2017 BATTLE OF THE BRANDS TOURNAMENT

First Round (March 16 - 17)	Second Round (March 18 - 19)	Sweet 16 (March 23 - 24)	Elite 8 (March 25 - 26)	Final Four (April 3)	Final Four (April 3)	Elite 8 (March 25 - 26)	Sweet 16 (March 23 - 24)	Second Round (March 18 - 19)	First Round (March 16 - 17)
HOME vs. FAMILY								**BREAKFAST vs. LUNCH**	
1 Dollar Shave Club [353]	Dollar Shave Club [264]							Pop-Tarts [1,878]	Pop-Tarts [939] 1
16 Gillette [296]	Wayfair [45]							Chobani [0]	Kashi [514] 16
8 Wayfair [91]		Dollar Shave Club [264]					Pop-Tarts [1408]		Chobani [514] 8
9 Kohl's [67]		Coca-Cola [630]					Lunchables [313]		Fage [19] 9
5 Odwalla [72]	Odwalla [72]							Lunchables [941]	Lunchables [627] 5
12 Bai [39]	Coca-Cola [841]							Smuckers [173]	Applegate [0] 12
4 Maxwell House [81]			Coca-Cola [2,103]			Pop-Tarts [0]			Smuckers [173] 4
13 Coca-Cola [420]			Mr. Clean [3,882]			Eggo [1,336]			Welches [52] 13
6 Calphalon [18]	Kitchenaid [210]							Nespresso [0]	olthouse Farms [40] 6
11 Kitchenaid [140]	Rubbermaid [21]							Eggo [1,000]	Nespresso [404] 11
3 Rubbermaid [86]		Kitchenaid [70]					Eggo [1,667]		Eggo [1,333] 3
14 Glad [67]		Mr. Clean [1,941]					Lay's [468]		Hungry Jack [0] 14
7 Mr. Clean [776]	Mr. Clean [1,941]			Mr. Clean				Jif [124]	Jif [248] 7
10 Clorox [127]	Graco [0]			Eggo				Lay's Potato Chips [1,406]	Peter Pan [0] 10
2 Graco [139]			Mr. Clean [3,882]		Eggo [20,004]				s Potato Chips [469] 2
15 Safety 1st [10]			Dove [0]		Kraft Mac [0]				Tostitos [103] 15
PET vs. BEAUTY								**DINNER vs. DESSERT**	
1 Neutrogena [51]	Neutrogena [128]							Perdue [0]	Tyson's Food [0] 1
16 CoverGirl [0]	iams [0]							Hostess [273]	Perdue [156] 16
8 iams [622]		Neutrogena [0]					Hostess [63]		Hostess [190] 8
9 Pedigree [0]		Dove [1,876]					Kraft Mac [1,852]		Entenmann's [0] 9
5 Origins [0]	Dove [2,345]							Kraft Mac [1,428]	Kraft Mac [1,111,] 5
12 Dove [938]	Friskies [0]							Pillsbury [0]	Velveeta [0] 12
4 Meow Mix [102]			Dove [4,691]			Kraft Mac [18,525]			Pillsbury [200] 4
13 Friskies [279]			Olay [534]			Oreo [12,080]			Tollhouse [51] 13
6 Milk Bone [0]	Purina [615]							Annies [118]	DiGiorno [0] 6
11 Purina [615]	Wellness [144]							Lean Cuisine [0]	Annies [89] 11
3 Kibbles n Bits [44]		Purina [205]					Annies [29]		Lean Cuisine [322] 3
14 Wellness [72]		Olay [534]					Oreo [1,208]		Healthy Choice [68] 14
7 Olay [178]	Olay [53]							Häagen-Dazs [91]	Dreyers [422] 7
10 Burt's Bees [56]	MAC Cosmetics [706]							Oreo [724]	Häagen-Dazs [182] 10
2 MAC Cosmetics [353]									Chips Ahoy! [0] 2
15 Estee Lauder [29]									Oreo [724] 15