

## Food manufacturers make Consumer Superbrands top 20

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12-Mar-2018 - Last updated on 13-Mar-2018 at 08:41 GMT



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Coca-Cola, Heinz, Cadbury and Häagen-Dazs have made it into the top 20 Consumer Superbrands.

The highest food and drink manufacturer in the listing was Coca-Cola, which came in at number 5, behind non-food brands Lego, Gillette, Apple and Andrex. Heinz came in at number nine, Cadbury at 11 and ice cream brand Häagen-Dazs at 20.

The Superbrands were voted for by 2,500 members of the British public and ratified by a voluntary council of senior independent industry experts. The process was managed by The Centre for Brand Analysis (TCBA) in partnership with Research Now SSI. It saw the public judge just over 1,500 brands from across 78 categories against the three core factors inherent in a Superbrand: quality, reliability and distinction.

Stephen Cheliotis, chief executive of TCBA and chairman of Superbrands, said: "British Airways tumbling from top spot to outside of the top 20 should be a wake-up call for all brands.

*"In a world where customer expectations have rightfully risen, brands cannot afford to disappoint and need to continually deliver to retain their valuable reputations. No brand, however strong, is immune to changing consumer sentiment.*

*"Being named a Superbrand by the British public is an accolade that every brand should be proud of, but to retain this award, brands need to continue to deliver quality and reliable products and services that stand out from their rivals."*

Brands do not apply or pay to be considered for the listing. A database of consumer brands operating in the UK was compiled using a wide range of sources, from sector reports to blogs, with just over 1,500 shortlisted.