

**Table S1** The change in price of some typical products.

<b>Supermarket product</b>	<b>Old price</b>	<b>New price</b>	<b>Change in price for a typical serve</b>
Cadbury milk chocolate bar 50g	\$2.02	\$2.22	\$0.20 per 50g bar
Nestle Peters Ice Cream Original Vanilla 2L	\$6.09	\$10.05	\$0.20 per 100mL serve
Coca Cola Soft Drink Coke Bottle Chilled 600mL	\$3.00	\$3.28	\$0.18 per 375mL can
Coles Sausages Classic Beef 560g	\$3.30	\$3.87	\$0.19 per 2 thick sausages (188g)
McCain Pizza Family Supreme Frozen 500g	\$6.53	\$7.12	\$0.19 per 2 slices of 30cm pizza (158g)
Coles Fresh Apples - Pink Lady Prepacked 1kg	\$5.78	\$4.37	-\$0.20 per 1 medium apple (140g)

NB. All prices are shown in 2010 Australian dollars. The average change in price across all products was 10%.