

## Supplemental material

Table S1 – Nutritional composition of mock-up products.

Products	Serving size	Energy (kJ/kcal)	Total fat (g)	Saturated fat (g)	Sugars (g)	Sodium (mg)	High <sup>a</sup>	Medium <sup>b</sup>	Low <sup>b</sup>
Crackers 497	about ten crackers (32g)	544/130	3	1.5	2	230	SF/SO	F/SU	
Crackers 516	three crackers (24g)	452/108	3.5	1.6	0.5	80	SO		F/SF/SU
Crackers 695	two crackers (15g)	209/50	0	0	0	100	SF/SO	F	SU
Yogurt 114	one serving (150g)	418/100	0	0	2	55			ALL
Yogurt 626	one serving (100g)	377/90	0	0	4	75	SU		F/SF/SO
Yogurt 942	one serving (156g)	502/120	2.5	1.5	5	50	SF/SU		F/SO
Cereal 351	one cup (28g)	460/110	0	0	9	170	SU/SO		F/SF
Cereal 868	one and a half cup (42g)	628/150	0	0	4	300	SU/SO		F/SF
Cereal 964	one serving (30g)	473/196	0.6	0	3	190	SO	SU	F/SF
Flavoured milk 215	one bottle (237ml)	628/150	2.5	1.5	11	130	SU		F/SF/SO
Flavoured milk 301	one serving (200ml)	699/167	5.1	2.4	14	160	SF/SU	F	SO
Flavoured milk 566	one serving (190ml)	711/170	5.5	3	13	130	SF/SU	F	SO

<sup>a</sup>Nutrient content level classified as high according to the Nutrient profile model of the Pan-American Health Organization[43]; <sup>b</sup>Nutrient content level classified as medium or low according to the UK/HD/FSA[41]; F: total fat; SF: saturated fat; SU: sugars; SO: sodium; ALL: total fat, saturated fat, sugars and sodium.