



Food & Beverage Industry

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Slide Show	Ice-Cream Brand Market - Year 2000	%	Market Share Sectors
	Breyers	12.0	Market Share Index
Pie Charts	Dreyers Brand Ice-Cream	10.0	Premium Ice-Cream Market
Coming Soon	Blue Bell	5.6	Frozen Yogurt Market
	Haagen Daz	4.5	
	Ben & Jerry's	3.7	
	Well's Blue	2.8	>
	Turkey Hill	2.4	>
	Dreyers/Ed'y Light	2.2	>
	Healthy Choice	2.1	>

Source: Company Reports, *USBR Research*

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