

AdNews

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New Idea

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TOP BRANDS

16 January 2004



00/01 RANK	02/03 RANK	BRAND	SUPPLIER	CATEGORY
1	1	COCA-COLA	THE COCA-COLA COMPANY	CARBONATED BEVERAGES
2	2	LONGBEACH	PHILIP MORRIS	TOBACCO
3	3	WINFIELD	BRITISH AMERICAN TOBACCO AUSTRALIA	TOBACCO
4	4	PETER JACKSON	PHILIP MORRIS	TOBACCO
5	5	HORIZON	IMPERIAL TOBACCO AUSTRALIA	TOBACCO
6	6	PURA	NATIONAL FOODS	FRESH MILK
7	7	BENSON & HEDGES	BRITISH AMERICAN TOBACCO AUSTRALIA	TOBACCO
8	8	HUGGIES	KIMBERLY-CLARK	DISPOSABLE NAPPIES
9	9	HOLIDAY	BRITISH AMERICAN TOBACCO AUSTRALIA	TOBACCO
16	10	CADBURY	CADBURY SCHWEPPEES	CHOCOLATE CONFECTIONERY
17	11	PEDIGREE PAL	MASTERFOODS ANZ	DOG FOOD
12	12	NESCAFE BLEND 43	NESTLE	COFFEE
18	13	YOPLAIT	NATIONAL FOODS	YOGHURT
15	14	SORBENT	CARTER HOLT HARVEY	TOILET TISSUE
27	15	NESTLE PETERS	NESTLE	ICE CREAM
13	16	DAIRY FARMERS	DAIRY FARMERS	FRESH MILK
21	17	MCCAIN	MCCAIN	FROZEN VEGES & POTATO
14	18	PAULS	PARMALAT	FRESH MILK
19	19	BIRDS EYE	SIMPLOT	FROZEN VEGES & POTATO
20	20	WHISKAS	MASTERFOODS ANZ	CAT FOOD
22	21	KLEENEX	KIMBERLY-CLARK	TOILET TISSUE
24	22	COLGATE	COLGATE-PALMOLIVE	TOOTHPASTE
28	23	SKI	DAIRY FARMERS	YOGHURT
29	24	BEGA	BONLAND	CHEESE & DIPS
23	25	KRAFT	KRAFT FOODS	CHEESE & DIPS
30	26	SMITH'S CRISPS	THE SMITHS SNACKFOOD COMPANY	SNACK FOODS
32	27	JOHN WEST	UNILEVER (NOW SIMPLOT)	CANNED FISH
89	28	MIGHTY SOFT	GOODMAN FIELDER	BREAD
26	29	ALPINE	PHILIP MORRIS	TOBACCO
33	30	PEPSI	CADBURY SCHWEPPEES	CARBONATED BEVERAGES
59	31	COON	DAIRY FARMERS	CHEESE & DIPS
35	32	BERRI	BERRI	FRUIT JUICES
40	33	MAINLAND	MAINLAND DAIRIES	CHEESE & DIPS
37	34	GOLDEN CIRCLE	GOLDEN CIRCLE	FRUIT JUICES
48	35	GILLETTE	GILLETTE	RAZORS & BLADES
25	36	SUNBLEST	GEORGE WESTON FOODS	BREAD
45	37	DUNHILL	BRITISH AMERICAN TOBACCO AUSTRALIA	TOBACCO
36	38	KLEENEX	KIMBERLY-CLARK	FACIAL TISSUES
31	39	STREETS	UNILEVER	ICE CREAM
47	40	PANTENE	PROCTER & GAMBLE	SHAMPOO/CONDITIONER
56	41	WONDERWHITE	GOODMAN FIELDER	BREAD
38	42	ARNOTT'S SHAPES	ARNOTT'S CAMPBELL'S	BISCUITS
34	43	SCHWEPPEES	CADBURY SCHWEPPEES	CARBONATED BEVERAGES
44	44	UNCLE TOBYS	GOODMAN FIELDER	NUTRITIOUS SNACKS
58	45	HELGAS	GOODMAN FIELDER	BREAD
41	46	LIBRA	SANCELLA	SANITARY PROTECTION
43	47	FLORA	UNILEVER	MARGARINE
39	48	MILO	NESTLE	MILK MODIFIERS
62	49	OLD EL PASO	GENERAL MILLS AUSTRALIA	MEXICAN FOODS
57	50	SAN REMO	SAN REMO	PASTA
84	51	NESTLE	NESTLE	YOGHURT
50	52	KELLOGGS NUTRI-GRAIN	KELLOGG AUSTRALIA	CEREALS
54	53	HEINZ	HEINZ WATTIES	BAKED BEANS & SPAGHETTI
73	54	GOULBURN VALLEY	SPC ARDMONA	CANNED FRUIT
51	55	WEETBIX	SANITARIUM	CEREALS
60	56	OMO	UNILEVER	LAUNDRY DETERGENT
61	57	MOCCONA	DOUWE EGBERTS	COFFEE
46	58	BULLA	REGAL CREAM PRODUCTS	ICE CREAM
49	59	MARLBORO	PHILIP MORRIS	TOBACCO
52	60	VEGEMITE	KRAFT FOODS	YEAST SPREAD
67	61	CONTINENTAL	UNILEVER	DRY SOUP

