

**TABLE 4.8: COMPARISON OF CURRENT/ ACTUAL PURCHASING AND PREFERRED BREAD BRANDS**

Brand	Current / actual purchasing	Preferred purchasing	Difference
Albany	60%	69%	9%
In-house freshly baked	27%	67%	40%
<u>Sasko</u>	32%	38%	6%
<u>Housebrands</u>	33%	39%	6%
Blue ribbon	28%	36%	8%
Sunbake	17%	21%	4%
<u>Futurelife</u>	7%	17%	10%
<u>Anat</u>	4%	12%	8%
Calorie conscious	5%	16%	11%
<u>Wheatfields</u>	5%	11%	6%
Fresh earth	4%	10%	6%
Dutch bakery	4%	11%	7%
Banting revolution	4%	9%	5%