

Claim:

Sub Claim 1:

Sub Claim 2:

Warrant (sub claim):

Warrant (sub claim):

Evidence 1:

Evidence 2:

Warrant (Evidence):

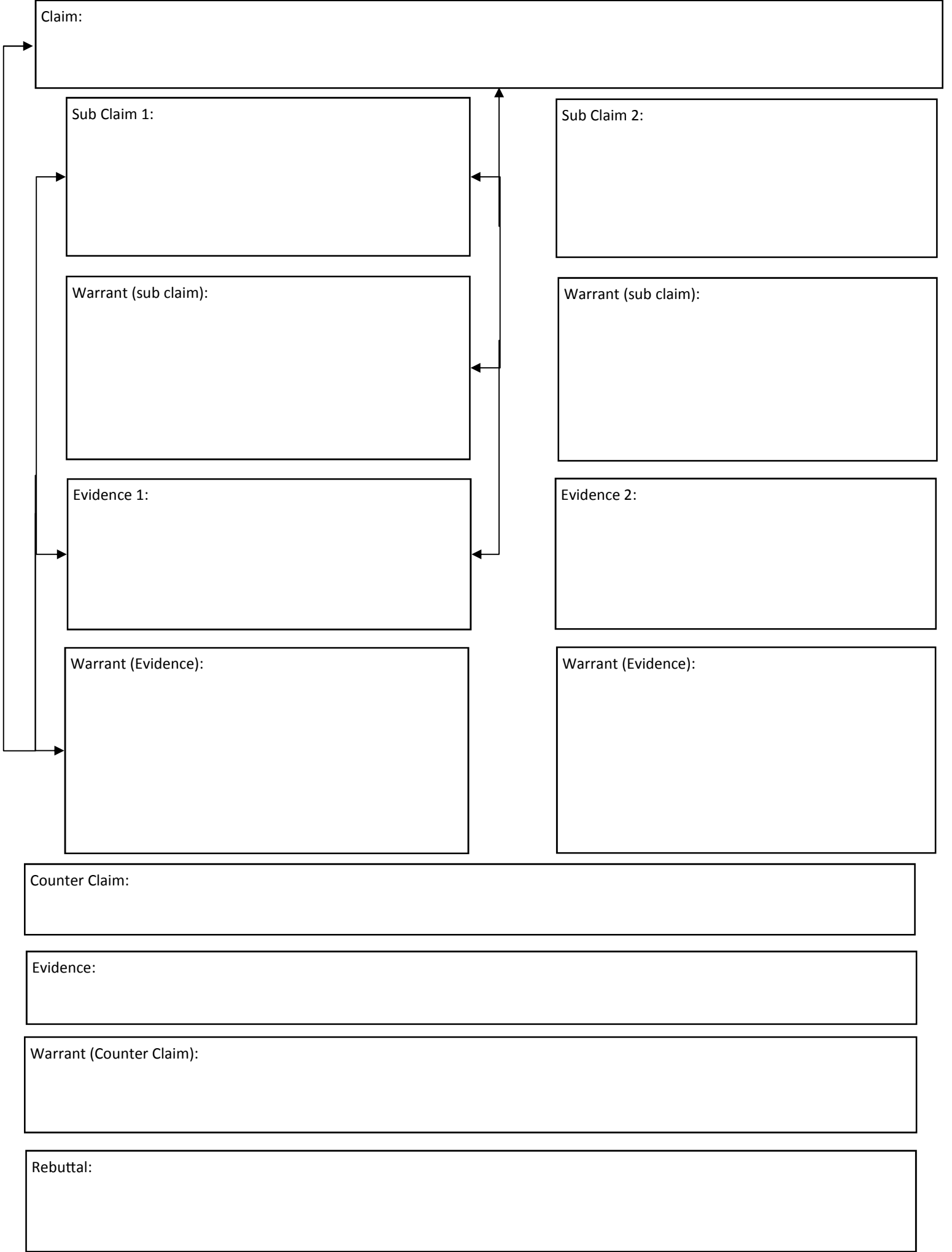
Warrant (Evidence):

Counter Claim:

Evidence:

Warrant (Counter Claim):

Rebuttal:



Claim: Juicy Fruit is the Best Gum Ever!

Sub Claim #1: Juicy Fruit is the best tasting gum.

- **Warrant/Principle:** Good gum must taste good.
- **Evidence #1:** Consumer Reports survey compared the taste of Juicy Fruit with other types of gum.
 - **Warrant/Principle:** People trust research done by the Consumer Reports magazine
 - **Evidence #2:** Juicy Fruit uses real fruit juice in the recipe.
 - **Warrant/Principle:** Real juices taste better than artificial flavors.

Sub Claim #2: Juicy Fruit blows the biggest bubbles.

- **Warrant/Principle:** Gum must blow bubbles.
- **Evidence #1:** Survey of 20 friends with different types of gum. Juicy Fruit bubbles were biggest 8 out of 10 times.
 - **Warrant/Principle:** The results of studies are to be trusted and valued over mere opinion.

Counter Claim: Juicy Fruit is not the best tasting gum because it loses its flavor too quickly.

- **Warrant/Principle:** Good gum must hold its flavor for a long period of time.
- **Evidence :** Consumer Report survey compared the longevity of flavor of Juicy Fruit with other types of gum
- **Rebuttal:** Though the flavor of Juicy Fruit did not hold its flavor as long as other, the difference in time was only a few seconds less.