

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.

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

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


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



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 are run by its owners Yum! Brands.

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



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