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Green Mountain Stands Tall Alongside Coke, Gatorade, Lipton, SoBe, vitaminwater, and Poland Spring as Harris Poll EquiTrend® Brands of the Year



Goya Coco Water, Tropicana, Juicy Juice, Michelob Ultra, Yuengling, Glenlivet, and Skyy are some of America's favorite drinks

NEW YORK, April 24, 2012 /PRNewswire/ -- There is a drink for every occasion—whether resting at home, working out at the gym, or enjoying a night on the town. The **2012 Harris Poll EquiTrend (EQ) study** takes stock of America's thirst quenchers to find out which beverage brands bubble to the top. EQ is a study of brand health that is conducted yearly by Harris Interactive.

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Green Mountain Peaks over Better Known Competitors

Green Mountain Coffee is the **Coffee Brand of the Year** in the 2012 Harris Poll EquiTrend study. In a category with thirteen well-known coffee brands such as Folger's, Dunkin' Donuts, Eight O'clock, Seattle's Best, and Starbucks, Green Mountain leads in overall equity.

Although Green Mountain is less well known among consumers than brands like Folger's, Maxwell House, and Starbucks, it earns the highest quality and purchase consideration ratings within the category.

"One of the great strengths of the Harris Poll EquiTrend study is that it is a measure of brand *value* rather than just brand recognition," says Robert Fronk, Executive Vice President at Harris Interactive. "Green Mountain Coffee is by no means the best known coffee brand, but it is clear that those who do know it, love it. Green Mountain's high standing may also be a reflection of the efficacy in 'doing well by doing good'. It has attained a reputation as an exceptional corporate citizen. One implication from this study is that good corporate citizens that also produce high-quality products are very likely to generate exceptional levels of brand equity."

Harris Poll EquiTrend® Coffee Brand of the Year		
1	Green Mountain Coffee	65.05
2	Folger's Ground Coffee	63.88
3	Dunkin' Donuts Ground Coffee	62.98
4	Millstone Ground Coffee	60.22
5	Eight O'clock Ground Coffee	59.66
6	Maxwell House Ground Coffee	59.62
7	Caribou Ground Coffee	59.25
	Category Average	58.84

Coke is Still the Highest Ranked Soft Drink

When it comes to carbonated beverages, the Coca-Cola megabrand sweeps the regular and diet soft drink categories. Coca-Cola and Diet Coke are the **Soft Drink** and **Diet Soft Drink Brands of the Year**, followed by Pepsi-Cola, Sprite, 7-Up, and Dr Pepper, which all rank above category average in the regular soft drink group. Sprite Zero, Diet Dr Pepper, and Coke Zero are the next highest ranked diet soft drinks.

Harris Poll EquiTrend®		
Soft Drink Brand of the Year		
1	Coca-Cola	72.30
2	Pepsi-Cola	70.07
3	Sprite	68.05
4	7-Up	67.32

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5	Dr Pepper	66.08
	Category Average	65.86
Harris Poll EquiTrend®		
Diet Soft Drink Brand of the Year		
1	Diet Coke	57.55
2	Sprite Zero	55.53
3	Diet Dr Pepper	55.06
4	Coke Zero	54.33
	Category Average	53.62

SoBe Keeps Americans on the Move

As the energy drink market grows, the 2012 Harris Poll EquiTrend study shows that SoBe Adrenaline Rush is the [Energy Drink Brand of the Year](#) among Americans looking for an extra something to keep them going. AMP and RockStar also rank above the energy drink category average.

Harris Poll EquiTrend®		
Energy Drink Brand of the Year		
1	SoBe Adrenaline Rush Energy Drink	47.59
2	AMP Energy Drink	47.45
3	Rock Star Energy Drink	46.89
	Category Average	45.75

Wet Your Whistle with Water 2.0

Water has been reinvented and is more varied than ever. Goya Coco Water becomes the [Coconut Water Brand of the Year](#), while the highest ranked [enhanced water](#) is Glaceau vitaminwater. Gatorade is the top brand among sports drinks. However, when yearning for good, old H2O to quench their thirst, consumers ask for Poland Spring, the 2012 [Bottled Water Brand of the Year](#).

Harris Poll EquiTrend®		
Coconut Water Brand of the Year		
1	Goya Coco Water	60.17
	Category Average	58.37
Harris Poll EquiTrend®		
Enhanced Water Brand of the Year		
1	Glaceau vitaminwater	61.13
	Category Average	58.43
Harris Poll EquiTrend®		
Sports Drink Brand of the Year		
1	Gatorade	64.05
	Category Average	58.34
Harris Poll EquiTrend®		
Bottled Water Brand of the Year		
1	Poland Spring Bottled Water	64.03
2	Deer Park Bottled Water	63.35
3	Arrowhead Bottled Water	63.28
4	Ice Mountain Bottled Water	63.25
5	Aquafina Bottled Water	62.88
6	Dasani Bottled Water	61.79
	Category Average	60.85

America's Main Squeeze is Tropicana

When consumers crave fruit juice, they turn to Tropicana—the [Fruit Juice Brand of the Year](#), according to the 2012 Harris Poll EquiTrend study. Other favorite fruit juice brands that rank above category average include Ocean Spray, Florida's Natural, Welch's, Minute Maid, and Dole. Meanwhile, Juicy Juice takes the top spot for [Fruit Flavored Drink Brand of the Year](#), followed by Kool-Aid and Capri Sun.

Harris Poll EquiTrend®		
Fruit Juice Brand of the Year		
1	Tropicana Juices	69.14
2	Ocean Spray Juices	68.67
3	Florida's Natural Juices	68.40

4	Welch's Juices	67.88
5	Minute Maid Juices	67.87
6	Dole Juices	67.54
	Category Average	65.73
Harris Poll EquiTrend®		
Fruit Flavored Drink Brand of the Year		
1	Juicy Juice	61.89
2	Kool-Aid	59.73
3	Capri Sun	59.50
	Category Average	57.71

It's Tea Time in America

Lipton Tea products, of both hot and cold varieties, have become the 2012 [Hot Tea and Bottled Ice Tea Brands of the Year](#). Other hot tea brands include Bigelow, Twinings, Celestial Seasonings, and Tazo, while top bottle iced teas include Luzianne and Turkey Hill.

Harris Poll EquiTrend®		
Hot Tea Brand of the Year		
1	Lipton Teas	70.59
2	Bigelow Tea	68.18
3	Twinings Tea	67.89
4	Celestial Seasonings Tea	67.57
5	Tazo Tea	66.18
	Category Average	65.92
Harris Poll EquiTrend®		
Bottled Iced Tea Brand of the Year		
1	Lipton Iced Tea	69.16
2	Luzianne Tea	64.67
3	Turkey Hill Tea	63.94
	Category Average	63.57

Favorite Beer, Whiskey, and Vodka Brands

For consumers that can enjoy it, Yuengling Traditional Lager and Michelob Ultra are the [Regular and Light Beer Brands of the Year](#). Americans savor occasional spirits as well and select Glenlivet Single Malt as the [top ranked scotch whiskey brand](#). Also in the same category and earning above average equity scores are Glenfiddich Scotch, Bushmills Irish Whiskey, Chivas Regal, Jameson Irish Whiskey, and Jack Daniel's Whiskey. Americans also raise their glasses to Skyy Vodka, the [top ranked vodka](#), followed by Grey Goose, Ketel One, and Svedka.

Harris Poll EquiTrend®		
Beer Brand of the Year		
1	Yuengling Traditional Lager Beer	65.60
2	Blue Moon Beer	64.97
3	Sierra Nevada Pale Ale Beer	63.80
4	Newcastle Brown Ale Beer	61.93
5	Guinness Stout	59.40
6	Samuel Adams Lager	58.55
7	Modelo Especial Beer	55.86
8	Becks Beer	54.70
9	Heineken Beer	54.48
10	Corona Extra Beer	53.93
	Category Average	53.91
Harris Poll EquiTrend®		
Light Beer Brand of the Year		
1	Michelob Ultra Beer	51.13
2	Corona Light Beer	50.57

3	Heineken Premium Light Beer	50.54
4	Budweiser Select Beer	50.21
5	Bud Light Beer	49.43
6	Coors Light Beer	48.76
7	Miller Lite Beer	48.03
8	Miller High Life Light Beer	47.99
	Category Average	47.83

Harris Poll EquiTrend®		
Scotch Whiskey Brand of the Year		
1	Glenlivet Single Malt Scotch Whisky	64.07
2	Glenfiddich Scotch	63.85
3	Bushmills Irish Whiskey	62.92
4	Chivas Regal Scotch Whisky	62.04
5	Jameson Irish Whiskey	61.23
6	Jack Daniel's Whiskey	59.59
	Category Average	58.66
Harris Poll EquiTrend®		
Vodka Brand of the Year		
1	Skyy Vodka	62.64
2	Grey Goose Vodka	62.63
3	Ketel One	61.90
4	Svedka Vodka	61.03
	Category Average	60.66

About Harris Poll EquiTrend®

Harris Poll EquiTrend® is a leading Brand Equity tracking study conducted by Harris Interactive that measures and compares brand health for more than 1,500 brands. The study was conducted online from January 31 through February 20, 2012 and analyzes the responses of over 38,500 consumers on key measures of brand health - including how well the public knows a brand, how positively they think of the brand and their consideration to do business with or donate to a brand. Each brand is rated 1,000 times among respondents who are familiar with the brand. Harris Interactive has conducted its EquiTrend study regularly since 1989, and can offer yearly trended data from 2005. The Equity Score, a key take-away from EquiTrend, has been validated against financial performance by Georgetown University.

These statements conform to the principles of disclosure of the National Council on Public Polls.

The Harris Poll EquiTrend® study results disclosed in this release may not be used for advertising, marketing or promotional purposes without the prior written consent of Harris Interactive.

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For a complete listing of all the brands covered in the study, contact Dagney Cassella at 212-539-9600 or dcassella@harrisinteractive.com.

About Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for **The Harris Poll®** and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in more than 215 countries and territories through our North American and European offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us - and our clients - stay ahead of what's next. For more information, please visit www.harrisinteractive.com.

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