

20121030 - BNI of kinds of corn chips - 2012

[Data] [[<Normal page](#)] [**PEREZGONZALEZ Jose D (2012)**. *BNI of kinds of corn chips*. Journal of Knowledge Advancement & Integration ([ISSN 1177-4576](#)), 2012, pages 310-312.]

BNI of generic brands

[Fold](#)

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Some corn chips⁵ are sold under generic brands (eg, a supermarket brand) while others are sold under proprietary brands. Thus, it is of interest to test whether such characteristic informs about overall nutritional balance ([BNI](#)) and, thus, whether it may help choose more balanced products. As part of a research on the nutritional balance of corn chips ([2012a](#))², Perezgonzalez ([2012b](#))³ also assessed whether generic and proprietary brands differed in regards to overall nutritional balance. This article summarizes that research.

Illustrations 1 to 4 show the nutritional profiles of corn chips sold both under named brands and under generic brands. These profiles were quite similar, albeit a slightly higher for generic brands (BNI 55.14) due, mainly, to them providing more saturated fat and sodium than proprietary brands did.

Illustration 1: Nutrition information (named brands)

| BNI | 47.09f | 0.00 |
|---------------|--------|---------|
| Food, 100g | 2012 | Ideal |
| Protein | 7.7 | 24.7 |
| Carbohydrate | 58.9 | 67.8 |
| Sugar | 2.5 | < 2.5 |
| Fat | 25.2 | 13.7 |
| Saturated fat | 8.0 | < 5.5 |
| Fiber | 3.7* | 7.4 |
| Sodium | 0.549 | < 0.493 |
| Kcal | 493.2 | 493.2 |
| kJul | 2063.5 | 2063.5 |

(*) Fiber content estimated from [Doritos Burn](#).

Illustration 2: Nutrition information (generic brands)

| BNI | 55.14f | 0.00 |
|---------------|--------|---------|
| Food, 100g | 2012 | Ideal |
| Protein | 6.2 | 24.4 |
| Carbohydrate | 58.9 | 67.0 |
| Sugar | 2.7 | < 2.7 |
| Fat | 25.2 | 13.5 |
| Saturated fat | 10.3 | < 5.4 |
| Fiber | 3.7* | 7.3 |
| Sodium | 0.687 | < 0.487 |
| Kcal | 487.2 | 487.2 |
| kJul | 2038.4 | 2038.4 |

(*) Fiber content estimated from [Doritos Burn](#).

Illustration 3: Nutritional profile (named brands)

| | | | | | | |
|-----|---|---|--|--|--|--|
| 55% | | | | | | |
| 50% | * | | | | | |
| 45% | * | * | | | | |
| 40% | * | * | | | | |

Illustration 4: Nutritional profile (generic brands)

| | | | | | | |
|-----|---|---|--|--|--|--|
| 55% | | | | | | |
| 50% | * | | | | | |
| 45% | * | * | | | | |
| 40% | * | * | | | | |

| | | | | | |
|-----|----------|----------|-----------|--|-----------|
| 35% | | * | * | | |
| 30% | | * | * | | |
| 25% | | * | * | | |
| 20% | | * | * | | |
| 15% | | * | * | | |
| 10% | | * | * | | * |
| 5% | * | * | * | | * |
| mid | p | c | f | | fb |
| max | | s | sf | | na |
| 5% | | | * | | * |
| 10% | | | * | | * |
| 15% | | | * | | * |
| 20% | | | | | * |
| 25% | | | | | * |

ideal % = grey cells; actual % = asterisk (*)

| | | | | | |
|-----|----------|----------|-----------|--|-----------|
| 35% | | * | * | | |
| 30% | | * | * | | |
| 25% | | * | * | | |
| 20% | | * | * | | |
| 15% | | * | * | | |
| 10% | | * | * | | * |
| 5% | * | * | * | | * |
| mid | p | c | f | | fb |
| max | | s | sf | | na |
| 5% | | | * | | * |
| 10% | | | * | | * |
| 15% | | | * | | * |
| 20% | | | * | | * |
| 25% | | | | | * |
| 30% | | | | | * |
| 35% | | | | | * |

ideal % = grey cells; actual % = asterisk (*)

Methods

Research approach

Exploratory study comparing corn chips⁵ sold under generic and proprietary brands.

Data

Stratified sample of 37 corn chip products (*Perezgonzalez, 2012c*⁴), of which 11 were from generic brands and 26 were from proprietary brands

Materials & analysis

Relevant data were collated, then assessed using the [Balanced Nutrition Index™ \(BNI™\)](#) technology (see *Perezgonzalez, 2011*¹). SPSS-v18 was used for the computation of variables, including BNI and international indexes, and statistical analyses.

References

1. **PEREZGONZALEZ Jose D (2011)**. *Balanced Nutrition Index™ (BNI™)*. Journal of Knowledge Advancement & Integration ([ISSN 1177-4576](#)), 2011, pages 20-21.
2. **PEREZGONZALEZ Jose D (2012a)**. *Nutritional balance of corn chips (descriptive statistics) (2e)*. Journal of Knowledge Advancement & Integration ([ISSN 1177-4576](#)), 2012, pages 275-278.
3. **PEREZGONZALEZ Jose D (2012b)**. *BNI of kinds of corn chips (descriptive statistics)*. Journal of Knowledge Advancement & Integration ([ISSN 1177-4576](#)), 2012, pages 300-304.
4. **PEREZGONZALEZ Jose D (2012c)**. *Corn utopia*. The Balanced Nutrition Index ([ISSN 1177-8849](#)), 2012, issue 6.

+++ **Notes** +++

5. Includes both corn chips and tortilla chips. Thus, they can be defined as thin shapes of pressed corn (usually cut into triangles or circles), and then oven-baked or deep-fried.

Want to know more?

[BNI™ database](#)

The database offers individual nutrition analyses for food, including the foods referred to in above article.

[BNI™ journal \(2012, issue 6\) - Corn utopia](#)

This issue of the Balanced Nutrition Index™ journal collates all BNI™ nutrition information about the original sample in a single book.

Wiki of Science - BNI of kinds of corn chips (further knowledge)

Two Wiki of Science pages provide further [descriptive](#) and [inferential](#) information about the nutritional balance of kinds of corn chips.

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