

## Fact Sheet 2: Brands

**Arista Records:** is a noted subsidiary of BMG Entertainment, which is part of Bertelsmann AG.

**Blockbuster:** is the world's largest video-rental chain.

**Cheerios:** is among General Mills' popular brand.

**Duracell:** makes many different types of batteries for its owner Procter & Gamble.

**Bath & Body Works:** is a personal-care products company that makes scents for its parent, Limited Brands.

**Burger King:** is the world's second largest hamburger chain.

**Gap:** sells clothing on behalf of its owner The Gap, Inc.

**Cheez-It:** snack crackers are available in a variety of flavors from Kellogg.

**Express:** sells clothing and was launched by Limited Brands in 1980. It has since become its own company; Express LLC.

**Fritos:** corn chips is owned by Frito-Lay which is owned by PepsiCo.

**Fruit of the Loom:** undergarments are made by Fruit of the Loom, Inc. which is owned by Berkshire Hathaway.

**Crest:** covers a full line of dental hygiene products from Procter & Gamble Co. including toothpaste, toothbrushes, and mouthwashes.

**Jif:** is the peanut butter part of a peanut butter and jelly sandwich produced by J. M. Smucker Co.

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**Disney:** is a theme park, a movie studio, a cable channel and many more things to its owner The Walt Disney Company.

**Taco Bell:** is a nice Mexican food alternative to pizza offered by Yum! Brands.

**Dr. Pepper:** soda which was first introduced in 1885 is a product of the Dr. Pepper Snapple Group.

**Doritos:** is just one of the tangy snack chips produced by PepsiCo.



**Minute Maid:** orange juice is sold under the Cappy brand which is owned by Coca-Cola.

**Dairy Queen:** which introduced its soft frozen desserts in 1938 is owned by Berkshire Hathaway.

**Dannon:** yogurt is a product of Groupe Danone.

**Good & Plenty:** licorice candies are made by Hershey Foods.

**Dentyne:** gum is available in a variety of flavors produced by Cadbury plc.



**Tropicana:** orange juices are made by PepsiCo.

**Ben & Jerry's:** makes ice cream and is a subsidiary of consumer products company, Unilever.

**Pizza Hut:** restaurants is run by its owners Yum! Brands.

**Domino's:** is the world's #2 pizza chain.



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