice Cracker Brands			
	1003	Q(OCCN).10f	Q(OCCN).10f	Crackers - Regular/Plain	Crackers - Regular/Plain	Galletas Saladas (regulares/habaneras)	Biscoito Cream Cracker
		1003.2	1003_2	Back to Nature (any variety)	Back to Nature (any variety)		
		1003.3	1003_3	Blue Diamond (any variety)	Blue Diamond (any variety)		
		1003.4	1003_4	Breton (any variety)	Breton (any variety)		
		1003.5	1003_5	Carr's (any variety)	Carr's (any variety)		
		1003.6	1003_6	Nabisco Good Thins (any variety)	Nabisco Good Thins (any variety)		
		1003.8	1003_8	Keebler Toasteds	Keebler Toasteds		
		1003.9	1003_9	Keebler Town House (any variety)	Keebler Town House (any variety)		
		1003.11	1003_11	Keebler Club (any variety)	Keebler Club (any variety)	Keebler (cualquier variedad)	
		1003.12	1003_12	Triscuits (any variety)	Triscuits (any variety)		
		1003.13	1003_13	Ritz (any variety)	Ritz (any variety)	Ritz	
		1003.14	1003_14	Wheat Thins (any variety)	Wheat Thins (any variety)		
		1003.15	1003_15	Habaneras		Habaneras	
		1003.16	1003_16	Saladitas		Saladitas	
		1003.17	1003_17	Crackets		Crackets	
		1003.18	1003_18	Breton		Breton	
		1003.20	1003_20	Adria			Adria
		1003.21	1003_21	Aymore			Aymore
		1003.22	1003_22	Fortaleza			Fortaleza
		1003.23	1003_23	Kellogg			Kellogg
		1003.24	1003_24	Isabela			Isabela
		1003.25	1003_25	Marilan			Marilan
		1003.26	1003_26	Parati			Parati
		1003.27	1003_27	Piraque			Piraque
		1003.28	1003_28	Richester			Richester
		1003.29	1003_29	Triunfo			Triunfo
		1003.30	1003_30	Tuc			Tuc
		1003.31	1003_31	Vitarella			Vitarella
		1003.32	1003_32	Zabet			Zabet
		1003.33	1003_33	Jacobs (any variety)			
		1003.34	1003_34	Nairns			
		1003.35	1003_35	Club Social			Club Social (Added 2019 Q4)
		1003.36	1003_36	Galbusera			
		1003.37	1003_37	Mulino Bianco			
		1003.38	1003_38	Pavesi			
		1003.39	1003_39	Wasa			
		1003.40	1003_40	7 Days			
		1003.41	1003_41	Lorenz Club Cracker			
		1003.42	1003_42	Tourinos			
		1003.43	1003_43	Funny Frisch Kross Cracker			
		1003.44	1003_44	Prima Crackers (any variety)			
		1003.98	1003_98	Private Label/Store Brand Crackers - Regular/Plain	Private Label/Store Brand Crackers - Regular/Plain	Galletas saladas regulares/simples de marca blanca/marca de la tienda	Biscoito cream cracker comum de marca própria/da loja
		1003.99	1003_99	All other Crackers - Regular/Plain Brands	All other Crackers - Regular/Plain Brands	Todas las otras marcas de galletas saladas regulares/simples	Todas as demais marcas de biscoito cream cracker comum
	1025	Q(OCCN).10u	Q(OCCN).10u	Savoury Crackers	na	na	na
		1025.1	1025_1	Galbusera			
		1025.2	1025_2	Pavesi			
		1025.3	1025_3	Mulino Bianco Barilla			
		1025.4	1025_4	Tuc			
		1025.5	1025_5	Wasa			
		1025.6	1025_6	7 Days			
		1025.7	1025_7	Funny Frisch Kross Cracker			
		1025.8	1025_8	Lorenz Club Cracker			
		1025.9	1025_9	Ritz Cracker			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1025.10	1025_10	Tourinos			
		1025.11	1025_11	Wasa			
		1025.98	1025_98	Private Label/Store Brand Savoury Crackers			
		1025.99	1025_99	All other Packaged Savoury Crackers Brands			
	1004	Q(OCCN)_10g	Q(OCCN)_10g	Snack Crackers	Snack Crackers	na	Biscoito Água e Sal
		1004.1	1004_1	Gripz	Gripz		
		1004.2	1004_2	Pepperidge Farm Goldfish (any variety)	Pepperidge Farm Goldfish (any variety)		
		1004.3	1004_3	Annie's Crackers (any variety)	Annie's Crackers (any variety)		
		1004.4	1004_4	Ritz (any variety)	Ritz (any variety)		
		1004.5	1004_5	Cheez-It (any variety)	Cheez-It (any variety)		
		1004.6	1004_6	Triscuits (any variety)	Triscuits (any variety)		
		1004.7	1004_7	Wheat Thins (any variety)	Wheat Thins (any variety)		
		1004.8	1004_8	Keebler Town House (any variety)	Keebler Town House (any variety)		
		1004.9	1004_9	Nabisco Chicken in a Biskit	Nabisco Chicken in a Biskit		
		1004.10	1004_10	Blue Diamond (any variety)	Blue Diamond (any variety)		
		1004.11	1004_11	Back to Nature (any variety)	Back to Nature (any variety)		
		1004.12	1004_12	Keebler Club (any variety)	Keebler Club (any variety)		
		1004.13	1004_13	Kashi (any variety)	Kashi (any variety)		
		1004.20	1004_20	Adria			Adria
		1004.21	1004_21	Aymore			Aymore
		1004.22	1004_22	Fortaleza			Fortaleza
		1004.23	1004_23	Kellogg			Kellogg
		1004.24	1004_24	Isabela			Isabela
		1004.25	1004_25	Marilan			Marilan
		1004.26	1004_26	Parati			Parati
		1004.27	1004_27	Piraque			Piraque
		1004.28	1004_28	Richester			Richester
		1004.29	1004_29	Triunfo			Triunfo
	was 1004.3 (need the end 0)	1004.30	1004_30	Tuc			Tuc
		1004.31	1004_31	Vitarella			Vitarella
		1004.32	1004_32	Zabet			Zabet
		1004.33	1004_33	7 Days			
		1004.34	1004_34	Funny Frisch Kross Cracker			
		1004.35	1004_35	Lorenz Club Cracker			
		1004.36	1004_36	Tourinos			
		1004.98	1004_98	Private Label/Store Brand Snack Crackers	Private Label/Store Brand Snack Crackers		Biscoito água e sal de marca própria/da loja
		1004.99	1004_99	All other Snack Cracker Brands	All other Snack Cracker Brands		Todas as demais marcas de biscoito água e sal
	1005	Q(OCCN)_10h	Q(OCCN)_10h	Crackers - Cheese Flavored	Crackers - Cheese Flavored	Galletas con sabor a queso	Biscoito de Queijo
		1005.1	1005_1	Cheez-It (any variety)	Cheez-It (any variety)	Cheez-It (cualquier variedad)	
		1005.2	1005_2	Cheez-It Grooves (any variety)	Cheez-It Grooves (any variety)		
		1005.3	1005_3	Nabisco Cheese Nips (any variety)	Nabisco Cheese Nips (any variety)		
		1005.4	1005_4	Cheez-It Snap'd	Cheez-It Snap'd (Added 2019 Q3)		
		1005.5	1005_5	Should Annie's be moved to item 1004	Annie's Crackers (any variety)		
		1005.6	1005_6	Pepperidge Farm Goldfish (any variety)	Pepperidge Farm Goldfish (any variety)		
		1005.7	1005_7	Breton		Breton	
		1005.8	1005_8	Club social			Club social
		1005.9	1005_9	Equilibri			Equilibri
		1005.10	1005_10	Pit Stop			Pit Stop (Added 2019 Q3)
		1005.11	1005_11	Groksi			
		1005.12	1005_12	Lerdammer			
		1005.98	1005_98	Private Label/Store Brand Crackers - Cheese Flavored	Private Label/Store Brand Crackers - Cheese Flavored	Galletas saladas con sabor a queso de marca blanca/marca de la tienda	Biscoito de queijo de marca própria/da loja
		1005.99	1005_99	All other Cheese Flavored Cracker Brands	All other Cheese Flavored Cracker Brands	Todas las otras marcas de galletas saladas con sabor a queso	Todas as demais marcas de biscoito de queijo
	1006	Q(OCCN)_10i	Q(OCCN)_10i	Crackers (Sandwich/Filled)	Crackers (Sandwich/Filled)	Sandwich de Galletas/Con relleno (Ritz con Queso, etc.)	Biscoito Salgado Recheado
		1006.1	1006_1	Austin (any variety)	Austin (any variety)		
		1006.2	1006_2	Lance Sandwich Crackers (any variety)	Lance Sandwich Crackers (any variety)		
		1006.3	1006_3	Utz Sandwich Crackers	Utz Sandwich Crackers		
		1006.4	1006_4	Keebler Sandwich Crackers (any variety)	Keebler Sandwich Crackers (any variety)		
		1006.5	1006_5	Cheez-It (any variety)	na (Removed 2019 Q3)	Cheez-It (cualquier variedad)	
		1006.6	1006_6	Ritz (any variety)	na (Removed 2019 Q3)	Ritz	
		1006.7	1006_7	Club social			Club social
		1006.8	1006_8	Parati			Parati
		1006.9	1006_9	Pit Stop			Pit Stop (Added 2019 Q3)
		1006.98	1006_98	Private Label / Store Brand Crackers (sandwich/filled)	Private Label / Store Brand Crackers (sandwich/filled)	Galletas saladas rellenas de marca blanca/marca de la tienda	Biscoito salgado recheado de marca própria/da loja
		1006.99	1006_99	All other Sandwich/Filled Cracker Brands	All other Crackers (sandwich/filled) Brands	Todas las otras marcas de galletas saladas rellenas	Todas as demais marcas de biscoito salgado recheado
	1007	Q(OCCN)_10r	Q(OCCN)_10r	Crackers - Corn Based	Crackers - Corn Based	Tostadas de Maiz (Salmas, Charras, etc.)	na
		1007.1	1007_1	Bicentury			
		1007.2	1007_2	BioCop			
		1007.3	1007_3	El Granelo integral			
		1007.4	1007_4	Gerble			
		1007.5	1007_5	Santivery			
		1007.98	1007_98	Private Label/Store Brand Corn Based Crackers			
		1007.99	1007_99	All other Corn Based Cracker Brands			
	1008	Q(OCCN)_10e	Q(OCCN)_10e	Pre-Packaged Dip & Biscuits	Pre-Packaged Dip & Biscuits	Paquete de galletas con dip	na
		1008.1	1008_1	Uncle Toby's LE Snak			
		1008.2	1008_2	Ritz		Ritz (Added 2019 Q3)	
		1008.3	1008_3	Parmareggio			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1008.98	1008_98	Private Label/Store Brand Dips & Bites		Galletas saladas con dip de marca blanca/marca de la tienda (Added 2019 Q3)	
		1008.99	1008_99	All other Crackers - Dips & Bites Brands		Todas las otras marcas de galletas saladas con dip (Added 2019 Q3)	
	1009	Q(OCCN).10v	Q(OCCN).10v	Pre-Packaged Cheese & Biscuit	Pre-Packaged Cheese & Biscuit	Paquete de galletas con queso	na
		1009.1	1009_1	Parmareggio			
		1009.98	1009_98	Private Label/Store Brand Cheese & Biscuits			
		1009.99	1009_99	All other Cheese & Biscuit Brands			
	1010			Flatbread Crackers	Flatbread Crackers	na	Torrada de Pão Sírio
	1011	Q(OCCN).10n	Q(OCCN).10n	Crispbreads	Crispbreads	na	na
		1011.2	1011_2	Krisprolls			
		1011.4	1011_4	Ryvita (any variety)			
		1011.5	1011_5	Burger			
		1011.6	1011_6	Filinchén			
		1011.7	1011_7	Leicht&Cross			
		1101.8	1101_8	Spreewaffel			
		1011.9	1011_9	Wasa			
		1011.98	1011_98	Private Label/Store Brand Crispbreads			
		1011.99	1011_99	All other Crispbreads Brands			
	1026			Bread Chips			
	1012	Q(OCCN).10j	Q(OCCN).10j	Cracker Chips	Cracker Chips	na	na
		1012.1	1012_1	Special K Crackers/Cracker Chips (any variety)	Special K Crackers/Cracker Chips (any variety)		
		1012.2	1012_2	Ritz Chips (any variety)	Ritz Chips (any variety)		
		1012.3	1012_3	Cheez-It	Cheez-It (Added 2020 Q1)		
		1012.4	1012_4	Funny Frisch Cracker Chips			
		1012.5	1012_5	Funny Frisch Kross Cracker			
		1012.98	1012_98	Private Label/Store Brand Cracker Chips	Private Label/Store Brand Cracker Chips		
		1012.99	1012_99	All other Cracker Chip Brands	All other Cracker Chip Brands		
	1013	Q(OCCN).10w	Q(OCCN).10w	Rusks	Rusks	na	na
		1013.1	1013_1	BRANDT			
		1013.98	1013_98	Private Label/Store Brand Rusks			
		1013.99	1013_99	All other Rusk Brands			
	1014	Q(OCCN).10b	Q(OCCN).10b	Crackers - Saltines	Crackers - Saltines	na	na
		1014.1	1014_1	Keebler Zesta	Keebler Zesta		
		1014.2	1014_2	Sunshine Krispy Crackers	Sunshine Krispy Crackers		
		1014.3	1014_3	Nabisco Premium Saltines	Nabisco Premium Saltines		
		1014.98	1014_98	Private Label/Store Brand Crackers Saltines	Private Label/Store Brand Crackers Saltines		
		1014.99	1014_99	All other Saltine Cracker Brands	All other Saltine Cracker Brands		
	1015/1106	Q(OCCN).10c	Q(OCCN).10c	Crackers - Graham	Crackers - Graham	na	na
		1015.1	1015_1	Honey Maid Graham Crackers	Honey Maid Graham Crackers		
		1015.2	1015_2	Pepperidge Farm Goldfish Grahams	Pepperidge Farm Goldfish Grahams		
		1015.3	1015_3	Keebler Grahams	Keebler Grahams		
		1015.4	1015_4	Annie's Grahams	Annie's Grahams		
		1015.98	1015_98	Private Label/Store Brand Crackers - Graham	Private Label/Store Brand Crackers - Graham		
		1015.99	1015_99	All other Graham Cracker Brands	All other Graham Cracker Brands		
	1023	Q(OCCN).10w	Q(OCCN).10w	Integral Crackers	na	na	na
		1023.1	1023_1	Galbusera			
		1023.2	1023_2	Misura			
		1023.3	1023_3	Mulino Bianco			
		1023.4	1023_4	Pavesi			
		1023.5	1023_5	Wasa			
		1023.98	1023_98	Private Label/Store Brand Integral Crackers			
		1023.99	1023_99	All other Integral Cracker Brands			
	1016	Q(OCCN).10s	Q(OCCN).10s	Bread Sticks	na	Palitos de pan	na
		1016.1	1016_1	Bibanesi			
		1016.2	1016_2	Grissin Bon Fagolosi			
		1016.3	1016_3	Biscopan			
		1016.4	1016_4	Roberto			
		1016.5	1016_5	San Carlo			
		1016.6	1016_6	Mulino Bianco			
		1016.7	1016_7	Vitavigor			
		1016.8	1016_8	Bimbo Palitos de pan (any variety)			
		1016.9	1016_9	Silueta Palitos de Pan (any variety)			
		1016.10	1016_10	Snatts Palitos de pan (any variety)			
		1016.11	1016_11	Velarde Palitos de pan			
		1016.98	1016_98	Private Label/Store Brand Bread Sticks			
		1016.99	1016_99	All other Bread Stick Brands			
	1017	Q(OCCN).10k	Q(OCCN).10k	Integral Cookies	na	Galletas Integrales	na
		1017.1	1017_1	Breton		Breton	
		1017.98	1017_98	Private Label/Store Brand Integral Cookies		Galletas dulces Integrales de marca blanca/marca de la tienda	
		1017.99	1017_99	All other Integral Cookies Brands		Todas las demás marcas de galletas dulces integrales	
	1018	Q(OCCN).10t	Q(OCCN).10t	Bread Toasts (Bimbo Toast, etc.)	na	Tostadas de Pan (Pan Tostado Bimbo, etc.)	na
		1018.1	1018_1	Bimbo pan tostado			
		1018.2	1018_2	Hacendado pan tostado			
		1018.3	1018_3	Ortiz Pan tostado			
		1018.4	1018_4	Recondo pan tostado			
		1018.5	1018_5	Silueta pan tostado			
		1018.6	1018_6	Wasa			

			MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode			
		1018.98	1018_98	Private Label/Store Brand Bread Toasts		
		1018.99	1018_99	All other Bread Toast Brands		
	1019	Q(OCCN)_10l	Q(OCCN)_10l	Better for you cookies	na	Biscoitos Integrais
		1019.1	1019_1	Bauducco		Bauducco
		1019.2	1019_2	Club social		Club social
		1019.3	1019_3	Kellogg		Kellogg
		1019.4	1019_4	Mae terra		Mae terra
		1019.5	1019_5	Nesfit		Nesfit
		1019.6	1019_6	Piraque		Piraque
		1019.7	1019_7	Quaker		Quaker
		1019.98	1019_98	Private Label/Store Brand Better for you cookies		Biscoitos integrais de marca própria/da loja
		1019.99	1019_99	All other Better for you cookies		Todas as demais marcas de biscoitos integrais
	1020	Q(OCCN)_10m	Q(OCCN)_10m	Wheat Snacks (sticks)	na	Salgadinhos de Trigo
		1020.1	1020_1	Stix		Stix (Added 2019 Q3)
		1020.98	1020_98	Private Label/Store Brand Wheat Snacks (sticks)		Salgadinhos de trigo de marca própria/da loja
		1020.99	1020_99	All other Wheat Snacks (sticks)		Todas as demais marcas de salgadinhos de trigo
	1021			Biscoito de Polvilho	na	Biscoito de Polvilho
	1022	Q(OCCN)_10d	Q(OCCN)_10d	Flavoured Savoury Baked Biscuits	na	na
		1022.1	1022_1	Shapes		
		1022.98	1022_98	Private Label/Store Brand Flavoured Savoury Baked Biscuits		
		1022.99	1022_99	All other Flavoured Savoury Baked Biscuits		
	1024			Oil cake/ Thin bread cake/ Spar/ Croutons	na	na
	1099			All other Crackers/Savory Biscuits/Crispbreads Brands	Otro tipo de galletas simples y saladas, y similares	Outros tipos de Biscoitos Salgados

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		Q(OCCN).10a	Q(OCCN).10a	Not Asked	Not Asked		
		Q(OCCN).10z	Q(OCCN).10z	Not Asked		Not Asked	Not Asked
				Crackers - Regular/Plain (header)	Crackers - Regular/Plain		
		1003.1	1003_1	Annie's Crackers (any variety)	Annie's Crackers (any variety)		
		1003.2	1003_2	Back to Nature (any variety)	Back to Nature (any variety)		
		1003.3	1003_3	Blue Diamond (any variety)	Blue Diamond (any variety)		
		1003.4	1003_4	Breton (any variety)	Breton (any variety)		
		1003.5	1003_5	Carr's (any variety)	Carr's (any variety)		
		1003.6	1003_6	Nabisco Good Thins (any variety)	Nabisco Good Thins (any variety)		
		1003.7	1003_7	Nabisco Chicken in a Biskit	Nabisco Chicken in a Biskit		
		1003.8	1003_8	Keebler Toasteds	Keebler Toasteds		
		1003.9	1003_9	Keebler Town House (any variety)	Keebler Town House (any variety)		
		1003.10	1003_10	Kashi (any variety)	Kashi (any variety)		
		1003.11	1003_11	Keebler Club (any variety)	Keebler Club (any variety)	Keebler (cualquier variedad)	
		1003.12	1003_12	Triscuits (any variety)	Triscuits (any variety)		
		1003.13	1003_13	Ritz (any variety)	Ritz (any variety)	Ritz	
		1003.14	1003_14	Wheat Thins (any variety)	Wheat Thins (any variety)		
		1003.15	1003_15	Habaneras		Habaneras	
		1003.16	1003_16	Saladitas		Saladitas	
		1003.17	1003_17	Crackets		Crackets	
		1003.18	1003_18	Breton		Breton	
		1003.19	1003_19	Paketaxo (added 2.20.19)		Paketaxo (added 2.20.19)	
		1003.98	1003_98	Private Label/Store Brand Crackers - Regular/Plain	Private Label/Store Brand Crackers - Regular/Plain		
		1003.99	1003_99	All other Crackers - Regular/Plain Brands	All other Crackers - Regular/Plain Brands		
				Snack Crackers (header)	Snack Crackers		
		1004.1	1004_1	Gripz	Gripz		
		1004.2	1004_2	Pepperidge Farm Goldfish (any variety)	Pepperidge Farm Goldfish (any variety)		
		1004.98	1004_98	Private Label/Store Brand Snack Crackers	Private Label/Store Brand Snack Crackers		
		1004.99	1004_99	All other Snack Cracker Brands	All other Snack Cracker Brands		
				Crackers - Cheese Flavored (header)	Crackers - Cheese Flavored		
		1005.1	1005_1	Cheez-It (any variety)	Cheez-It (any variety)	Cheez-It (cualquier variedad)	
		1005.2	1005_2	Cheez-It Grooves (any variety)	Cheez-It Grooves (any variety)		
		1005.3	1005_3	Nabisco Cheese Nips (any variety)	Nabisco Cheese Nips (any variety)		
		1005.98	1005_98	Private Label/Store Brand Crackers - Cheese Flavored	Private Label/Store Brand Crackers - Cheese Flavored		
		1005.99	1005_99	All other Cracker Cheese Flavored Brands	All other Cracker Cheese Flavored Brands		
				Crackers (sandwich/filled) (header)	Crackers (sandwich/filled)		
		1006.1	1006_1	Austin (any varietley)	Austin (any varietley)		
		1006.2	1006_2	Lance Sandwich Crackers (any variety)	Lance Sandwich Crackers (any variety)		
		1006.3	1006_3	Utz Sandwich Crackers	Utz Sandwich Crackers		
		1006.4	1006_4	Keebler Sandwich Crackers (any variety)	Keebler Sandwich Crackers (any variety)		
		1006.98	1006_98	Private Label / Store Brand Crackers (sandwich/filled)	Private Label / Store Brand Crackers (sandwich/filled)		
		1006.99	1006_99		All other Crackers (sandwich/filled) Brands		
					Crackers Chips		
		1012.1	1012_1		Special K Crackers/Cracker Chips (any variety)		
		1012.2	1012_2		Ritz Chips (any variety)		
		1012.98	1012_98		Private Label/Store Brand Cracker Chips		
		1099.1	1099_1				Adria
		1099.2	1099_2	Arcor			Arcor
		1099.3	1099_3	Aymore			Aymore
		1099.4	1099_4	Bauducco			Bauducco
		1099.5	1099_5	Club social			Club social
		1099.6	1099_6	Equibri			Equibri
		1099.7	1099_7	Fortaleza			Fortaleza
		1099.8	1099_8	Isabela			Isabela
		1099.9	1099_9	Kellogg			Kellogg
		1099.1	1099_10	Mabel			Mabel
		1099.11	1099_11	Marilan			Marilan
		1099.12	1099_12	Nesfit			Nesfit
		1099.13	1099_13	Panco			Panco
		1099.14	1099_14	Parati			Parati
		1099.15	1099_15	Piraque			Piraque
		1099.16	1099_16	Quaker			Quaker
		1099.17	1099_17	Richester			Richester
		1099.18	1099_18	Triunfo			Triunfo
		1099.19	1099_19	Tuc's			Tuc's
		1099.20	1099_20	Mae terra			Mae terra
		1099.21	1099_21	Visconti			Visconti
		1099.22	1099_22	Vitarella			Vitarella
		1099.23	1099_23	Zabet			Zabet
		1099.98	1099_98	Private Label/Store Brand Cracker/Savory Biscuits		Galletas saladas o crackers de marca privada o tienda	Marca Própria / Marca De Loja Bolachas/ Biscoitos Salgados
		1099.99	1099_99	All other Cracker/Savory Biscuits Brands		Otras marcas de galletas saladas o crackers	Todas as outras marcas de Bolachas / Biscoitos salgados

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

MASTER LIST (ALL MARKETS)				UNITED STATES	MEXICO	BRAZIL	
Category	Item	Brand	BrandCode				
C11	Q(OCCN).11	Q3	Q3	Cookies/Sweet Biscuits	Cookies/Sweet Biscuits	Galletas	Biscoitos doces / bolachas
				Category, Item and Brand Instructions. Item order has been revised. Please update script to match order shown.	Display items list in response list order. Display brands in alpha order.	Display items list in response list order. Display brands in alpha order.	Display items list in response list order. Display brands in alpha order.
				Cookies Display Header	Cookies	Galletas	No Header
	1101	Q(OCCN).11e	Q(OCCN).11e	Cookies - Plain	Cookies - Plain	Galletas sencillas (tipo Maria, de animalitos, etc.)	Biscoito doce regular
		1101.17	1101_17	Dondé		Dondé	
		1101.19	1101_19	Galletas Maria Gamesa		Galletas Maria Gamesa	
		1101.20	1101_20	Galletas Maria Doradas		Galletas Maria Doradas	
		1101.21	1101_21	Galletas Maria Marbu		Galletas Maria Marbu	
		1101.27	1101_27	Arcor			Arcor
		1101.29	1101_29	Bauducco			Bauducco
		1101.31	1101_31	Fortaleza			Fortaleza
		1101.32	1101_32	Isabela			Isabela
		1101.36	1101_36	Marilan			Marilan
		1101.45	1101_45	Passatempo			Passatempo
		1101.46	1101_46	Parati			Parati
		1101.47	1101_47	Piraque			Piraque
		1101.48	1101_48	Richester			Richester
		1101.51	1101_51	Triunfo			Triunfo
		1101.52	1101_52	Vitarella			Vitarella
		1101.53	1101_53	Zabet			Zabet
		1101.75	1101_75	Biscoitos Sucrilhos			Biscoitos Sucrilhos (Added 2020 Q2)
		1101.54	1101_54	Alce Nero			
		1101.55	1101_55	Galbusera			
		1101.56	1101_56	Alma Verde			
		1101.57	1101_57	Lazzaroni			
		1101.58	1101_58	Oro Saiwa			
		1101.59	1101_59	Molino Bianco Barilla			
		1101.60	1101_60	Bistefani			
		1101.61	1101_61	Gran Cereale			
		1101.62	1101_62	Doria			
		1101.63	1101_63	Tre Marie			
		1101.64	1101_64	Misura			
		1101.65	1101_65	Colussi			
		1101.66	1101_66	Plasmon			
		1101.74	1101_74	Pavesi Pavesini			
		1101.67	1101_67	Bahlsen			
		1101.68	1101_68	Brandt			
		1101.69	1101_69	Coppenrath			
		1101.70	1101_70	Delacre			
		1101.71	1101_71	Griesson			
		1101.72	1101_72	Leibniz			
		1101.73	1101_73	Milka			
		1101.96	1101_96	Private Label/Store Brand Cookies - Plain		Galletas dulces sencillas de marca blanca/marca de la tienda	Biscoitos doces regulares de marca própria/da loja
		1101.97	1101_97	All other Cookies - Plain Brands		Todas las demás marcas de galletas dulces sencillas	Todas as demais marcas de biscoitos doces regulares
	1102	Q(OCCN).11f	Q(OCCN).11f	Cookies - Chocolate Chip	Cookies - Chocolate Chip	Galletas con chispas de chocolate	Biscoitos de chocolate
		1102.1	1102_1	Nabisco Chips Ahoy		Chips Ahoy	
		1102.8	1102_8	Chokis		Chokis	
		1102.9	1102_9	Triki Trakes		Triki Trakes	
		1102.10	1102_10	Bauducco			Bauducco
		1102.11	1102_11	Marilan			Marilan
		1102.16	1102_16	Nestle			Nestle
		1102.12	1102_12	Passatempo			Passatempo
		1102.14	1102_14	Toddy			Toddy
		1102.15	1102_15	Alce Nero			
		1102.16	1102_16	Galbusera			
		1102.17	1102_17	Gocciolo Pavesi			
		1102.18	1102_18	Milka			
		1102.19	1102_19	Molino Bianco Barilla			
		1102.20	1102_20	New Yorkers			
		1102.21	1102_21	Campurrianas (Chocolate Chips)			
		1102.22	1102_22	Chiquillin Energy			
		1102.23	1102_23	Dinosaurus (Chocoleche, Huevo, Choco blanco etc.)			
		1102.24	1102_24	Filipinos			
		1102.25	1102_25	Milka Chocobiscuits (any variety)			
		1102.26	1102_26	Tosta Rica Oceanix			
		1102.98	1102_98	Private Label/Store Brand Cookies - Chocolate Chip		Galletas dulces con trozos de chocolate de marca blanca/marca de la tienda	Biscoitos de chocolate de marca própria/da loja
		1102.99	1102_99	All other Cookies - Chocolate Chip Brands		Todas las demás marcas de galletas dulces con trozos de chocolate	Todas as demais marcas de biscoitos de chocolate
	1103	Q(OCCN).11g	Q(OCCN).11g	Cookies - Sandwich, Cream Filled	Cookies - Sandwich, Cream Filled	Galletas con relleno o en sándwich	Biscoito recheado
		1103.1	1103_1	Nabisco Oreo		Oreo	Oreo
		1103.2	1103_2	Nabisco Nutter Butter			
		1103.3	1103_3	Mother's (any variety) REMOVED			
		1103.4	1103_4	Austin (any variety)			

MASTER LIST (ALL MARKETS)				UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode			
		1103.5	1103_5	Pepperidge Farms (any variety)		
		1103.6	1103_6	Emperador	Emperador	
		1103.7	1103_7	Mariás	Marias (Added 2019 Q3)	
		1103.9	1103_9	Principe	Principe	
		1103.10	1103_10	Adria		Adria
		1103.11	1103_11	Bono		Bono
		1103.12	1103_12	Fortaleza		Fortaleza
		1103.13	1103_13	Isabela		Isabela
		1103.14	1103_14	Negresco		Negresco
		1103.16	1103_16	Passatempo		Passatempo
		1103.17	1103_17	Richester		Richester
		1103.18	1103_18	Trakinas		Trakinas
		1103.19	1103_19	Zoo Cartoon		Zoo Cartoon
		1103.20	1103_20	Vitarella		Vitarella
		1103.21	1103_21	Zabet		Zabet
		1103.34	1103_34	Biscoitos Sucrilhos		Biscoitos Sucrilhos (Added 2020 Q2)
		1103.22	1103_22	Bahlsen		
		1103.23	1103_23	Balocchi		
		1103.24	1103_24	Galbusera		
		1103.25	1103_25	Grisbi		
		1103.26	1103_26	Nutella Biscuits		
		1103.28	1103_28	DeBeukelaer Prinzenrolle		
		1103.29	1103_29	Griesson		
		1103.30	1103_30	Leibniz		
		1103.31	1103_31	Milka		
		1103.32	1103_32	Cuetara Bocaditos		
		1103.33	1103_33	Cuetara Choco Flakes (any variety)		
		1103.98	1103_98	Private Label/Store Brand Cookies - Sandwich, Cream filled	Galletas dulces rellenas con crema de marca blanca/marca de la tienda	Biscoito recheado de marca própria/da loja
		1103.99	1103_99	All other Cookies - Sandwich, Cream filled Brands	Todas las otras marcas de galletas dulces rellenas con crema	Todas as demais marcas de biscoito recheado
	1104	Q(OCCN).11h	Q(OCCN)_11h	Cookies - Shortbread	na	na
	1105	Q(OCCN).11i	Q(OCCN)_11i	Cookies with Chocolate Covering/Icing	Galletas cubiertas de chocolate	Biscoito com gotas de chocolate
		1105.2	1105_2	Mariás	Marias (Added 2019 Q3)	
		1105.3	1105_3	Oreo	Oreo	(Data edited to this code Q1 & Q2)
		1105.4	1105_4	Keebler (any variety)	Keebler (cualquier variedad)	
		1105.5	1105_5	Lu Mikado		
		1105.6	1105_6	Pavesi Togo		
		1105.7	1105_7	Bahlsen		
		1105.8	1105_8	Brandt		
		1105.9	1105_9	Coppenrath		
		1105.10	1105_10	Delacre		
		1105.11	1105_11	Griesson		
		1105.12	1105_12	Leibniz		
		1105.13	1105_13	Milka		
		1105.98	1105_98	Private Label/Store Brand Cookies with Chocolate Covering/Icing	Galletas dulces cubiertas de glaseado/chocolate de marca blanca/marca de la tienda	(Data edited to this code Q1 & Q2)
		1105.99	1105_99	All other Cookies with Chocolate Covering/Icing Brands	Todas las demás marcas de galletas dulces cubiertas de glaseado/chocolate	(Data edited to this code Q1 & Q2)
	1129	Q(OCCN).11ac	Q(OCCN)_11ac	Cookies (non-chocolate)	na	na
	1106/1015	Q(OCCN).11b	Q(OCCN)_11b	Cookies - Graham	na	na
		1106.1	1106_1	Honey Maid Graham Crackers	na (Removed 2019 Q3)	
		1106.2	1106_2	Pepperidge Farm Goldfish Grahams	na (Removed 2019 Q3)	
		1106.3	1106_3	Keebler Grahams	na (Removed 2019 Q3)	
		1106.4	1106_4	Annie's Grahams	na (Removed 2019 Q3)	
		1106.98	1106_98	Private Label/Store Brand Cookies - Graham	na (Removed 2019 Q3)	
		1106.99	1106_99	All other Cookie - Graham Brands	na (Removed 2019 Q3)	
	1107	Q(OCCN).11j	Q(OCCN)_11j	Cookies - Fruit Filled	Galletas rellenas de mermelada o frutas	Biscoito Goiabinha / Bananinha
		1107.2	1107_2	Pepperidge Farm (any variety)		
		1107.3	1107_3	Barritas	Barritas	
		1107.4	1107_4	Mariás	Marias (Added 2019 Q3)	
		1107.5	1107_5	Adria		Adria
		1107.6	1107_6	Bauducco		Bauducco
		1107.7	1107_7	Parati		Parati
		1107.8	1107_8	Bahlsen		
		1107.9	1107_9	Brandt		
		1107.10	1107_10	Coppenrath		
		1107.11	1107_11	Delacre		
		1107.12	1107_12	Griesson		
		1107.13	1107_13	Leibniz		
		1107.14	1107_14	Milka		
		1107.98	1107_98	Private Label/Store Brand Cookies - Fruit Filled	Galletas dulces rellenas con frutas de marca blanca/marca de la tienda	Biscoito golabinha / bananinha de marca própria/da loja
		1107.99	1107_99	All other Cookie - Fruit Filled Brands	Todas las demás marcas de galletas dulces rellenas con frutas	Todas as demais marcas de biscoito goiabinha / bananinha
	1108	Q(OCCN).11k	Q(OCCN)_11k	Cookies - Oatmeal	Galletas de avena	Biscoitos de Aveia
		1108.4	1108_4	Bauducco Cereale		Bauducco Cereale (Added 2019 Q3) (Data edited to this code Q1 & Q2)
		1108.5	1108_5	Belvita (todas as versões de sabor)		Belvita (todas as versões de sabor) (Added 2019 Q3)
		1108.6	1108_6	Jasmine		Jasmine
		1108.7	1108_7	Mae Terra		Mae Terra

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1108.8	1108_8	Nesfit			Nesfit
		1108.3	1108_3	Quaker		Quaker	Quaker
		1108.98	1108_98	Private Label/Store Brand Cookies - Oatmeal		Galletas dulces de avena de marca blanca/marca de la tienda	Biscoitos de aveia de marca própria/da loja
		1108.99	1108_99	All other Cookie - Oatmeal Brands		Todas las demás marcas de galletas dulces de avena	Todas as demais marcas de biscoitos de aveia
	1109	Q(OCCN).11ad	Q(OCCN)_11ad	Cookies - Sugar	Cookies - Sugar	na	na
		1109.1	1109_1	Bahlsen			
		1109.2	1109_2	Brandt			
		1109.3	1109_3	Coppenrath			
		1109.4	1109_4	Delacre			
		1109.5	1109_5	Griesson			
		1109.6	1109_6	Leibniz			
		1109.7	1109_7	Milka			
		1109.98	1109_98	Private Label/Store Brand Cookies - Sugar			
		1109.99	1109_99	All other Cookie - Sugar			
	1110	Q(OCCN).11i	Q(OCCN)_11i	Cookies - Vanilla	Cookies - Vanilla	na	Biscoito Maizena
		1110.2	1110_2	Arcor			Arcor
		1110.3	1110_3	Bauducco			Bauducco
		1110.4	1110_4	Fortaleza			Fortaleza
		1110.5	1110_5	Isabela			Isabela
		1110.6	1110_6	Marilan			Marilan
		1110.7	1110_7	Parati			Parati
		1110.8	1110_8	Passatempo			Passatempo
		1110.9	1110_9	Piraque			Piraque
		1110.10	1110_10	Richester			Richester
		1110.11	1110_11	Triunfo			Triunfo
		1110.12	1110_12	Vitarella			Vitarella
		1110.13	1110_13	Zabet			Zabet
		1110.14	1110_14	Bahlsen			
		1110.15	1110_15	Brandt			
		1110.16	1110_16	Coppenrath			
		1110.17	1110_17	Delacre			
		1110.18	1110_18	Griesson			
		1110.19	1110_19	Leibniz			
		1110.20	1110_20	Milka			
		1110.98	1110_98	Private Label/Store Brand Cookies -Vanilla			Biscoitos maizena de marca própria/da loja
		1110.99	1110_99	All other - Vanilla Cookies			Todas as demais marcas de biscoitos maizena
	1111	Q(OCCN).11m	Q(OCCN)_11m	Cookies - Butter	Cookies - Butter	Galletas de mantequilla	Sequinhos ou Amanteigados
		1111.1	1111_1	Marias		Marias (Added 2019 Q3)	
		1111.2	1111_2	Mabel			Mabel
		1111.3	1111_3	Marilan			Marilan
		1111.4	1111_4	Parati			Parati
		1111.5	1111_5	Leibniz			
		1111.98	1111_98	Private Label/Store Brand Cookies Butter		Galletas dulces de mantequilla de marca blanca/marca de la tienda	Sequinhos ou amanteigados de marca própria/da loja
		1111.99	1111_99	All other - Butter Cookies		Todas las demás marcas de galletas dulces de mantequilla	Todas as demais marcas de sequinhos ou amanteigados
	1112	Q(OCCN).11n	Q(OCCN)_11n	Healthy Cookies (with whole oat, amaranth, fiber, etc.)	Healthy Cookies (with whole oat, amaranth, fiber, etc.)	Galletas saludables (amaranto, fibra, etc.)	Biscoitos Integrais ou com aveia
		1112.1	1112_1	Bauducco Cereale			Bauducco Cereale (Added 2019 Q3) (Data edited to this code Q1 & Q2)
		1112.2	1112_2	Belvita			Belvita (Added 2019 Q3)
		1112.3	1112_3	Jasmine			Jasmine
		1112.4	1112_4	Kellogg			Kellogg
		1112.5	1112_5	Mae Terra			Mae Terra
		1112.6	1112_6	Nesfit			Nesfit
		1112.7	1112_7	Quaker			Quaker
		1112.98	1112_98	Private Label/Store Brand Healthy cookies			Biscoitos integrais ou com aveia de marca própria/da loja
		1112.99	1112_99	All other - Healthy cookies		na (Removed 2019 Q3. Data edited to this code.)	Todas as demais marcas de biscoitos integrais ou com aveia
	1121	Q(OCCN).11q	Q(OCCN)_11q	Cinnamon cookies	na	Galletas con canela	na
		1121.1	1121_1	Canelitas		Canelitas	
		1121.98	1121_98	Private Label/Store Brand Cinnamon Cookies		Galletas dulces de canela de marca blanca/marca de la tienda	
		1121.99	1121_99	All other Cinnamon Cookie Brands		Todas las demás marcas de galletas dulces de canela	
	1120	Q(OCCN).11p	Q(OCCN)_11p	Cookies with Marshmallow	na	Galletas con malvavisco	na
		1120.1	1120_1	Arcoiris		Arcoiris	
		1120.98	1120_98	Private Label/Store Brand Cookies with Marshmallow		Galletas dulces con malvaviscos de marca blanca/marca de la tienda	
		1120.99	1120_99	All other Cookies with Marshmallow Brands		Todas las demás marcas de galletas dulces con malvaviscos	
	1124	Q(OCCN).11t	Q(OCCN)_11t	Cookies	na	na	Cookies
		1124.1	1124_1	Bauducco			Bauducco
		1124.2	1124_2	Marilan			Marilan
		1124.3	1124_3	Passatempo			Passatempo
		1124.4	1124_4	Toddy			Toddy
		1124.98	1124_98	Private Label/Store Brand Cookies			Cookies de marca própria/da loja
		1124.99	1124_99	All other - Cookies			Todas as demais marcas de cookies
	1135	Q(OCCN).11x	Q(OCCN)_11x	Cookie - Sweet Pastry Dough	na	na	na
		1135.1	1135_1	Alce Nero			
		1135.2	1135_2	Alma Verde			
		1135.3	1135_3	Bistefani			
		1135.4	1135_4	Campiello			
		1135.5	1135_5	Colussi			
		1135.6	1135_6	Doria			
		1135.7	1135_7	Galbusera			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1135.8	1135_8	Gran Cereale			
		1135.9	1135_9	Lazzaroni			
		1135.10	1135_10	Misura			
		1135.11	1135_11	Mulino Bianco Barilla			
		1135.12	1135_12	Tre Marie			
		1135.98	1135_98	Private Label/Store Brand Cookies - Sweet Pastry Dough			
		1135.99	1135_99	All other - Cookies - Sweet Pastry Dough			
	1131	Q(OCCN).11aa	Q(OCCN)_11aa	Cookies with other special flours (for celliacs ...)	na	na	na
		1131.1	1131_1	Alce Nero			
		1131.2	1131_2	Alma Verde			
		1131.3	1131_3	Galbusera			
		1131.4	1131_4	Gran Cereale			
		1131.5	1131_5	Lazzaroni			
		1131.6	1131_6	Misura			
		1131.7	1131_7	Mulino Bianco Barilla			
		1131.8	1131_8	Schar			
		1131.98	1131_98	Private Label/Store Brand Cookies with Special Flours			
		1131.99	1131_99	All other - Cookies with Special Flours			
				Biscuits Display Header	Biscuits	Biscoitos Doces	No Header
	1113/405	Q(OCCN).11c	Q(OCCN)_11c	Breakfast Biscuits/Cookies	Breakfast Biscuits/Cookies	na	na
		1113.1	1113_1	Kellogg's To Go Biscuits (any variety)	Kellogg's To Go Biscuits (any variety)		
		1113.2	1113_2	Nabisco Belvita Breakfast Biscuits (any variety)	Nabisco Belvita Breakfast Biscuits (any variety)		(Data edited to this code Q1 & Q2)
		1113.3	1113_3	Nature Valley Biscuits (any variety)	Nature Valley Biscuits (any variety)		
		1113.4	1113_4	Quaker Breakfast Cookies (any variety)	Quaker Breakfast Cookies (any variety)		
		1113.5	1113_5	UT Breakfast Bakes			
		1113.6	1113_6	Weet-Bix Go Breakfast Biscuits			
		1113.7	1113_7	Kellogg's Breakfast Biscuits (any variety)			
		1113.8	1113_8	Belvita Breakfast Crunchy			
		1113.9	1113_9	Belvita Breakfast Duo Crunch			
		1113.10	1113_10	Go Ahead Crispy Fruit Slices			
		1113.11	1113_11	Go Ahead Yoghurt Breaks			
		1113.12	1113_12	Nairns Biscuit Breaks			
		1113.13	1113_13	Special K Biscuit Moments			
		1113.14	1113_14	Artiach Dinosaurus (any variety)			
		1113.15	1113_15	Chiquillin (any variety)			
		1113.16	1113_16	Cuetara Campurianas			
		1113.17	1113_17	Cuetara Napolitanas (any variety)			
		1113.18	1113_18	Cuetara Tosta Rica (any variety)			
		1113.19	1113_19	Fontaneda La buena Maria (any variety)			
		1113.98	1113_98	Private Label/Store Brand Breakfast Biscuits/Cookies	Private Label/Store Brand Breakfast Biscuits/Cookies		
		1113.99	1113_99	All other Breakfast Biscuit/Cookie Brands	All other Breakfast Biscuit/Cookie Brands		
	1114	Q(OCCN).11u	Q(OCCN)_11u	Digestive Biscuits	Digestive Biscuits	na	na
		1114.1	1114_1	Fior di Loto			
		1114.2	1114_2	Gran Cereale			
		1114.3	1114_3	Gullon			
		1114.4	1114_4	McVitie's			
		1114.5	1114_5	Noglut			
		1114.6	1114_6	Siro			
		1114.7	1114_7	Cuetara AvenaCol			
		1114.8	1114_8	Flora Fibra			
		1114.9	1114_9	Fontaneda Digestive (any variety)			
		1114.10	1114_10	Fontaneda Matie Lu			
		1114.11	1114_11	Gullon Digestive			
		1114.12	1114_12	Virginias (any variety)			
		1114.98	1114_98	Private Label/Store Brand Digestive Biscuits			
		1114.99	1114_99	All other - Digestive Biscuits			
	1128	Q(OCCN).11ae	Q(OCCN)_11ae	Plain Biscuits	na	na	na
		1128.1	1128_1	Bahlsen			
		1128.2	1128_2	Coppenrath			
		1128.3	1128_3	Delacre			
		1128.4	1128_4	Griesson			
		1128.5	1128_5	Leibniz			
		1128.6	1128_6	Milka			
		1128.98	1128_98	Private Label/Store Brand Plain Biscuits			
		1128.99	1128_99	All other Plain Biscuits			
	1116	Q(OCCN).11o	Q(OCCN)_11o	Chocolate Covered Biscuit	Chocolate Covered Biscuit Bars	Biscocho cubierto de chocolate	Biscoitos com cobertura
		1116.1	1116_1	Toddy			Toddy
		1116.2	1116_2	Mikado			
		1116.3	1116_3	Ole			
		1116.4	1116_4	Yews			
		1116.98	1116_98	Private Label/Store Brand Chocolate Covered Biscuit	na (Removed 2019 Q3. Data edited to this code.)		Biscoitos com cobertura de marca própria/da loja
		1116.99	1116_99	All other - Chocolate Covered Biscuit	na (Removed 2019 Q3. Data edited to this code.)		Todas as demais marcas de biscoitos com cobertura
	1127	Q(OCCN).11w	Q(OCCN)_11w	Chocolate Biscuits	na	na	na
		1127.1	1127_1	Galbusera			

Category	Item	Brand	BrandCode	MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
		1127.2	1127_2	Mulino Bianco Barilla			
		1127.3	1127_3	Pan di Stelle			
		1127.98	1127_98	Private Label/Store Brand Chocolate Biscuit			
		1127.99	1127_99	All other - Chocolate Biscuit			
	1117			Non Chocolate Biscuits	Non Chocolate Biscuits	na	Biscoitos sem chocolate
	1118			Mini Snacking Sweet Biscuits	Mini Snacking Sweet Biscuits	na	Mix de biscoitos doces
	1125			Biscuits (any flavor)	na	na	na
	1130	Q(OCCN)_11y	Q(OCCN)_11y	Integral Biscuits			
		1130.1	1130_1	Alce Nero			
		1130.2	1130_2	Alma Verde			
		1130.3	1130_3	Colussi			
		1130.4	1130_4	Galbusera			
		1130.5	1130_5	Gran Cereale			
		1130.6	1130_6	Lazzaroni			
		1130.7	1130_7	Misura			
		1130.8	1130_8	Mulino Bianco Barilla			
		1130.98	1130_98	Private Label/Store Brand Integral Biscuit			
		1130.99	1130_99	All other - Integral Biscuit			
	1134	Q(OCCN)_11v	Q(OCCN)_11v	Biscuits in a Bowl	na	na	na
		1134.1	1134_1	Dinosaurus (A Cucharadas)			
		1134.2	1134_2	Chiquilling Ositos (A Cucharadas)			
		1134.3	1134_3	Princesitas (A Cucharadas)			
		1134.4	1134_4	Cuetara Choco Flakes (Cualquier variedad)			
		1134.5	1134_5	Arluy minis			
		1134.98	1134_98	Private Label/Store Brand Biscuits in a Bowl			
		1134.99	1134_99	All other - Biscuits in a Bowl Brands			
	1115	Q(OCCN)_11af	Q(OCCN)_11af	Pralinés	Pralinés	Pralinés	Bombons
		1115.1	1115_1	Bahlsen			
		1115.2	1115_2	Hachez			
		1115.3	1115_3	Lindt			
		1115.4	1115_4	Niederegger			
		1115.5	1115_5	Trumpf			
		1115.98	1115_98	Private Label/Store Brand Pralinés			
		1115.99	1115_99	All other Pralinés			
	1126	Q(OCCN)_11ag	Q(OCCN)_11ag	Jaffa Cakes (any flavor)	na	na	na
	1119			Mexican traditional sweets (ates, alegrías, obleas, cocadas, palanquetas, glorias, jamoncillo, dulces de leche, etc.)	na	Dulces típicos mexicanos (ate, cocada, palanqueta, gloria, jamoncillo, dulce de leche, etc.)	na
	1122	Q(OCCN)_11r	Q(OCCN)_11r	Waffer	na	na	Waffer
		1122.1	1122_1	Bauducco			Bauducco
		1122.2	1122_2	Isabela			Isabela
		1122.3	1122_3	Minueto			Minueto
		1122.4	1122_4	Parati			Parati
		1122.5	1122_5	Vitarella			Vitarella
		1122.6	1122_6	Balconi			
		1122.7	1122_7	Balsen			
		1122.8	1122_8	Cereal			
		1122.9	1122_9	Loacker			
		1122.98	1122_98	Private Label/Store Brand Waffer			Waffer de marca própria/da loja
		1122.99	1122_99	All other - Waffer			Todas as demais marcas de waffer
	1123	Q(OCCN)_11s	Q(OCCN)_11s	Rosquinhas (rusks)	na	na	Rosquinhas
		1123.1	1123_1	Isabela			Isabela
		1123.2	1123_2	Mabel			Mabel
		1123.3	1123_3	Marilan			Marilan
		1123.4	1123_4	Panco			Panco
		1123.5	1123_5	Parati			Parati
		1123.98	1123_98	Private Label/Store Brand Rosquinhas (rusks)			Rosquinhas de marca própria/da loja
		1123.99	1123_99	All other - Rosquinhas (rusks)			Todas as demais marcas de rosquinhas
	1199	Q(OCCN)_11d	Q(OCCN)_11d	All Other Cookies/Sweet Biscuits	All Other Cookies/Sweet Biscuits	Otro tipo de galletas dulces/surtidas	Outros tipos de biscoitos doces

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C12	Q(OCCN).12	Q3	Q3	Bars or Bites (e.g., Cereal Bars, Granola Bars, Sport Bars, Weight Management Bars, Protein Bars or Bites, Marshmallow Treat Bars, etc.)	Bars or Bites (e.g., Cereal Bars, Granola Bars, Sport Bars, Weight Management Bars, Protein Bars or Bites, Marshmallow Treat Bars, etc.)	Barras o “bites” (ej. Barras de cereal, barras de granola, barras para hacer ejercicio, barras de dieta, barras de proteína)	Barrinhas (barrinha de cereal ou granola, barrinhas energéticas ou para controle de peso, barrinhas de proteína, de marshmallow, etc.)
				Display items list in response list order. Display brands in alpha order. If 1297 selected, show individual lists of 1207, 1208 and 1209 with headers.	Display items list in response list order. Display brands in alpha order.	Display items list in response list order. Display brands in alpha order.	Display items list in response list order. Display brands in alpha order.
	1201	Q(OCCN).12d	Q(OCCN).12d	Cereal Bar	Cereal Bar	Barras de Cereal regular	Barra de cereal
		1201.2	1201_2	Kashi (any variety)	Kashi (any variety)	Barra Kashi (cualquier variedad)	
		1201.4	1201_4	Nature Valley (any variety)	na (Removed 2019 Q3)	Nature Valley (cualquier variedad)	
		1201.69	1201_69	Kellogg's LCMs (any variety)			
		1201.29	1201_29	Kellogg's All Bran (any variety)		Barra All Bran de Kellogg's (cualquier variedad)	
		1201.30	1201_30	Kellogg's Choco Krispis (any variety)		Barra Choco Krispis de Kellogg's (cualquier variedad)	(Data edited to this code 2019 Q1 & Q2)
		1201.31	1201_31	Kellogg's Barra Froot Loops (any variety)		Barra Froot Loops de Kellogg's (cualquier variedad)	
		1201.32	1201_32	Kellogg's Barra Zucaritas (any variety)		Barra Zucaritas de Kellogg's (cualquier variedad)	
	In script it was 1201.61 - please	1201.51	1201_51	Kellogg's Special K (any variety)	Kellogg's Special K Bar (any variety)	Special K (cualquier variedad)	
		1201.74	1201_74	Kellogg's Barretta			
		1201.49	1201_49	Nestlé Fitness		Fitness de Nestlé	
		1201.52	1201_52	Banana Brasil			Banana Brasil
		1201.53	1201_53	Kellogg Nuts			Kellogg Nuts
		1201.54	1201_54	Nesfit			Nesfit
		1201.55	1201_55	Nutry			Nutry
		1201.56	1201_56	Parati Granofibra			Parati Granofibra
		1201.57	1201_57	Ritter			Ritter
		1201.58	1201_58	Supino			Supino
		1201.13	1201_13	Alpen			
		1201.14	1201_14	Cadbury Brunch			
		1201.15	1201_15	Coco Pops			
		1201.16	1201_16	Jordans Frusli			
		1201.17	1201_17	Slimfast			
		1201.18	1201_18	Tracker			
		1201.19	1201_19	McVities Hobnobs			
		1201.20	1201_20	Stoats Oat Bars			
		1201.21	1201_21	Frosties			
		1201.22	1201_22	Sesame Snaps			
		1201.23	1201_23	Nakd Nudies Everyday Nutritious Fill And Fuel			
		1201.24	1201_24	Eat Natural Fruit & Nut Bar Everyday Nutritious Fill And Fuel			
		1201.25	1201_25	Eat Natural Bar Everyday Nutritious Fill And Fuel			
		1201.26	1201_26	Kind Nuts And Spices Everyday Nutritious Fill And Fuel			
		1201.27	1201_27	Goodnessknows Fruit & Nut Bar Everyday Nutritious Fill And Fuel			
		1201.28	1201_28	Go Ahead Fruity Bakes Weight Management Balanced Health			
Brazil already used the codes	was 1201.57	1201.69	1201_69	Eat Natural (any variety)			
	was 1201.58	1201.70	1201_70	Gerblé			
		1201.59	1201_59	Grany de LU (any variety)			
		1201.40	1201_40	Kellogg's Extra			
		1201.50	1201_50	Kellogg's Rice Krispies Bars (any variety)		Barra Rice Krispies Treats de Kellogg's (cualquier variedad) (Added 2020 Q1)	
		1201.60	1201_60	Kellogg's Special K Protein			
		1201.61	1201_61	Kellogg's Trésor Break			
		1201.62	1201_62	Nakd (any variety)			
		1201.63	1201_63	Netslé Chocapic			
		1201.64	1201_64	Nestlé Cini Minis			
		1201.65	1201_65	Nestlé Lion breakfast cereal bar			
		1201.66	1201_66	Nestlé Nesquick			
		1201.84	1201_84	Nestlé Clusters			
		1201.67	1201_67	YES			
		1201.68	1201_68	Be Kind			
		1201.48	1201_48	Aldi			
		1201.41	1201_41	Be Natural Granola Seed Bars			
		1201.42	1201_42	Carman's Muesli Bars			
		1201.43	1201_43	Kellogg's Nutri-Grain bars			
		1201.44	1201_44	Milo Cereal Bars			
		1201.45	1201_45	Mother Earth Muesli Bars			
		1201.46	1201_46	Nice and Natural Muesli Bars			
		1201.47	1201_47	Uncle Tobys Muesli Bars			
		1201.75	1201_75	Cereal			
		1201.76	1201_76	Enervit			
		1201.77	1201_77	Fuchs			
		1201.78	1201_78	Gran Cereale			
		1201.79	1201_79	Hero			
		1201.80	1201_80	Misura			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1201.81	1201_81	Noberasco			
		1201.82	1201_82	Sarchio			
		1201.83	1201_83	Somerset			
		1201.85	1201_85	Corny Sandwich Bar			
		1201.98	1201_98	Private Label/Store Brand Cereal Bar	Private Label/Store Brand Cereal Bar	Barras de cereales de marca blanca/marca de la tienda	Barra de cereal de marca própria/da loja
		1201.99	1201_99	All other Cereal Bar Brands	All other Cereal Bar Brands	Todas las otras marcas de barras de cereales	Todas as demais marcas de barra de cereal
				Fiber/Digestive Cereal bars			
		1201.29	1201_29	All-Bran (Any variety)			
		1201.71	1201_71	Fiber One			
		1201.72	1201_72	Hero Linea Rica en fibra			
		1201.94	1201_94	Private Label/Store Brand Fiber/Digestive Cereal Bars			
		1201.95	1201_95	All other Fiber/Digestive Cereal Bars Brands			
				Kids Cereal Bars			
		1201.30	1201_30	Choco Krispies			
		1201.21	1201_21	Frosties			
		1201.73	1201_73	Golden Grahams			
		1201.65	1201_65	Lion			
		1201.66	1201_66	Nesquik			
		1201.96	1201_96	Private Label/Store Brand Kids Cereal Bars			
		1201.97	1201_97	All other Kids Cereal Bar Brands			
	1202	Q(OCCN)_12e	Q(OCCN)_12e	Cereal Treat Bar	Cereal Treat Bar	Barras de Cereal cubiertas de malvavisco	na (Q1 and Q2 data moved up in Q3 edit)
		1202.1	1202_1	Kellogg's Rice Krispies Treats (any variety)	Kellogg's Rice Krispies Treats (any variety)	Barra Rice Krispies Treats de Kellogg's (cualquier variedad)	na (Removed 2019 Q3) (Data edited to this code 2019 Q1 & Q2)
		1202.2	1202_2	General Mills Treat Bars (any variety)	General Mills Treat Bars (any variety)		
		1202.98	1202_98	Private Label/Store Brand Cereal Treat Bar	Private Label/Store Brand Cereal Treat Bar	Barras de cereales para antojos de marca blanca/marca de la tienda	
		1202.99	1202_99	All other Cereal Treat Bar Brands	All other Cereal Bar Treat Brands	Todas las demás marcas de barras de cereales para antojos	
	1203	Q(OCCN)_12f	Q(OCCN)_12f	Granola Bar	Granola Bar	Barras de Granola	Barra de granola
		1203.1	1203_1	Sunbelt (any variety)	Sunbelt (any variety)		
		1203.2	1203_2	Bear Naked (any variety)	Bear Naked (any variety)		
		1203.3	1203_3	Kashi (any variety)	Kashi (any variety)	Barra Kashi (cualquier variedad)	
		1203.4	1203_4	Nature Valley (any variety)	Nature Valley (any variety)		
		1203.5	1203_5	Quaker Chewy Granola (any variety)	Quaker Chewy Granola (any variety)		
		1203.6	1203_6	Annies / Cascadian Farms Bars (any variety)	Annies / Cascadian Farms Bars (any variety)		
		1203.7	1203_7	Kellogg's Special K Bar (any variety)	Kellogg's Special K Bar (any variety)		
		1203.8	1203_8	Kellogg's Crunchy Granola		Krunchy Granola de Kellogg's	(Data edited to this code 2019 Q1 & Q2)
		1203.9	1203_9	Kashi (any variety) (Duplicate Code. Data moved to 1203.3)		na (Duplicated Code. Data moved to 1203.3)	
		1203.10	1203_10	Bimbo Natura		Natura de Bimbo	
		1203.11	1203_11	Kellogg			Kellogg
		1203.12	1203_12	Nesfit			Nesfit
		1203.13	1203_13	Quaker			Quaker
		1203.14	1203_14	Trio			Trio
		1203.15	1203_15	Biozentrale			
		1203.16	1203_16	Corny Big			
		1203.17	1203_17	Corny Classic			
		1203.18	1203_18	Corny Crunch			
		1203.19	1203_19	Corny Free			
		1203.20	1203_20	Corny Suß&Salzig			
		1203.21	1203_21	EatNatural			
		1203.22	1203_22	EnerBio			
		1203.23	1203_23	Koelln Musli Riegel			
		1203.24	1203_24	My Muesli Riegel			
		1203.25	1203_25	Raw Bite			
		1203.26	1203_26	Seitenbacher Muesli Riegel			
		1203.27	1203_27	Veganz			
		1203.28	1203_28	W. K. Kellogg Bars			
		1203.29	1203_29	Yes Tortie			
		1203.98	1203_98	Private Label/Store Brand Granola Bar	Private Label/Store Brand Granola Bar	Barras de granola de marca blanca/marca de la tienda	Barra de granola de marca própria/da loja
		1203.99	1203_99	All other Granola Bar Brands	All other Granola Bar Brands	Todas las otras marcas de barras de granola	Todas as demais marcas de barra de granola
	1204	Q(OCCN)_12g	Q(OCCN)_12g	Muesli Slice/Oat slice	na	Barras de Musli o Avena	na
		1204.1	1204_1	Kashi (any variety)		Barra Kashi (cualquier variedad)	
		1204.2	1204_2	Nature Valley (any variety)		Nature Valley (cualquier variedad)	
		1204.3	1204_3	Quaker Stila		Stila de Quaker (cualquier variedad)	
		1204.4	1204_4	Nestlé Fitness		Fitness de Nestlé	
		1204.5	1204_5	FiberOne		FiberOne	
		1204.6	1204_6	Bimbo BranFrut		BranFrut de Bimbo (cualquier variedad)	
		1204.7	1204_7	Barra de Avena Quaker		Barra de Avena Quaker (cualquier variedad)	
		1204.8	1204_8	Aldi			
		1204.9	1204_9	Carman's Oat Slices			
		1204.10	1204_10	Mother Earth Oaty Slices			
		1204.11	1204_11	Special K Biscuit Moments			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1204.12	1204_12	Sunibrite			
		1204.13	1204_13	Hero Muesly Avena			
		1204.14	1204_14	Kellogg Barreta			
		1204.98	1204_98	Private Label/Store Brand Muesli Slice/Oat Slice		Trozo de muesli/avena de marca blanca/marca de la tienda	
		1204.99	1204_99	All other Muesli Slice/Oat Slice Brands		Todas las otras marcas de trozos de muesli/avena	
	1205	Q(OCCN).12h	Q(OCCN)_12h	Nut Bar / Fruit & Nut Bar / Fruit Bar	Nut Bar / Fruit & Nut Bar / Fruit Bar	Barras de Nueces, Semillas y/o Frutas	Barra de nuts / nuts e frutas secas / frutas secas
		1205.1	1205_1	Kind (any variety)	Kind (any variety)		
		1205.15	1205_15	Kashi joi (any variety)	Kashi joi (any variety)		
		1205.16	1205_16	Pure Organic Ancient Grain Nut Bar (any variety)	Pure Organic Ancient Grain Nut Bar (any variety)		
		1205.17	1205_17	Pure Organic Fruit Bar (any variety)	Pure Organic Fruit Bar (any variety)		
		1205.18	1205_18	Kellogg's Special K Bar (any variety)	Kellogg's Special K Bar (any variety)		
		1205.19	1205_19	Nature Valley (any variety)	(Data edited to this code 2019 Q1 & Q2)	Nature Valley (cualquier variedad)	
		1205.20	1205_20	Kellogg's Granos Ancestrales		Granos Ancestrales de Kellogg's	
		1205.21	1205_21	Bimbo Multigrano		Multigrano de Bimbo	
		1205.22	1205_22	Agtal			Agtal
		1205.23	1205_23	Nesfit			Nesfit
		1205.24	1205_24	Nutry			Nutry
		1205.25	1205_25	Quaker			Quaker
		1205.26	1205_26	Ritter			Ritter
		1205.27	1205_27	Trio			Trio
		1205.2	1205_2	Nakd Nudies			
		1205.3	1205_3	Eat Natural Fruit & Nut			
		1205.4	1205_4	Eat Natural Bar			
		1205.5	1205_5	Kind Nuts And Spices			
		1205.6	1205_6	Goodnessknows Fruit & Nut Bar			
		1205.7	1205_7	Go Ahead Fruity Bakes			
		1205.14	1205_14	Aldi			
		1205.8	1205_8	Be Natural			
		1205.9	1205_9	Carman's			
		1205.10	1205_10	Go Natural			
		1205.11	1205_11	Nature Valley			
		1205.12	1205_12	Nice and Natural			
		1205.13	1205_13	Tasti			
		1205.29	1205_29	Kellogg Nuts			Kellogg Nuts (Added 2020 Q1)
		1205.30	1205_30	Special K Pastry Crisps	Special K Pastry Crisps (Added 2020 Q1)		
		1205.31	1205_31	EuroCompany			
		1205.32	1205_32	Ventura			
		1205.33	1205_33	Noberasco			
		1205.34	1205_34	Melinda			
		1205.35	1205_35	Corny Nussvoll			
		1205.36	1205_36	Foodsring			
		1205.37	1205_37	J.Schweizer			
		1205.38	1205_38	Mr Tom			
		1205.39	1205_39	RawBite			
		1205.40	1205_40	Seitenbacher			
		1205.43	1205_43	Share Riegel			
		1205.41	1205_41	Eco Natura (any variety)			
		1205.42	1205_42	Hero Frutos secos (any variety)			
		1205.98	1205_98	Private Label/Store Brand Nut / Fruit & Nut / Fruit Bar	Private Label/Store Brand Nut / Fruit & Nut / Fruit Bar	Barras de nueces/frutas y nueces/frutas de marca blanca/marca de la tienda	Barra de nuts / nuts e frutas secas de marca própria/da loja
		1205.99	1205_99	All other Nut / Fruit & Nut / Fruit Bar Brands	All other Nut / Fruit & Nut / Fruit Bar Brands	Todas las demás marcas de barras de nueces/frutas y nueces/frutas	Todas as demais marcas de barra de nuts / nuts e frutas secas
	1206	Q(OCCN).12i	Q(OCCN)_12i	Baked Filled Bar	Baked Filled Bar	Barras Horneadas Rellenas	Barra de goiabinha / bananinha
		1206.1	1206_1	Kellogg Nutri-Grain Bar (any variety)	Kellogg Nutri-Grain Bar (any variety)	Frutella Nutri-Grain de Kellogg (cualquier variedad)	
		1206.2	1206_2	Belvita Breakfast Soft Baked			
		1206.3	1206_3	Nutella B Ready			
		1206.4	1206_4	Kellogg K-Time Bar (any variety)			
		1206.5	1206_5	Nature Valley			
		1206.6	1206_6	Aldi			
		1206.7	1206_7	Pop-Tarts Crisps	Pop-Tarts Crisps (Added 2019 Q2)		
		1206.8	1206_8	Sunbelt (any variety)	Sunbelt (any variety)		
		1206.9	1206_9	Natures Bakery (any variety)	Natures Bakery (any variety)		
		1206.10	1206_10	Bimbo BranFrut		BranFrut de Bimbo (cualquier variedad)	
		1206.11	1206_11	Special K Pastry Crisps	Special K Pastry Crisps (Added 2020 Q1)		
		1206.12	1206_12	Nutri-Grain Kids (Bites)	Nutri-Grain Kids (Bites) (Added 2020 Q1)		
		1206.13	1206_13	Yes Tortie			
		1206.98	1206_98	Private Label/Store Brand Baked Filled Bar	Private Label/Store Brand Baked Filled Bar	Barras horneadas rellenas de marca blanca/marca de la tienda	na (Removed 2019 Q3)
		1206.99	1206_99	All other Baked Filled Bar Brands	All other Baked Filled bars Brands	Todas las demás marcas de barras horneadas rellenas	na (Removed 2019 Q3)
	1297	Q(OCCN).12y	Q(OCCN)_12y	Protein, Energy, Sports, Weight Management, Health and Wellness Bar	Protein, Energy, Sports, Weight Management, Health and Wellness Bar	Barras de Proteína, Energéticas, Deportivas, Barras Dietéticas	
	1207	Q(OCCN).12j	Q(OCCN)_12j	Protein, Energy, Sports Bar	Protein, Energy, Sports Bar	Barras de Proteína, Energéticas, Deportivas	Barra de proteína

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1207.1	1207_1	Clif Bars (any variety)	Clif Bars (any variety)		
		1207.2	1207_2	Gatorade Bars (any vareity)	Gatorade Bars (any vareity)		
		1207.3	1207_3	Power Bar (any variety)	Power Bar (any variety)		
		1207.4	1207_4	Grenade Carb Killa			
		1207.5	1207_5	Fulfil Bar			
		1207.6	1207_6	Maximuscle Promax			
		1207.7	1207_7	Trek			
		1207.8	1207_8	Phd Smart Bar			
		1207.9	1207_9	Sci Mx Nutrition Pro 2go			
		1207.10	1207_10	Aussie Bodies Low Carb			
		1207.11	1207_11	Be Natural			
		1207.12	1207_12	Bear Naked			
		1207.13	1207_13	Blue Dinasour Paleo Bars			
		1207.14	1207_14	Carman's			
		1207.15	1207_15	Fulfil Bar			
		1207.16	1207_16	Musashi			
		1207.17	1207_17	Nature Valley			
		1207.18	1207_18	Nice and Natural			
		1207.19	1207_19	Quest Bars			
		1207.20	1207_20	Tasti			
		1207.21	1207_21	Aldi			
		1207.22	1207_22	Perfect Bar (any variety)	Perfect Bar (any variety) (Added 2019 Q3)		
		1207.23	1207_23	Bear Naked (any variety)	Bear Naked (any variety)		
		1207.24	1207_24	General Mills Epic Performance Bars (any variety)	General Mills Epic Performance Bars (any variety) (Added 2019 Q3)		
		1207.25	1207_25	General Mills Epic Meat Bars (any variety)	General Mills Epic Meat Bars (any variety) (Added 2019 Q3)		
		1207.26	1207_26	Nature Valley (any variety)	Nature Valley (any variety)	Nature Valley (cualquier variedad)	
		1207.27	1207_27	Nestlé Fitness		Fitness de Nestlé	
		1207.28	1207_28	FiberOne		FiberOne	
		1207.29	1207_29	Quaker			Quaker
		1207.30	1207_30	Supino			Supino
		1207.31	1207_31	Kellogg's Special K Protein	Kellogg's Special K Protein (Added 2020 Q1)		
		1207.32	1207_32	Enervit			
		1207.33	1207_33	EuroCompany			
		1207.34	1207_34	Noberasco			
		1207.35	1207_35	Ventura			
		1207.36	1207_36	BBN			
		1207.37	1207_37	Food Spring			
		1207.38	1207_38	Frey			
		1207.39	1207_39	Hey			
		1207.40	1207_40	J. Schweizer			
		1207.41	1207_41	Layenberger			
		1207.42	1207_42	Multipower			
		1207.43	1207_43	Powerbar			
		1207.44	1207_44	Wellfit			
		1207.45	1207_45	Whey			
		1207.46	1207_46	Weider Bars			
		1207.47	1207_47	Yfood			
		1207.48	1207_48	Hero Proteina			
		1207.49	1207_49	NutriSport Energetica (any variety)			
		1207.98	1207_98	Private Label/Store Brand Protein, Energy, Sports Bar	Private Label/Store Brand Protein, Energy, Sports Bar	Barras de proteina, energia, deportivas de marca blanca/marca de la tienda	Barra de proteina de marca própria/da loja
		1207.99	1207_99	All other Protein, Energy, Sports Bars Brands	All other Protein, Energy, Sports Bars Brands	Todas las demás marcas de barras de proteínas, energia y deportivas	Todas as demais marcas de barra de proteina
	1208	Q(OCCN)-12k	Q(OCCN)-12k	Weight Management Bar	Weight Management Bar	Barras Dietéticas	na
		1208.1	1208_1	Zone Bars (any variety)	Zone Bars (any variety)		
		1208.2	1208_2	Atkins (any variety)	Atkins (any variety)		
		1208.3	1208_3	Aldi			
		1208.4	1208_4	Kellogg's Special K Bar (any variety)	Kellogg's Special K Bar (any variety)		
		1208.5	1208_5	Nestlé Fitness		Fitness de Nestlé	
		1208.6	1208_6	FiberOne		FiberOne	
		1208.7	1208_7	Weight Watchers (all varieties)			
		1208.8	1208_8	Dukan			
		1208.9	1208_9	enerZona			
		1208.10	1208_10	EuroCompany			
		1208.11	1208_11	Kilocal			
		1208.12	1208_12	Noberasco			
		1208.13	1208_13	Pesoforma			
		1208.14	1208_14	Soyjoy			
		1208.15	1208_15	Ventura			
		1208.16	1208_16	BBN			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1208.17	1208_17	Clif			
		1208.18	1208_18	Food Spring			
		1208.19	1208_19	Frey			
		1208.20	1208_20	Hey			
		1208.21	1208_21	J. Schweizer			
		1208.22	1208_22	Layenberger			
		1208.23	1208_23	Multipower			
		1208.24	1208_24	Powerbar			
		1208.25	1208_25	Wellfit			
		1208.26	1208_26	Whey			
		1208.27	1208_27	Weider Bar			
		1208.28	1208_28	Yfood			
		1208.29	1208_29	Hero Linea (any variety)			
		1208.98	1208_98	Private Label/Store Brand Weight Management Bar	Private Label/Store Brand Weight Management Bar	Barras para el control del peso de marca blanca/marca de la tienda	
		1208.99	1208_99	All other Weight Management Bar Brands	All other Weight Management Bar Brand	Todas las demás marcas de barras para el control del peso	
	1209	Q(OCCN)_12a	Q(OCCN)_12a	Health and Wellness Bar	Health and Wellness Bar	na	na
		1209.1	1209_1	RXBar	RXBar		
		1209.2	1209_2	Larabar (any variety)	Larabar (any variety)		
		1209.3	1209_3	Luna Bars (any variety)	Luna Bars (any variety)		
		1209.4	1209_4	Quest Bars (any variety)	Quest Bars (any variety)		
		1209.5	1209_5	Pure Protein Bars (any variety)	Pure Protein Bars (any variety)		
		1209.6	1209_6	Happy Inside	Happy Inside (Added 2019 Q2)		
		1209.7	1209_7	RXBar Kids (any variety)	RXBar Kids (any variety) (Added 2019 Q3)		
		1209.8	1209_8	Caveman	Caveman (Added 2019 Q3)		
		1209.9	1209_9	General Mills Fiber One Bars (any variety)	General Mills Fiber One Bars (any variety)		
		1209.10	1209_10	BBN			
		1209.11	1209_11	Clif			
		1209.12	1209_12	Food Spring			
		1209.13	1209_13	Frey			
		1209.14	1209_14	Hey			
		1209.15	1209_15	J. Schweizer			
		1209.16	1209_16	Kellogg Special K			
		1209.17	1209_17	Layenberger			
		1209.18	1209_18	Multipower			
		1209.19	1209_19	Nestle Fitness			
		1209.20	1209_20	Powerbar			
		1209.21	1209_21	Wellfit			
		1209.22	1209_22	Whey			
		1209.23	1209_23	Weider Bars			
		1209.24	1209_24	Yfood			
		1209.25	1209_25	Nature Valley (any variety)			
		1209.26	1209_26	Perfect Kids	Perfect Kids (Added 2020 Q2)		
		1209.27	1209_27	Clif Kids (Bar)	Clif Kids (Bar) (Added 2020 Q2)		
		1209.28	1209_28	Protein One	Protein One (Added 2020 Q2)		
		1209.29	1209_29	Think Protein	Think Protein (Added 2020 Q2)		
		1209.98	1209_98	Private Label/Store Brand Health and Wellness Bar	Private Label/Store Brand Health and Wellness Bar		
		1209.99	1209_99	All other Health and Wellness Bar Brands	All other Health and Wellness Bar Brands		
	1218	Q(OCCN)_12s	Q(OCCN)_12s	Health/Raw Bar	na	na	na
		1218.1	1218_1	Emma and Toms			
		1218.2	1218_2	Kez Kitchen			
		1218.3	1218_3	Bar Counter			
		1218.4	1218_4	Go Natural			
		1218.5	1218_5	Aldi			
		1218.6	1218_6	Go Raw			
		1218.7	1218_7	Happy Life			
		1218.8	1218_8	Raw Bite			
		1218.9	1218_9	Roobar			
		1218.10	1218_10	W.K. Kellogg			
		1218.11	1218_11	Alnatura Riegel			
		1218.12	1218_12	BioZentrale			
		1218.13	1218_13	Eat Natural			
		1218.14	1218_14	EnerBio			
		1218.98	1218_98	Private Label/Store Brand Health/Raw Bar			
		1218.99	1218_99	All other Health/Raw Bar Brands			
	1210			Other Bar (e.g. protein, energy, weight management)	na (Removed 2019 Q3)	na	na (Removed 2019 Q3)
	1211	Q(OCCN)_12b	Q(OCCN)_12b	Bites	Bites	na	na
		1211.1	1211_1	Special K Bites (any variety)	Special K Bites (any variety)		
		1211.2	1211_2	Graze Protein Bites			
		1211.3	1211_3	Bounce Energy Balls			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1211.4	1211_4	Graze Super Food Bites			
		1211.5	1211_5	Carman's Bliss Balls			
		1211.6	1211_6	Tasti Smooshed Balls			
		1211.7	1211_7	Munch			
		1211.8	1211_8	Tom and Luke			
		1211.9	1211_9	Wallaby Bites			
		1211.10	1211_10	Aldi			
		1211.11	1211_11	Kashi by Kids	Kashi by Kids (Added 2019 Q2)		
		1211.12	1211_12	Pop-Tarts Bites	Pop-Tarts Bites (Added 2019 Q2)		
		1211.13	1211_13	Rice Krispies Treats Snap Crackle Poppers	Rice Krispies Treats Snap Crackle Poppers (Added 2019 Q2)		
		1211.14	1211_14	Nutri-Grain Kids (Bites)	Nutri-Grain Kids (Bites) (Added 2020 Q1)		
		1211.15	1211_15	Enervit			
		1211.16	1211_16	enerZona			
		1211.17	1211_17	Dr. Oetker Vitalis Kraftfutter			
		1211.18	1211_18	Koelln Cakes			
new		1211.19	1211_19	Bear Naked	Bear Naked (added 2020 Q3)		
		1211.98	1211_98	Private Label/Store Brand Bites	Private Label/Store Brand Bites		
		1211.99	1211_99	All other Bite Brands	All other Bite Brands		
	1212	Q(OCCN).12m	Q(OCCN).12m	Marshmallow Treat Bar	Marshmallow Treat Bar	na	na
		1212.1	1212_1	Kellogg's Rice Krispies Treats in own package (any variety)	Kellogg's Rice Krispies Treats in own package (any variety) (Added 2019 Q3) (Data edited to this code 2019 Q1 & Q2)		
new		1212.3	1212_3	Kellogg's Rice Krispies Treats (homemade using Rice Krispies brand cereal)	Kellogg's Rice Krispies Treats (homemade using Rice Krispies brand cereal) (added 2020 Q3)		
new		1212.4	1212_4	Kellogg's Rice Krispies Treats (homemade using Private Label/Other brand cereal)	Kellogg's Rice Krispies Treats (homemade using Private Label/Other brand cereal) (added 2020 Q3)		
		1212.2	1212_2	Rice Krispies Treats Snap Crackle Poppers	Rice Krispies Treats Snap Crackle Poppers (Added 2020 Q1)		
		1212.98	1212_98	Private Label/Store Brand Marshmallow Treat Bar	Private Label/Store Brand Marshmallow Treat Bar (Added 2019 Q3) (Data edited to this code 2019 Q1 & Q2)		
		1212.99	1212_99	All other Marshmallow Treat Bar Brands	All other Marshmallow Treat Bar Brands (Added 2019 Q3) (Data edited to this code 2019 Q1 & Q2)		
	1213			Amaranth Bars or Alegrias	na	Barras de Amaranto o Alegrias	na
	1215	Q(OCCN).12n	Q(OCCN).12n	Flapjacks	na	na	na
		1215.1	1215_1	Graze Flapjack			
		1215.2	1215_2	Trek Flapjack			
		1215.3	1215_3	Corny Haferkraft			
		1215.4	1215_4	Kellogg Müslix			
		1215.98	1215_98	Private Label/Store Brand Flapjacks			
		1215.99	1215_99	All other Flapjack Brands			
	1216	Q(OCCN).12p	Q(OCCN).12p	Cake Bars	na	na	na
		1216.1	1216_1	Barney Bears			
		1216.2	1216_2	Coco Pops Choco Bakes			
		1216.3	1216_3	Fibre One			
		1216.4	1216_4	Nutrigrain Bakes			
		1216.5	1216_5	Yes Tortle			
		1216.6	1216_6	All-Bran Bizcochito			
		1216.7	1216_7	Hero Linea Bizcochito			
		1216.8	1216_8	Bahlsen kleiner			
		1216.98	1216_98	Private Label/Store Brand Cake Bar Brands			
		1216.99	1216_99	All other Cake Bar Brands			
	1217	Q(OCCN).12q	Q(OCCN).12q	Biscuits / Slices	na	na	na
		1217.1	1217_1	Belvita Breakfast Biscuits			
		1217.2	1217_2	Belvita Breakfast Crunchy			
		1217.3	1217_3	Belvita Breakfast Duo Crunch			
		1217.4	1217_4	Go Ahead Crispy Fruit Slices			
		1217.5	1217_5	Go Ahead Yoghurt Breaks			
		1217.6	1217_6	Nairns Biscuit Breaks			
		1217.7	1217_7	Special K Biscuit Moments			
		1217.8	1217_8	Nutella B Ready			
		1217.98	1217_98	Private Label/Store Brand Biscuit/Slices Brands			
		1217.99	1217_99	All other Biscuit/Slices Brands			
	1219/1307			Fruit Snacks	na	na	na
	1220/409	Q(OCCN).12c	Q(OCCN).12c	Toaster Pastries	Toaster Pastries (Added 2020 Q1)	na	na
		1220.1	1220_1	Kellogg's Pop-Tarts (any variety)	Kellogg's Pop-Tarts (any variety) (Added 2020 Q1)		
		1220.2/409.6	1220_2/409_6	Pop-Tarts Crisps	Pop-Tarts Crisps (Added 2020 Q1)		
		1220.3	1220_3	Pop-Tarts Pretzel	Pop-Tarts Pretzel (Added 2020 Q2)		
new		1220.4	1220_4	Annie's Toaster Pastries (any variety)	Annie's Toaster Pastries (any variety)		
new		1220.5	1220_5	Glutino Toaster Pastries (any variety)	Glutino Toaster Pastries (any variety)		
new		1220.6	1220_6	Nature's Path Organic Toaster Pastries (any variety)	Nature's Path Organic Toaster Pastries (any variety)		
new		1220.7	1220_7	Toastem's Toaster Pastries (any variety)	Toastem's Toaster Pastries (any variety)		
		1220.98	1220_98	Private Label/Store Brand Toaster Pastries/Pop-Tarts	Private Label/Store Brand Toaster Pastries/Pop-Tarts (Added 2020 Q1)		
		1220.99	1220_99	All other Toaster Pastry/Pop-Tart Brands	All other Toaster Pastry/Pop-Tart Brands (Added 2020 Q1)		

MASTER LIST (ALL MARKETS)				UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode			
	1221	Q(OCCN)_12t	Q(OCCN)_12t	Seed Bars	na	na
		1221.1	1221_1	Cereal		
		1221.2	1221_2	EuroCompany		
		1221.3	1221_3	Noberasco		
		1221.4	1221_4	Sarchio		
		1221.5	1221_5	Ventura		
		1221.98	1221_98	Private Label/Store Brand Seed Bar		
		1221.99	1221_99	All other Seed Bar Brands		
	1223	Q(OCCN)_12r	Q(OCCN)_12r	Meal Replacement/Satiating Bars	na	na
		1223.1	1223_1	Arkins		
		1223.2	1223_2	Bicentury (any variety)		
		1223.3	1223_3	Bimanan (any variety)		
		1223.4	1223_4	Dukan (any variety)		
		1223.5	1223_5	Santiveri (any variety)		
		1223.6	1223_6	Special Line (any variety)		
		1223.98	1223_98	Private Label/Store Brand Meal Replacement/Satiating Bars		
		1223.99	1223_99	All other Meal Replacement/Satiating Bar Brands		
	1226			Metabolism booster /Fat burners bars/Biscuits	na	na
	1299			All other Bars or Bites	All other Bars or Bites	Otros tipos de Barras/Bites

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		Q(OCCN).12a	Q(OCCN)_12a		<i>Not Asked</i>		
		Q(OCCN).12z	Q(OCCN)_12z	<i>Not Asked</i>		<i>Not Asked</i>	<i>Not Asked</i>
				Cereal Bar, Cereal Treat Bar, Granola Bar Brands	Cereal Bar, Cereal Treat Bar, Granola Bar Brands		
		1201.1	1201_1	Bear Naked (any variety)	Bear Naked (any variety)		
		1201.2	1201_2	Kashi (any variety)	Kashi (any variety)	Barra Kashi (cualquier variedad)	
		1201.3	1201_3	Pure Organic Bar (any variety)	Pure Organic Bar (any variety)		
		1201.4	1201_4	Nature Valley (any variety)	Nature Valley (any variety)	Nature Valley	
		1201.5	1201_5	Quaker Chewy Granola (any variety)	Quaker Chewy Granola (any variety)		
		1201.6	1201_6	Kellogg's Rice Krispies Treats (any variety)	Kellogg's Rice Krispies Treats (any variety)	Barra Rice Krispies Treats de Kellogg's (cualquier variedad)	
		1201.7	1201_7	General Mills Treat Bars (any variety)	General Mills Treat Bars (any variety)		
		1201.8	1201_8	Sunbelt (any variety)	Sunbelt (any variety)		
		1201.9	1201_9	Annies / Cascadian Farms Bars (any variety)	Annies / Cascadian Farms Bars (any variety)		
		1201.10	1201_10	Natures Bakery (any variety)	Natures Bakery (any variety)		
		1201.29	1201_29	Kellogg's Barra All Bran (any variety)		Barra All Bran de Kellogg's (cualquier variedad)	
		1201.30	1201_30	Kellogg's Barra Choco Krispis (any variety)		Barra Choco Krispis de Kellogg's (cualquier variedad)	
		1201.31	1201_31	Kellogg's Barra Froot Loops (any variety)		Barra Froot Loops de Kellogg's (cualquier variedad)	
		1201.32	1201_32	Kellogg's Barra Zucaritas (any variety)		Barra Zucaritas de Kellogg's (cualquier variedad)	
		1201.33	1201_33	Kellogg's Crunchy Granola		Krunchy Granola de Kellogg's	
		1201.34	1201_34	Kellogg's Granos Ancestrales		Granos Ancestrales de Kellogg's	
		1201.35	1201_35	Bimbo BranFrut		BranFrut de Bimbo	
		1201.36	1201_36	Bimbo Multigrano		Multigrano de Bimbo	
		1201.37	1201_37	Bimbo Natura		Natura de Bimbo	
		1201.38	1201_38	FiberOne		FiberOne	
		1201.39	1201_39	Quaker Stila		Stila de Quaker	
		1201.49	1201_49	Nestlé Fitness (added 2.20.19)		Fitness de Nestlé (added 2.20.19)	
		1201.13	1201_13	Alpen			
		1201.14	1201_14	Cadbury Brunch			
		1201.15	1201_15	Coco Pops			
		1201.16	1201_16	Jordans Fruiti			
		1201.17	1201_17	Slimfast			
		1201.18	1201_18	Tracker			
		1201.19	1201_19	McVities Hobnobs			
		1201.20	1201_20	Stoats Oat Bars			
		1201.21	1201_21	Frosties			
		1201.22	1201_22	Sesame Snaps			
		1201.23	1201_23	Nakd Nudies Everyday Nutritious Fill And Fuel			
		1201.24	1201_24	Eat Natural Fruit & Nut Bar Everyday Nutritious Fill And Fuel			
		1201.25	1201_25	Eat Natural Bar Everyday Nutritious Fill And Fuel			
		1201.26	1201_26	Kind Nuts And Spices Everyday Nutritious Fill And Fuel			
		1201.27	1201_27	Goodnessknows Fruit & Nut Bar Everyday Nutritious Fill And Fuel			
		1201.28	1201_28	Go Ahead Fruity Bakes Weight Management Balanced Health			
		1201.29	1201_29	Kellogg's Extra			
		1201.50	1201_50	Kellogg's Rice Krispies Bars (any variety)			
		1201.48	1201_48	Aldi			
		1201.41	1201_41	Be Natural Granola Seed Bars			
		1201.42	1201_42	Carman's Muesli Bars			
		1201.43	1201_43	Kellogg's Nutri-Grain bars			
		1201.44	1201_44	Milo Cereal Bars			
		1201.45	1201_45	Mother Earth Muesli Bars			
		1201.46	1201_46	Nice and Natural Muesli Bars			
		1201.47	1201_47	Uncle Tobys Muesli Bars			
				Nut bars / Fruit & Nut bars	Nut bars / Fruit & Nut bars		
		1205.1	1205_1	Kind (any variety)	Kind (any variety)		
		1205.2	1205_2	Nakd Nudies			
		1205.3	1205_3	Eat Natural Fruit & Nut			
		1205.4	1205_4	Eat Natural Bar			
		1205.5	1205_5	Kind Nuts And Spices			
		1205.6	1205_6	Goodnessknows Fruit & Nut Bar			
		1205.7	1205_7	Go Ahead Fruity Bakes			
		1205.14	1205_14	Aldi			
		1205.8	1205_8	Be Natural			
		1205.9	1205_9	Carman's			
		1205.10	1205_10	Go Natural			
		1205.11	1205_11	Nature Valley			
		1205.12	1205_12	Nice and Natural			
		1205.13	1205_13	Fasti			
				Baked Filled Bars	Baked Filled Bars		
		1206.1	1206_1	Kellogg Nutri-Grain Bar (any variety)	Kellogg Nutri-Grain Bar (any variety)	Barra Nutrigrain de Kellogg's (cualquier variedad)	
		1206.7	1206_7	Pop-Tarts Crisps	Pop-Tarts Crisps		
		1206.2	1206_2	Belvita Breakfast Soft Baked			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1206.3	1206_3	Nutella B Ready			
		1206.6	1206_6	Aldi			
		1206.4	1206_4	Kellogg K-Time Bar (any variety)			
		1206.5	1206_5	Nature Valley			
				Protein, Energy, Sports Bars	Protein, Energy, Sports Bars		
		1207.1	1207_1	Clif Bars (any variety)	Clif Bars (any variety)		
		1207.2	1207_2	Gatorade Bars (any vareity)	Gatorade Bars (any vareity)		
		1207.3	1207_3	Power Bar (any variety)	Power Bar (any variety)		
		1207.4	1207_4	Grenade Carb Killa			
		1207.5	1207_5	Fulfil Bar			
		1207.6	1207_6	Maximuscle Promax			
		1207.7	1207_7	Trek			
		1207.8	1207_8	Phd Smart Bar			
		1207.9	1207_9	Sci Mx Nutrition Pro 2go			
		1207.21	1207_21	Aldi			
		1207.10	1207_10	Aussie Bodies Low Carb			
		1207.11	1207_11	Be Natural			
		1207.12	1207_12	Bear Naked			
		1207.13	1207_13	Blue Dinosaur Paleo Bars			
		1207.14	1207_14	Garman's			
		1207.15	1207_15	Fulfil Bar			
		1207.16	1207_16	Musashi			
		1207.17	1207_17	Nature Valley			
		1207.18	1207_18	Nice and Natural			
		1207.19	1207_19	Quest Bars			
		1207.20	1207_20	Tastl			
				Weight management bar	Weight management bar		
		1208.1	1208_1	Zone Bars (any variety)	Zone Bars (any variety)		
		1208.2	1208_2	Atkins (any variety)	Atkins (any variety)		
		1208.3	1208_3	Aldi			
		1216.3	1216_3	Fibre One			
		1210.1	1210_1	Kellogg's Special K Bar (any variety)			
		1208.1	1208_1	Weight Watchers (all varieties)			
				Adult Health and Wellness Bars	Adult Health and Wellness Bars		
		1209.1	1209_1	RXBar	RXBar		
		1209.2	1209_2	Larabar (any variety)	Larabar (any variety)		
		1209.3	1209_3	Luna Bars (any variety)	Luna Bars (any variety)		
		1209.4	1209_4	Quest Bars (any variety)	Quest Bars (any variety)		
		1209.5	1209_5	Pure Protein Bars (any variety)	Pure Protein Bars (any variety)		
		1209.6	1209_6	Happy Inside	Happy Inside		
				Other bars (e.g. protein, energy, weight management)	Other bars (e.g. protein, energy, weight management)		
		1210.1	1210_1	Kellogg's Special K Bar (any variety)	Kellogg's Special K Bar (any variety)		
		1210.2	1210_2	General Mills Epic Bars (any variety)	General Mills Epic Bars (any variety)		
		1210.3	1210_3	General Mills Fiber One Bars (any variety)	General Mills Fiber One Bars (any variety)		
		1210.4	1210_4	Barra de Avena Quaker		Barra de Avena Quaker	

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
				Flapjacks			
		1215.1	1215_1	Graze Flapjack			
		1215.2	1215_2	Trek Flapjack			
				Cake Bars			
		1216.1	1216_1	Barry Bears			
		1216.2	1216_2	Coco Pops Choco Bakes			
		1216.3	1216_3	Fibre One			
		1216.4	1216_4	Nutrigrain Bakes			
				Biscuits / Slices			
		1217.1	1217_1	Belvita Breakfast Biscuits			
		1217.2	1217_2	Belvita Breakfast Crunchy			
		1217.3	1217_3	Belvita Breakfast Duo Crunch			
		1217.4	1217_4	Go Ahead Crispy Fruit Slices			
		1217.5	1217_5	Go Ahead Yoghurt Breaks			
		1217.6	1217_6	Nairns Biscuit Breaks			
		1217.7	1217_7	Special K Biscuit Moments			
				Raw/Health Bar			
		1218.1	1218_1	Emma and Toms			
		1218.2	1218_2	Kez Kitchen			
		1218.3	1218_3	Bar Counter			
		1218.4	1218_4	Go Natural			
		1299.1	1299_1	Agial			Agial
		1299.2	1299_2	Banana Brasil			Banana Brasil
		1299.3	1299_3	Kellogg			Kellogg
		1299.4	1299_4	Kellogg Krunchy Granola			Kellogg Krunchy Granola
		1299.5	1299_5	Kellogg Nuts			Kellogg Nuts
		1299.6	1299_6	Nesfit			Nesfit
		1299.7	1299_7	Nestlé			Nestlé
		1299.8	1299_8	Nutry			Nutry
		1299.9	1299_9	Parati Granofibra			Parati Granofibra
		1299.10	1299_10	Quaker			Quaker
		1299.11	1299_11	Ritter			Ritter
		1299.12	1299_12	Supino			Supino
		1299.13	1299_13	Trio			Trio
		1299.19	1299_19	Aldi			
				Baked Oat/Muesli Slice			
		1299.20	1299_20	Aldi			
		1299.14	1299_14	Carman's Oat Slices			
		1299.16	1299_16	Mother Earth Oaty Slices			
		1299.17	1299_17	Special K Biscuit Moments			
		1299.18	1299_18	Sunibrite			
		1299.98	1299_98	Private Label/Store Bar Brand	Private Label/Store Bar Brand	Barras de marca privada/lojenda	Marca Própria / Marca da Loja de Barrinha
		1299.99	1299_99	All other Bar Brands	All other Bar Brands	Otras marcas de barras	Todas as outras marcas de barrinha

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C13	Q(OCCN).13			Sweets, Chocolates, Candy, Gum/Mints, Fruit Snacks	Sweets, Chocolates, Candy, Gum/Mints, Fruit Snacks	Dulces, golosinas, chocolates, caramelos, gomas de mascar, mentas y botanas de fruta	Doces, chocolates, balas, chicletes, menta/hortelã, snacks de frutas
				Category, Item and Brand Instructions	Randomize items list except for other items last.	Randomize items list except for other items last.	Randomize items list except for other items last.
	1301			Chewing Gum	Chewing Gum	Chicle/goma de mascar	Chicletes
	1302			Mints	Mints	Mentas	Mentas
	1303			Chocolate (Bar/Pieces)	Chocolate (Bar/Pieces)	Chocolates (barra o trozos)	Chocolate
	1304			Candy Bar	Candy Bar	Golosinas con chocolate (bubulubu, etc.)	Balas e Caramelos
	1305			Other Candy (Non-Chocolate) - Hard Candy, Lollipop, Chewy	Other Candy (Non-Chocolate) - Hard Candy, Lollipop, Chewy	Otros dulces (no chocolate) - caramelos, paletas, chicosos	Drops e Pirulitos
	1306			Marshmallows / Gummies	Marshmallows / Gummies	Malvaviscos/gomitas	Balas mastigáveis
	1307/1219			Fruit Snacks	Fruit Snacks	Frutas secas o snacks de fruta	Frutas desidratadas
	1308			Fruit Puree	Fruit Puree	Puré de fruta	Puré de frutas
	1309			Paçoca / Pé de moleque / Doce de Leite (Brazilian Peanut Treat)	na	na	Paçoca / Pé de moleque / Doce de Leite
	1310			Brigadeiro	na	na	Brigadeiro
	1311			Praline	na	na	Bombom
	1312			Chocolate Pouches & Bags	na	na	na
	1313			Biscuit Bars	na	na	na
	1314			Industrial pralines / chocolate (eg Ferrero Rocher)	na	na	na
	1315			Handcrafted pralines / chocolate (pastry chocolates)	na	na	na
	1316			Licorice	na	na	na
	1317			Wine Gumi	na	na	na
	1318			Regaliz	na	na	na
	1319			Chocolate (Bar/Pieces) with nuts and seeds	na	na	na
	1320			Chocolatinas	na	na	na
	1321			Chocolate beans	na	na	na
	1322			Drinkable/Cooking Chocolate	na	na	na
	1323			Chocolate minis like celebrations etc.	na	na	na
	1399			All Other Sweets, Chocolates, Candy, Gum, Mints, Fruit Snacks	All Other Sweets, Chocolates, Candy, Gum, Mints, Fruit Snacks	Otro tipo de dulces, chocolates, golosinas, snacks de fruta	Outros tipos de doces

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C14	Q(OCCN).14			Dessert Items/Snacks (Gelatin, Pudding, Custard, Rice Pudding, Tapioca, Ice Cream, Frozen Yogurt, Sherbet/Sorbet, Popsicles, Frozen Fruit Bars)	Dessert Items/Snacks - Gelatin, Pudding, Custard, Rice Pudding, Tapioca, Ice Cream, Frozen Yogurt, Sherbet/Sorbet, Popsicles, Frozen Fruit Bars	Postres Listos para Comer	Snacks para sobremesa (gelatina, pudim, creme, arroz doce, tapioca, sorvete, sorvete de iogurte, sherbet, picolé, barrinhas de fruta congeladas)
				Category, Item and Brand Instructions	Randomize Items list except for other Items last.	Randomize Items list except for other Items last.	Randomize Items list except for other Items last.
	1401			Gelatin	Gelatin	Gelatina	Gelatina
	1402			Pudding	Pudding	Pudin	Pudim
	1403			Custard	Custard	Flan/natilla	Quindim
	1404			Rice Pudding	Rice Pudding	Arroz con Leche	na
	1405			Tapioca	Tapioca	Tapioca	Tapioca Doce
	1406			Ice Cream	Ice Cream	Helado	Sorvete / Sorbet / Sorvete de iogurte
	1407			Frozen Yogurt	Frozen Yogurt	Helado de yogur	Sorvete de iogurte
	1408			Sherbet, Sorbet or Ices	Sherbet, Sorbet or Ices	Nieve, sorbete, ices	na
	1409			Popsicle	Popsicle	Paletas heladas	Picolés
	1410			Frozen Fruit Bars	Frozen Fruit Bars	Barra congelada	na
	1411			Ice Cream Sandwich	Ice Cream Sandwich	Sandwich de helado	na
	1412			Jelly	na	na	na
	1413			Tortas (Pies)	na	na	Tortas
	1414			Docinhos - brigadeiro, beijinho, paçoca (small sweet desserts)	na	na	Docinhos - brigadeiro, beijinho, paçoca
	1415			Frutas em Calda (e.g peach, fig in syrup)	na	na	Frutas em calda
	1416			Doce de Leite (Sweet of Milk)	na	na	Doce de Leite
	1417			Churros	na	na	Churros
	1418			Nutella	na	na	Nutella
	1419			Suspiro	na	na	Suspiro
	1420			Snack Mix	Snack Mix (Added 2019 Q2)	na	na
		1420.1	1420_1	Keebler Elfin Snack Mix	Keebler Elfin Snack Mix (Added 2019 Q2)		
		1420.98	1420_98	Private Label/Store Brand Snack Mix	Private Label/Store Brand Snack Mix (Added 2019 Q2)		
		1420.99	1420_99	All other Snack Mix Brands	All other Snack Mix Brands (Added 2019 Q2)		
	1421			Ice Lolly	na	na	na
	1422			Chocolate Mousse	na	na	na
	1423			Curd	na	na	na
	1499			All Other Dessert Items/Snacks	All Other Dessert Items/Snacks	Otro tipo de postres listos para comer	Outros tipos de sobremesa

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C15	Q(OCCN).15			Sweet Baked Dessert-Like Items (e.g. Cake, Pie, Cupcakes, Brownies, Snack Cakes, Snack Fruit Pies, Biscotti, Tea Cakes, etc.)	Sweet Baked Dessert-Like Items (e.g. Cake, Pie, Cupcakes, Brownies, Snack Cakes, Snack Fruit Pies, Biscotti, Tea Cakes, etc.)	Postres horneados o preparados	Sobremesas de confeitaria (bolo, torta doce, cupcake, brownie, tortinha de frutas, biscotti, bolo de chá, etc.)
				Category, Item and Brand Instructions	Randomize items list except for other items last.	Randomize items list except for other items last.	Randomize items list except for other items last.
	1501			Cake	Cake	Pastel	Bolos caseiros
	1514			Homemade Cake	na	na	na
	1518			Packaged Cake	na	na	na
	1519			Bundt Cake	na	na	na
new	1524			RTE Cake	na	na	na
new	1525			Slice of cake	na	na	na
	1502			Pie	Pie	Pay	Tortas
	1515			Homemade Pie	na	na	na
	1503			Cupcake	Cupcake	Cupcakes	Cupcake
	1516			Homemade Cupcake	na	na	na
	1504			Brownie	Brownie	Brownies	Brownie
	1517			Homemade Brownie	na	na	na
	1505			Snack Cakes	Snack Cakes	na	Bolos prontos
	1506			Snack Fruit Pies	Snack Fruit Pies	na	na
	1507			Biscotti	Biscotti	na	na
	1508			Tea cakes	Tea cakes	na	na
	1509			Homemade desserts	Home made desserts	Postres caseros	Sobremesas caseiras
	1520			Confectionery desserts (e.g. Profitterol, cassata ...)	na	na	na
	1521			Muffin	na	na	na
	1510			Homemade Muffins	Home made Muffins	na	na
	1511			Role Cake	na	na	Rocambole / Bolo de Rolo
	1512			Sweet Bread Loaf (Panetone)	na	na	Panetone
	1513			Homemade Biscuits/Slices	na	na	na
	1522			Sweet Pastry Biscuits (e.g. cantucci, cat's tongues ...)	na	na	na
	1523			Pastries (e.g. puffs, cannoncini, cannoli ...)	na	na	na
new	1526			Bakery Bits	na	na	na
	1599			All other Sweet Baked Dessert-Like Items	All other Sweet Baked Dessert-Like Items	Otro tipo de postres horneados o preparados	Outros tipos de sobremesas

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C17	Q(OCCN).17			Packaged Frozen Ready-To-Eat Appetizers and Entrees	Packaged Frozen Ready-To-Eat Appetizers and Entrees	Comida Congelada	NOT ASKED IN BRAZIL
				Category, Item and Brand Instructions	Randomize items list except for other items last.	Randomize items list except for other items last.	
	1701			Ready prepared/Frozen Meal	Ready prepared/Frozen meal	Comida completa congelada	
	1702			Frozen Pocket Sandwiches	Frozen Pocket Sandwiches	na	
	1703			Frozen Snack Bites/Snack Rolls	Frozen Snack Bites / Snack Rolls	na	
	1704			Frozen Pizza Rolls/Bites	Frozen Pizza Rolls / Bites	Pizza congelada	
	1705			Frozen Burritos	Frozen Burritos	na	
	1706			Frozen Taquitos	Frozen Taquitos	na	
	1707			Frozen Chicken Nuggets	Frozen Chicken Nuggets	Nuggets de pollo congelados	
	1713			Pre-cooked fish bites frozen	na	na	
	1708			Frozen Corn Dogs/Bites	Frozen Corn Dogs/Bites	Hot dogs, hamburguesas o banderillas congelados	
	1709			Frozen Wings	Frozen Wings	Alitas de pollo congeladas	
	1710			Frozen Pretzels	Frozen Pretzels	na	
	1711			Mexican Traditional Appetizers	na	Antojitos Mexicanos Congelados (Enchiladas Potosinas, taquitos, etc)	
	1712			Frozen Pies and Sausage Rolls	na	na	
	1716			Fried sandwich/Breadcrumbs fried food roll/Empanada	na	na	
	1714			Frozen breaded squid	na	na	
	1715			Frozen Pizza	na	na	
	1799			All Other Frozen Appetizers & Entrées	All other Frozen Appetizers & Entrees	Otro tipo de comida congelada	

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C19	Q(OCCN).19	Q3	Q3	Main Meal Foods (prepared by/for you): (e.g., Meats (Beef, Chicken, Pork), Meat Substitutes (e.g., Veggie Burgers, Chik'n, etc.), Soups, Salads, Sandwiches, Burritos/Wraps, Potatoes/French Fries, Pizza, Pasta, Beans, Appetizers, etc.)	Main Meal Foods (prepared by/for you): (e.g., Meats (Beef, Chicken, Pork), Meat Substitutes (e.g., Veggie Burgers, Chik'n, etc.), Soups, Salads, Sandwiches, Burritos/Wraps, Potatoes/French Fries, Pizza, Pasta, Beans, Appetizers, etc.)	Platillos Principales (preparados por/para usted) (ej. Guisados, carne (beef, chicken, pork), sopas, pasta, etc.	Alimentos para pratos principais preparados por você ou para você (carnes (beef, chicken, pork), substitutos de carne (hambúrgueres de legumes, frango, etc.) sopas, saladas, sanduiches, wraps, batatas/batatas fritas, pizza, massas, feijão, etc.)
				Category, Item and Brand Instructions. Item order has been revised. Please update script to match order shown.	Display items list in response list order. Display brands in alpha order.	Display items list in response list order.	Display items list in response list order.
				Meats / Seafood / Meat Alternatives / One-Dish Meals Display Header	Meats / Seafood / Meat Alternatives / One-Dish Meals	Carnes / Pescado / Sustitutos de Carne / Guisados	Carnes / Frutos do mar / Proteínas alternativas à carne / Refeições de um prato só
	1901			Cooked Meat	Cooked Meat	Guisados de Carne	Carnes assadas
	1902			Toasted Meat	Toasted Meat	Carne Asada	Bifes em geral
	1929			Roast beef	na	na	Rosbife
	1933			Sausage - Salsicha	na	na	Salsicha
	1934			Sausage - Linguica	na	na	Linguiça
	1903			Meatballs	Meatballs	Albóndigas	Almôndegas
	1904			Deli/Lunch Meat	Deli/Lunch Meat	na	Frios
	1930	Q(OCCN).19b	Q(OCCN).19b	Meat Alternative Burger (Veggie, Soy-Based)	Meat Alternative Burger (Veggie, Soy-Based)	na	na
				Frozen	Frozen		
		1930.21	1930_21	Amy's (any variety) (Frozen)	Amy's (any variety) (Frozen)		
		1930.22	1930_22	Beyond Meat (any variety) (Frozen)	Beyond Meat (any variety) (Frozen)		
		1930.23	1930_23	Boca (any variety) (Frozen)	Boca (any variety) (Frozen)		
		1930.24	1930_24	Dr. Praeger's (any variety) (Frozen)	Dr. Praeger's (any variety) (Frozen)		
		1930.25	1930_25	Evol (any variety) (Frozen)	Evol (any variety) (Frozen)		
		1930.26	1930_26	Gardein (any variety) (Frozen)	Gardein (any variety) (Frozen)		
		1930.27	1930_27	Gardenburger (any variety) (Frozen)	Gardenburger (any variety) (Frozen)		
		1930.28	1930_28	Impossible Burger (any variety) (Frozen)	Impossible Burger (any variety) (Frozen)		
		1930.29	1930_29	MorningStar Farms (any variety) (Frozen)	MorningStar Farms (any variety) (Frozen)		
		1930.30	1930_30	Quorn (any variety) (Frozen)	Quorn (any variety) (Frozen)		
		1930.31	1930_31	Sweet Earth (any variety) (Frozen)	Sweet Earth (any variety) (Frozen)		
		1930.12	1930_12	Fry's (any variety)			
		1930.13	1930_13	Linda McCartney (any variety)			
		1930.14	1930_14	Vegie Delights (any variety)			
		1930.94	1930_94	Private Label/Store Brand Frozen Meat Substitute (Frozen)	Private Label/Store Brand Frozen Meat Substitute (Frozen)		
		1930.95	1930_95	All other Frozen Meat Substitute Brands (Frozen)	All other Frozen Meat Substitute Brands (Frozen)		
				Refrigerated	Refrigerated		
		1930.51	1930_51	Beyond Meat (Refrigerated)	Beyond Meat (Refrigerated)		
		1930.52	1930_52	Field Roast (Refrigerated)	Field Roast (Refrigerated)		
		1930.53	1930_53	Hain Celestial (Refrigerated)	Hain Celestial (Refrigerated)		
		1930.54	1930_54	Jackfruit Company (Refrigerated)	Jackfruit Company (Refrigerated)		
		1930.55	1930_55	Lightlife (Refrigerated)	Lightlife (Refrigerated)		
		1930.56	1930_56	Impossible Burger (any variety) (Refrigerated)	Impossible Burger (any variety) (Refrigerated)		
		1930.57	1930_57	Silken Tofu (Refrigerated)	Silken Tofu (Refrigerated)		
		1930.58	1930_58	Sweet Earth (Refrigerated)	Sweet Earth (Refrigerated)		
		1930.59	1930_59	Tofurky (Refrigerated)	Tofurky (Refrigerated)		
		1930.60	1930_60	Turtle Island (Refrigerated)	Turtle Island (Refrigerated)		
		1930.61	1930_61	Upton's Natural (Refrigerated)	Upton's Natural (Refrigerated)		
		1930.62	1930_62	Veggie Patch (Refrigerated)	Veggie Patch (Refrigerated)		
		1930.63	1930_63	Yves (Refrigerated)	Yves (Refrigerated)		
		1930.64	1930_64	Macro			
		1930.65	1930_65	My Life			
		1930.66	1930_66	Soyco			
		1930.67	1930_67	Vegie Delights			
		1930.68	1930_68	Yumi's			
		1930.69	1930_69	Incogmeato	Incogmeato (Added 2020 Q2)		
		1930.96	1930_96	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)		
		1930.97	1930_97	All other Refrigerated Meat Substitute Brands (Refrigerated)	All other Refrigerated Meat Substitute Brands (Refrigerated)		
	1931	Q(OCCN).19c	Q(OCCN).19c	Meat Alternative Chik'n (Veggie, Soy-Based)	Meat Alternative Chik'n (Veggie, Soy-Based)	na	na
				Frozen	Frozen		
		1931.21	1931_21	Amy's (any variety) (Frozen)	Amy's (any variety) (Frozen)		
		1931.22	1931_22	Beyond Meat (any variety) (Frozen)	Beyond Meat (any variety) (Frozen)		
		1931.23	1931_23	Boca (any variety) (Frozen)	Boca (any variety) (Frozen)		
		1931.24	1931_24	Dr. Praeger's (any variety) (Frozen)	Dr. Praeger's (any variety) (Frozen)		
		1931.25	1931_25	Evol (any variety) (Frozen)	Evol (any variety) (Frozen)		
		1931.26	1931_26	Gardein (any variety) (Frozen)	Gardein (any variety) (Frozen)		
		1931.27	1931_27	Gardenburger (any variety) (Frozen)	Gardenburger (any variety) (Frozen)		
		1931.28	1931_28	Impossible Burger (any variety) (Frozen)	Impossible Burger (any variety) (Frozen)		
		1931.29	1931_29	MorningStar Farms (any variety) (Frozen)	MorningStar Farms (any variety) (Frozen)		
		1931.30	1931_30	Quorn (any variety) (Frozen)	Quorn (any variety) (Frozen)		
		1931.31	1931_31	Sweet Earth (any variety) (Frozen)	Sweet Earth (any variety) (Frozen)		
		1931.12	1931_12	Fry's (any variety)			
		1931.13	1931_13	Linda McCartney (any variety)			

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
		1931.14	1931_14	Veggie Delights (any variety)			
		1931.94	1931_94	Private Label/Store Brand Frozen Meat Substitute (Frozen)	Private Label/Store Brand Frozen Meat Substitute (Frozen)		
		1931.95	1931_95	All other Frozen Meat Substitute Brands (Frozen)	All other Frozen Meat Substitute Brands (Frozen)		
				Refrigerated	Refrigerated		
		1931.51	1931_51	Beyond Meat (Refrigerated)	Beyond Meat (Refrigerated)		
		1931.52	1931_52	Field Roast (Refrigerated)	Field Roast (Refrigerated)		
		1931.53	1931_53	Hain Celestial (Refrigerated)	Hain Celestial (Refrigerated)		
		1931.54	1931_54	Jackfruit Company (Refrigerated)	Jackfruit Company (Refrigerated)		
		1931.55	1931_55	Lightlife (Refrigerated)	Lightlife (Refrigerated)		
		1931.56	1931_56	Impossible Burger (any variety) (Refrigerated)	Impossible Burger (any variety) (Refrigerated)		
		1931.57	1931_57	Silken Tofu (Refrigerated)	Silken Tofu (Refrigerated)		
		1931.58	1931_58	Sweet Earth (Refrigerated)	Sweet Earth (Refrigerated)		
		1931.59	1931_59	Tofurky (Refrigerated)	Tofurky (Refrigerated)		
		1931.60	1931_60	Turtle Island (Refrigerated)	Turtle Island (Refrigerated)		
		1931.61	1931_61	Upton's Natural (Refrigerated)	Upton's Natural (Refrigerated)		
		1931.62	1931_62	Veggie Patch (Refrigerated)	Veggie Patch (Refrigerated)		
		1931.63	1931_63	Yves (Refrigerated)	Yves (Refrigerated)		
		1931.64	1931_64	Macro			
		1931.65	1931_65	My Life			
		1931.66	1931_66	Soyco			
		1931.67	1931_67	Veggie Delights			
		1931.68	1931_68	Yumi's			
		1931.69	1931_69	Incogmeato	Incogmeato (Added 2020 Q2)		
		1931.96	1931_96	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)		
		1931.97	1931_97	All other Refrigerated Meat Substitute Brands (Refrigerated)	All other Refrigerated Meat Substitute Brands (Refrigerated)		
	1932	Q(OCCN)_19d	Q(OCCN)_19d	Meat Alternative (Tofu, All Others)	Meat Alternative (Tofu, All Others)	na	na
				Frozen	Frozen		
		1932.21	1932_21	Amy's (any variety) (Frozen)	Amy's (any variety) (Frozen)		
		1932.22	1932_22	Beyond Meat (any variety) (Frozen)	Beyond Meat (any variety) (Frozen)		
		1932.23	1932_23	Boca (any variety) (Frozen)	Boca (any variety) (Frozen)		
		1932.24	1932_24	Dr. Praeger's (any variety) (Frozen)	Dr. Praeger's (any variety) (Frozen)		
		1932.25	1932_25	Evol (any variety) (Frozen)	Evol (any variety) (Frozen)		
		1932.26	1932_26	Gardein (any variety) (Frozen)	Gardein (any variety) (Frozen)		
		1932.27	1932_27	Gardenburger (any variety) (Frozen)	Gardenburger (any variety) (Frozen)		
		1932.28	1932_28	Impossible Burger (any variety) (Frozen)	Impossible Burger (any variety) (Frozen)		
		1932.29	1932_29	MorningStar Farms (any variety) (Frozen)	MorningStar Farms (any variety) (Frozen)		
		1932.30	1932_30	Quorn (any variety) (Frozen)	Quorn (any variety) (Frozen)		
		1932.31	1932_31	Sweet Earth (any variety) (Frozen)	Sweet Earth (any variety) (Frozen)		
		1932.12	1932_12	Fry's (any variety)			
		1932.13	1932_13	Linda McCartney (any variety)			
		1932.14	1932_14	Veggie Delights (any variety)			
		1932.94	1932_94	Private Label/Store Brand Frozen Meat Substitute (Frozen)	Private Label/Store Brand Frozen Meat Substitute (Frozen)		
		1932.95	1932_95	All other Frozen Meat Substitute Brands (Frozen)	All other Frozen Meat Substitute Brands (Frozen)		
				Refrigerated	Refrigerated		
		1932.51	1932_51	Beyond Meat (Refrigerated)	Beyond Meat (Refrigerated)		
		1932.52	1932_52	Field Roast (Refrigerated)	Field Roast (Refrigerated)		
		1932.53	1932_53	Hain Celestial (Refrigerated)	Hain Celestial (Refrigerated)		
		1932.54	1932_54	Jackfruit Company (Refrigerated)	Jackfruit Company (Refrigerated)		
		1932.55	1932_55	Lightlife (Refrigerated)	Lightlife (Refrigerated)		
		1932.56	1932_56	Impossible Burger (any variety) (Refrigerated)	Impossible Burger (any variety) (Refrigerated)		
		1932.57	1932_57	Silken Tofu (Refrigerated)	Silken Tofu (Refrigerated)		
		1932.58	1932_58	Sweet Earth (Refrigerated)	Sweet Earth (Refrigerated)		
		1932.59	1932_59	Tofurky (Refrigerated)	Tofurky (Refrigerated)		
		1932.60	1932_60	Turtle Island (Refrigerated)	Turtle Island (Refrigerated)		
		1932.61	1932_61	Upton's Natural (Refrigerated)	Upton's Natural (Refrigerated)		
		1932.62	1932_62	Veggie Patch (Refrigerated)	Veggie Patch (Refrigerated)		
		1932.63	1932_63	Yves (Refrigerated)	Yves (Refrigerated)		
		1932.64	1932_64	Macro			
		1932.65	1932_65	My Life			
		1932.66	1932_66	Soyco			
		1932.67	1932_67	Veggie Delights			
		1932.68	1932_68	Yumi's			
		1932.69	1932_69	Incogmeato	Incogmeato (Added 2020 Q2)		
		1932.96	1932_96	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)	Private Label/Store Brand Refrigerated Meat Substitute (Refrigerated)		
		1932.97	1932_97	All other Refrigerated Meat Substitute Brands (Refrigerated)	All other Refrigerated Meat Substitute Brands (Refrigerated)		
	1951			Meat Alternative (Sausages/Embutidos, All Others)	na	na	na
	1905			Fish	Fish	Pescado	Peixes
	1906			Smoked Salmon	Smoked Salmon	Salmón Ahumado	Salmão
	1928			Sushi	Sushi	Sushi	Sushi
	1935			Other seafood (eg prawns, calamari)	na	na	na

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
	1923			One-Dish Meals/Dinners/Lunches	One-Dish Meals/Dinners/Lunches	na	na
	1937			Vegetarian Meals	na	na	na
	1945			Spanish Rice Dish	na	na	na
	1926			Savory Bakery Items (eg. Pies, Sausage Rolls, Pastries)	Savory Bakery Items (eg. Pies, Sausage Rolls, Pastries)	Preparaciones horneadas con masa (empanadas, similares)	na
				<i>Appetizer's (Small Plates) / Soup / Salads</i> Display Header	<i>Appetizer's (Small Plates) / Soup / Salads</i>	<i>Botanas (porciones chicas) / Sopa / Ensaladas</i>	<i>Aperitivo (Pratos Pequenos) / Sopa / Saladas</i>
	1907			Soup	Soup	Sopa	Sopas
	1946			Cold Vegetable Soup			
	1944			Dips (e.g. Hommos, Dressing, Bean) to accompany chips, crackers or vegetables	na	na	na
	1947			Spanish Tapas /Sharing dishes			
	1908			Salad	Salad	Ensalada	Saladas
	1909			Salad with Meat/Fish	Salad with Meat/Fish	Ensalada con acompañamiento (pescado/carne)	Saladas com carne ou frango ou peixe
				<i>Sandwiches / Burgers / Hot Dogs / Burritos / Tacos</i> Display Header	<i>Sandwiches / Burgers / Hot Dogs / Burritos / Tacos</i>	<i>Tortas / Hamburguesas / Perros Calientes / Burritos / Tacos</i>	<i>Sanduíches / Hambúrgueres / Cachorro-quente / Burritos / Tacos</i>
	1910			Sandwich/Wrap	Sandwich/Wrap	Sandwich/Wrap	Sanduíche
	1911			Burrito	Burrito	na	na
	1912			Taco	Taco	na	na
	1913			Hamburger	Hamburger	Hamburguesa	Hambúrguer
	1914			Hot Dog/Frankfurter/Sausage	Hot Dog/Frankfurter/Sausage	Hot Dog/Salchichas	Cachorro quente
				<i>Side Dishes</i> Display Header	<i>Side Dishes</i>	<i>Guarniciones</i>	<i>Acompanhamentos</i>
	1915			Rice	Rice	Arroz	Arroz
	1927			Cuscuz de milho	na	na	na
	1916			Potato/French Fries/Hashbrowns/Tater Tots	Potato/French Fries/Hashbrowns/Tater Tots	Papas a la francesa/otras preparaciones de papa	Batata Frita ou Assada
	1917			Ready-To-Eat Potato Dishes	Ready-To-Eat Potato Dishes	na	na
	1918			Beans/Legumes	Beans/Legumes	Frijoles y legumbres	Feijão
	1919			Edamame	Edamame	na	na
				<i>Pizza and Pasta</i> Display Header	<i>Pizza and Pasta</i>	<i>Pizza y Pasta</i>	<i>Pizza e Massas</i>
	1920			Pizza	Pizza	Pizza	Pizza
	1921			Pasta/Noodles	Pasta/Noodles	Pasta y Fideos	Massas
	1922			Instant Noodles	Instant Noodles	Sopas listas para comer (noodles, maruchan, etc.)	Macarrão Instantâneo
	1924			Döner/ Rollo	na	na	na
	1925			Antipasto	Antipasto	Entradas	na
				<i>Ethnic Main Meal Foods</i> Display Header	<i>No Header</i>	<i>No Header</i>	<i>No Header</i>
	1938			Thai Food	na	na	na
	1939			Vietnamese Food	na	na	na
	1940			Indian Food	na	na	na
	1941			Japanese Food	na	na	na
	1948			Chinese Food	na	na	na
	1949			Mexican Food	na	na	na
	1950			Spanish Tortilla / Tortilla Skewer	na	na	na
	1952			Greek Food	na	na	na
	1943			All other ethnic main meal foods	na	na	na
				<i>Leave space with no header</i>			
	1999			All Other Main Meal Foods	All other Main Meal Foods	Otros tipos de comidas preparadas (ej. sopas, ensaladas, sándwiches, tortas, papas, pizza, pasta, etc.)	Todos os outros alimentos principais da refeição

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C20	Q(OCCN).20			Traditional Mexican Foods/Snacks	NOT ASKED IN US	Comida Tradicional Mexicana	NOT ASKED IN BRAZIL
				Category, Item and Brand Instructions	Randomize items list except for other items last.	Randomize items list except for other items last.	
	2001			Sandwich/Torta/Baguettes/Paninis		Sandwich/tortas/baguettes/paninis	
	2002			Sincronizadas		Sincronizadas	
	2003			Burrito		Burritos	
	2004			Taco		Tacos	
	2005			Tostada		Tostadas	
	2006			Chilaquiles		Chilaquiles	
	2007			Guisados / Tacos de guisos		Guisados/tacos de guisos	
	2008			Meat (steak, jerky, crush, carnitas, etc.)		Carne (bistec, cecina, machaca, carnitas, etc.)	
	2009			Beans (from pot, refried, etc.)		Frijoles (de olla, refritos, etc.)	
	2010			Quesadillas/Sincronizadas		Quesadillas/sincronizadas	
	2011			Chilaquiles/Enchiladas/Enfrijoladas/etc.		Chilaquiles/enchiladas/enfrijoladas, etc.	
	2012			Tamales		Tamales	
	2099			All other Traditional Mexican Foods/Snacks		Otros platillos mexicanos	

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C21	Q(OCCN).21			Traditional Brazilian Foods/Snacks	NOT ASKED IN US	NOT ASKED IN MEXICO	Alimentos/lanches tradicionais brasileiros
				Category, Item and Brand Instructions			Randomize items list except for other items last.
	2101			Feijoadada			Feijoadada
	2102			Barbeque			Churrasco
	2103			Moquecas			Moquecas
	2104			Stroganoff			Strogonoffe
	2199			All other Traditional Brazilian Foods/Snacks			Todos os outros tradicionais alimentos / lanches brasileiros

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C22	Q(OCCN).22	Q3	Q3	Meal Replacement Drinks / Nutritional Drinks / Smoothies / Smoothie Bowls / Shakes	Meal Replacement Drinks /Nutritional Drinks / Smoothies / Smoothie Bowls / Shakes	Bebidas que remplacen comidas/nutritivas/smoothies/licuados	Bebidas que substituem refeições/Bebidas nutritivas/Vitaminas/Frutas e cereais na tigela/Shakes
				Category, Item and Brand Instructions	Randomize items list except for other items last. Display brands in alpha order.	Randomize items list except for other items last.	Randomize items list except for other items last. Display brands in alpha order.
	2201	Q(OCCN).22b	Q(OCCN).22b	Fruit/Other Shake/Smoothie	Fruit/Other Shake/Smoothie	Smoothie de frutas u otra preparación	Vitamina/shake de frutas ou outro tipo
		2201.1	2201_1	Bioslim			Bioslim (Added 2019 Q3)
		2201.2	2201_2	Diet Shake			Diet Shake (Added 2019 Q3)
		2201.3	2201_3	Herbalife			Herbalife (Added 2019 Q3)
		2201.4	2201_4	Milnutri			Milnutri (Added 2019 Q3)
		2201.5	2201_5	Mucilon			Mucilon (Added 2019 Q3)
		2201.6	2201_6	Nutren			Nutren (Added 2019 Q3)
		2201.7	2201_7	Nestlé			Nestlé (Added 2019 Q3)
		2201.8	2201_8	Slimfast			Slimfast (Added 2019 Q3)
		2201.9	2201_9	Sustagen			Sustagen (Added 2019 Q3)
		2201.10	2201_10	Sustain			Sustain (Added 2019 Q3)
		2201.11	2201_11	Toddy			Toddy (Added 2019 Q3)
		2201.13	2201_13	Innocent Smoothies			
		2201.14	2201_14	Naked Smoothies			
		2201.15	2201_15	Tropicana Smoothies			
		2201.16	2201_16	Coldpress Smoothies			
		2201.98	2201_98	Private Label/Store Brand Meal Replacement Drinks / Nutrition Drinks / Smoothies			Marca Própria / Marca da Loja de bebidas de substituição de refeição / Bebidas Nutricionais / Smoothies / Smoothie Bowls / Shakes (Added 2019 Q3)
		2201.99	2201_99	All other Meal Replacement Drinks / Nutrition Drinks / Smoothies Bowls			Todas as outras marcas de bebidas de substituição de refeição / Bebidas Nutricionais / Smoothies / Smoothie Bowls / Shakes (Added 2019 Q3)
	2202			Energy/Protein Shake/Smoothie	Energy/Protein Shake/Smoothie	Smoothies de proteína o energéticos	na
	2203			Kids Nutrition Drink - pre-packaged/ready to drink	Kids Nutrition Drink - pre-packaged/ready to drink	Bebida nutritiva para niños (Ensure, etc.)	na
	2204			Adult Nutrition Drink - pre-packaged/ready to drink	Adult Nutrition Drink - pre-packaged/ready to drink	Bebida nutritiva para adultos (Ensure, etc.)	na
	2205			Probiotic Drink	Probiotic Drink	Bebida con probióticos	na
	2206			Weight Management Drink - pre-packaged/ready to drink	Weight Management Drink - pre-packaged/ready to drink	Bebidas para regular el peso	na
	2207	Q(OCCN).22c	Q(OCCN).22c	Ready to drink liquid breakfast	Ready to drink liquid breakfast	Desayuno liquido listo para beber	na
		2207.1	2207_1	Fuel			
		2207.2	2207_2	Weetabix Breakfast Drink			
		2207.98	2207_98	Private Label/Supermarket Own Brand Ready to Drink Liquid Breakfast			
		2207.99	2207_99	All Other Brand Ready to Drink Liquid Breakfast			
	2208			Powdered breakfast drink - Needs to be prepared	Powdered breakfast drink - Needs to be prepared	Bebidas de polvo para el desayuno	na
	2209			Licuado - prepared (fresh/homemade)	na	Licuado preparado (fresco/en casa/en el mercado)	na
	2210	Q(OCCN).22a	Q(OCCN).22a	Smoothie Bowl	Smoothie Bowl	na	na
		2210.1	2210_1	Joybol Smoothie Bowl (any variety)	Joybol Smoothie Bowl (any variety)		
		2210.98	2210_98	Private Label/Store Brand Smoothies/Smoothie Bowls	Private Label/Store Brand Smoothies/Smoothie Bowls		
		2210.99	2210_99	All other Smoothies/Smoothie Bowls	All other Smoothies/Smoothie Bowls		
	2211			Gazpacho (Spanish Soup)	na	na	na
	2299	Q(OCCN).22z	Q(OCCN).22z	All other Meal Replacement Drinks / Nutrition Drinks / Smoothies / Smoothie Bowls / Shakes / Breakfast Drinks	All other Meal Replacement Drinks / Nutrition Drinks / Smoothies / Smoothie Bowls / Shakes	Otro tipo de bebidas que remplacen comidas, nutritivas, smoothies, bowls de smoothies, licuados	Todas as outras bebidas de substituição de refeição / Bebidas Nutricionais / Smoothies / Smoothie Bowls / Shakes

				MASTER LIST (ALL MARKETS)		UNITED STATES		MEXICO		BRAZIL
Category	Item	Brand	BrandCode							

				MASTER LIST (ALL MARKETS)	UNITED STATES	MEXICO	BRAZIL
Category	Item	Brand	BrandCode				
C23	Q(OCCN) 23			Other beverages (i.e. coffee/tea, juice, water, soda, etc)	Other beverages (i.e. coffee/tea, juice, water, soda, etc)	Otras bebidas (café, té, jugo, agua, refrescos, etc.)	Outras bebidas (p.ex., café/chá, suco, água, refrigerante, etc.)
				<i>Category, Item and Brand Instructions</i>	<i>Display items list in response list order.</i>	<i>Display items list in response list order.</i>	<i>Display items list in response list order.</i>
	2301			Plain Milk or Milk Substitute	Plain Milk or Milk Substitute	Leche o Sustituto de Leche	Leite simples ou substituto do leite
	2333			Plain Milk	na	na	na
	2334			Milk Substitute	na	na	na
	2302			Flavored Milk	Flavored Milk	Leche Saborizada	Leite saborizado
	2303			Milk Additives	Milk Additives	Aditivos de Leche	Modificadores do leite
	2304			Milkshake	Milkshake	Malteada	Milkshake
	2305			Coffee - (hot or iced)	Coffee - (hot or iced)	Café (caliente o frio)	Café - (quente ou gelado)
	2306			Tea - (hot or iced)	Tea - (hot or iced)	Té (caliente o frio)	Chá - (quente ou gelado)
	2307			Hot Chocolate	Hot Chocolate	Chocolate (caliente o frio)	Chocolate quente
	2308			Fruit Juice	Fruit Juice	Jugo de fruta	Suco de fruta
	2309			Fruit Drink (not real juice)	Fruit Drink (not real juice)	Bebida de fruta (no jugo fresco)	Bebida de fruta (não natural)
	2310			Vegetable Juice	Vegetable Juice	Jugo de verduras	Suco de vegetais
	2311			Energy Drink	Energy Drink	Bebida energética	Bebida energética
	2312			Energy Shot	Energy Shot	Shot de energia	Shot de Energia
	2313			Sports Drink	Sports Drink	Bebida deportiva o isotónicas	Bebida esportiva
	2314			Soft Drink/Soda - regular or diet	Soft Drink/Soda - regular or diet	Refresco (regular o light)	Refrigerante / Soda - regular ou diet
	2315			Water - tap (filtered/unfiltered)	Water - tap (filtered/unfiltered)	Agua - del grifo/de la llave (filtrada/no filtrada)	Água da torneira (filtrada/não filtrada)
	2316			Water - bottled (plain, no flavoring)	Water - bottled (plain, no flavoring)	Agua - embotellada (simple, sin sabor)	Água engarrafada (simples, sem aroma)
	2335			Mixed Fruit Drink and Sparkling Water	na	na	na
	2317			Water - Flavored	Water - Flavored	Agua fresca natural (jamaica, horchata, etc.)	Água saborizada
	2318			Water - Flavored with powders	Water - Flavored with powders	Agua de frutas de sobrecito	Água - Aromatizada com pós
	2319			Vitamin drinks / water (e.g. Glaceau / Vitamin Water)	Vitamin drinks / water (e.g. Glaceau / Vitamin Water)	Bebida vitaminada	Bebidas vitamínicas / água (por exemplo, Glaceau / Vitamin Water)
	2320			Coconut Water	Coconut Water	Agua de coco	Água de côco
	2321			Atole/champurrado	na	Atole/champurrado	na
	2322			na	na	na	na
	2323			Slushy/Frozen drink	Slushy/Frozen drink	Bebida Frappé	Bebida congelada / raspadinha
	2324			Beer/Ale	Beer/Ale	Cerveza	Cerveja / Chopp
	2325			Wine/champagne	Wine/champagne	Vino/champaña/espumosos	Vinho / champanhe
	2326			Cocktail/Mixed drink	Cocktail/Mixed drink	Cócteles/bebidas alcohólicas mezcladas	Coquetel / bebida mista
	2327			Spirits / Liquor by Itself	Spirits / Liquor by Itself	Licores (tequila, ron, vodka, etc.)	Destilados
	2328			Juice Fruit Mix with Vegetables	na	Jugo mezcla de fruta con verduras	Sucos de frutas com legumes
	2329			Natural fruit juice (freshly prepared)	na	Jugo de fruta natural (recién preparado)	Suco de fruta natural (preparado na hora)
	2330			Cider	na	na	na
	2331			Squash (dilute)	na	na	na
	2332			Water Sparkling	na	na	na
	2336			Amari (es. Amaro Averna, Amaro Ramazzotti, Limoncello, Mirto...)	na	na	na
	2337			Plant Milk	na	na	na
	2399			All other Beverages	All other Beverages	Otras bebidas	Todas as outras bebidas