Supplementary File A: Logic model

INPUT/RESOURCES	ACTIVITY	OUTPUT	SHORT TERM OUTCOMES	MEDIUM TERM OUTCOMES	LONG TERM OUTCOMES

- Invitation letter to participate
- Engagement event
- Follow up contact in person/call
- Incentives: HC loyalty scheme points & free packaging
- Promotional posters

- Owner/manager trials reduced sized meal portions
- Owner/manager trials box packaging
- Owner/manager accepts packaging but does not use for Fish & Chip meals
- Owner/manager does not respond to request to participate in the intervention

- Meals available with fewer calories
- New packaging increases kcal content of meals
- Decrease in business profits, owner/manager stops trial

- Lower calories consumed overall by customers
- Higher calorie foods consumed elsewhere in diet (compensation)

- Decrease in preference for unhealthier portion sizes in customers
- No change in preference for unhealthy portions in customers

- Increased provision of lower calorie meals in Fish & Chip Shops
- Decrease in high calorie diet related diseases

Intervention fails