

## 1998/99 ACNielsen Top 100 Brands

98/99 NAT. RANK	BRAND	MANUFACTURER	CATEGORY	98/99 NAT. SALES
1	COCA-COLA	TCCC	CARB. BEVS.	\$575.8
2	LONGBEACH	PHILIP MORRIS	CIGARETTES	\$471.7
3	HORIZON	IMPERIAL TOBACCO AUSTRALIA	CIGARETTES	\$385.6
4	WINFIELD	BRITISH AMERICAN TOBACCO (AUSTRALASIA)	CIGARETTES	\$384.1
5	PETER JACKSON	PHILIP MORRIS	CIGARETTES	\$374.8
6	PURA	NATIONAL FOODS	FRESH MILK	\$268.7
7	BENSON & HEDGES	BRITISH AMERICAN TOBACCO (AUSTRALASIA)	CIGARETTES	\$212.2
8	TIP TOP	GEORGE WESTON FOODS	BREAD	\$210.3
9	HOLIDAY	BRITISH AMERICAN TOBACCO (AUSTRALASIA)	CIGARETTES	\$205.4
10	BUTTERCUP	GOODMAN FIELDER	BREAD	\$199.4
11	NESCAFE BLEND 43	NESTLE	COFFEE	\$185.1
12	PEDIGREE PAL	UNCLE BEN'S OF AUSTRALIA	PETFOOD	\$173.2
13	HUGGIES	KIMBERLY-CLARK	DISP NAPPIES	\$160.3
14	SORBENT	CARTER HOLT HARVEY	TOILET ROLLS	\$159.2
15	DAIRY FARMERS	DAIRY FARMERS	FRESH MILK	\$142.9
16	CADBURY	CADBURY	CHOCOLATE BLOCKS	\$141.4
17	KRAFT	KRAFT FOODS LTD	CHEESE & DIPS	\$139.9
18	WHISKAS	UNCLE BEN'S OF AUSTRALIA	PETFOOD	\$128.1
19	PAULS	PARMALAT	FRESH MILK	\$121.5
20	COLGATE	COLGATE PALMOLIVE	TOOTHPASTE	\$115.1
21	SMITH'S CRISPS	THE SMITH'S SNACKFOOD COMPANY	SNACK FOODS	\$111.3
22	KLEENEX	KIMBERLY CLARK	TOILET ROLLS	\$111.0
23	MCCAIN	MCCAIN	FROZ VEGES	\$107.3
24	BIRDS EYE	SIMPLOT	FROZ VEGES	\$103.3
25	BEGA	BONLAC	CHEESE & DIPS	\$101.7
26	PEPSI	PEPSI COLA BOTTLERS AUST	CARB. BEVS.	\$99.6
27	BERRI	BERRI LIMITED	FRUIT JUICES	\$99.1
28	SCHWEPPE	SCHWEPPE COTTEE'S	CARB. BEVS.	\$97.6
29	JOHN WEST	UNILEVER FOODS	CANNED FISH	\$94.4
30	ALPINE	PHILIP MORRIS	CIGARETTES	\$90.8

31	ARNOTT'S SHAPES	ARNOTT'S BISCUITS	BISCUITS	\$90.3
32	KLEENEX	KIMBERLY-CLARK	FACIAL TISSUES	\$89.0
33	SKI	DAIRY FARMERS	YOGHURT	\$87.6
34	WEETBIX	SANITARIUM	CEREALS	\$81.9
35	PETERS	NESTLE DAIRY	ICECREAM	\$80.3
36	MARLBORO	PHILIP MORRIS	CIGARETTES	\$79.9
37	HEINZ	HEINZ WATTIES	BAKED BEANS	\$76.3
38	INTERNATIONAL ROAST	NESTLE	COFFEE	\$74.5
39	EDGELL	SIMPLOT	CANNED VEGES	\$74.2
40	MILO	NESTLE	MILK MODIFIERS	\$72.2
41	COTTEE'S	SCHWEPPE'S COTTEE'S	CORDIALS	\$69.4
42	HEINZ	HEINZ WATTIES	BABY FOODS	\$69.2
43	VEGEMITE	KRAFT FOODS LTD	YEAST SPREAD	\$68.5
44	GOLDEN CIRCLE	GOLDEN CIRCLE	FRUIT JUICES	\$67.8
45	LIBRA	SANCELLA	SAN.PRO	\$67.8
46	STRADBROKE	BRITISH AMERICAN TOBACCO (AUSTRALASIA)	CIGARETTES	\$66.9
47	MEADOW LEA	GOODMAN FIELDER	MARGARINE	\$64.7
48	MAINLAND	MAINLAND DAIRIES	CHEESE & DIPS	\$64.5
49	BULLA	BULLA	ICECREAM	\$64.4
50	CHUM	UNCLE BEN'S OF AUSTRALIA	PETFOOD	\$62.2
51	SAN REMO	SAN REMO	PASTA	\$61.9
52	ARNOTT'S TIM TAM	ARNOTT'S BISCUITS	BISCUITS	\$59.8
53	THINS	SNACK BRANDS AUSTRALIA	SNACK FOODS	\$59.2
54	DUNHILL	BRITISH AMERICAN TOBACCO (AUSTRALASIA)	CIGARETTES	\$59.1
55	KELLOGGS NUTRIGRAIN	KELLOGG AUSTRALIA	CEREALS	\$59.1
56	PANTENE	PROCTER & GAMBLE	SHAMPOO/COND	\$58.3
57	LIPTON	UNILEVER FOODS	TEA	\$58.3
58	OLD EL PASO	PILLSBURY AUSTRALIA	MEXICAN FOODS	\$57.5
59	YOPLAIT	NATIONAL FOODS	YOGHURT	\$56.2
60	INGHAMS	INGHAMS ENTERPRISES	POULTRY	\$55.5
61	LATINA	PILLSBURY AUSTRALIA	PASTA	\$55.2
62	COON	DAIRY FARMERS	CHEESE & DIPS	\$55.0
63	REV	AUSTRALIAN MILK MARKETING	FRESH MILK	\$54.3
64	MOCCONA	DOUWE EGBERTS	COFFEE	\$54.2
65	OMO	LEVER REXONA	LAUNDRY DETERGENT	\$53.0

66	GOULBURN VALLEY	ARDMONA	CANNED FRUIT	\$52.9
67	FLORA	UNILEVER FOODS	MARGARINE	\$52.1
68	GLAD	NATIONALPAK	PLASTIC WRAPS & BAGS	\$51.9
69	PUREX	CARTER HOLT HARVEY	TOILET ROLLS	\$51.8
70	REXONA	LEVER REXONA	DEODORANTS	\$51.4
71	CONTINENTAL	UNILEVER FOODS	PACKET SOUP	\$51.1
72	CSR	CSR LIMITED	SUGAR	\$50.6
73	COLD POWER	COLGATE PALMOLIVE	LAUNDRY DETERGENT	\$50.5
74	GREENSEAS	HEINZ WATTIES	CANNED FISH	\$50.0
75	MAGGI	NESTLE FOODS	NOODLES	\$49.8
76	KRAFT	KRAFT FOODS LTD	SALAD DRESSINGS	\$49.6
77	PANADOL	SMITHKLINE BEECHAM	ANALGS/FIBRE	\$49.0
78	KELLOGGS CORNFLAKES	KELLOGG AUSTRALIA	CEREALS	\$48.7
79	JUST JUICE	NATIONAL FOODS	FRUIT JUICES	\$48.7
80	GO-CAT	NESTLE	PETFOOD	\$47.9
81	SPC	SPC	CANNED FRUIT	\$47.6
82	DRUM	IMPERIAL TOBACCO AUSTRALIA	CIGARETTES	\$46.9
83	DOLMIO	MASTERFOODS	TOMATO PRODS	\$46.8
84	GOLDEN CIRCLE	GOLDEN CIRCLE	CANNED FRUIT	\$46.7
85	DAILY JUICE	BERRI LIMITED	FRUIT JUICES	\$46.5
86	WONDERSOFT	KIMBERLY-CLARK	TOILET ROLLS	\$46.0
87	DEVONDALE	MURRAY GOULBURN	BUTTER	\$44.8
88	BROWNES	BROWNES DAIRY	FRESH MILK	\$44.4
89	SARA LEE	SARA LEE	FROZEN PASTRY	\$44.4
90	SO GOOD	SANITARIUM	MILKS	\$44.1
91	UNCLE TOBYS	GOODMAN FIELDER	MUESLI BARS	\$44.0
92	SNUGGLERS	KIMBERLY-CLARK	DISP NAPPIES	\$43.4
93	BIRDS EYE	SIMPLIT	FROZEN FISH	\$42.7
94	HELGAS	SUNICRUST	BREAD	\$42.5
95	KRAFT	KRAFT FOODS LTD	PEANUT BUTTER	\$42.4
96	MCCAIN	MCCAIN	FROZEN PIZZA	\$42.2
97	MY DOG	UNCLE BEN'S OF AUSTRALIA	PETFOOD	\$41.3
98	RADIANT	CUSSONS	LAUNDRY DETERGENT	\$41.1
99	NESTLE	NESTLE DAIRY	YOGHURT	\$41.0
100	KELLOGGS COCO-POPS	KELLOGG AUSTRALIA	CEREALS	\$40.1