

**Supplementary Table 1. Examples of health-related claims under the INFORMAS taxonomy<sup>1</sup>**

Types of health-related claims		Examples	
<b>Nutrition Claim</b>			
<i>Nutrient content claim</i>	Fibre	Sodium/Salt	"Source of protein"
	Energy	Cholesterol	
	Antioxidants/vitamins/minerals/hormones	Omega 3	
	Carbohydrates	Taurine/guanine	
	Fats	Caffeine	
	Sugar	Protein	
<i>Nutrient comparative claim</i>	Reduced fat	Reduced calories	"Reduced in sodium"
	More calcium	More fibre	
	Less sodium/salt	Reduced carbohydrates	
	Reduced sugar	More protein	
<i>Health-related ingredient Claim</i>	Wholegrain	Grains/seeds	"Contains wholegrain"
	Fruits/nuts/honey	Milk/cream	
	Vegetables/plants	Edible oils/oil emulsions	
	Bacteria/culture/probiotics/prebiotics	Cocoa/cacao	
<b>Health Claims</b>			
<i>General health claim</i>	General health claim	Specific body systems	"Healthy", "Maintaining healthy body weight"
	Super, healthy,	Digestive health	
	Low GI/energy density	Bones health	
<i>Nutrient and other function claim</i>	Nutrient + nutrient absorption	Nutrient + muscle	"Probiotic cereal that contributes to healthy gut flora"
	Nutrient + bone	Nutrient + digestion	
	Nutrient + growth	Nutrient + immunity	
	Nutrient + energy	Nutrient + overall health	
	Nutrient + strength	Nutrient + brain	
<i>Reduction of disease risk Claim</i>	Heart-related	Diabetes	"A healthy diet low in saturated and <i>trans</i> fats may reduce the risk of heart disease"
	Heart Foundation logos <sup>2</sup>	Glycaemic impact	
	Nutrient absorption	Osteoporosis	
	Cholesterol absorption		
<b>Other Claims</b>			
<i>Other health-related claims</i>	Other health-related claim		"Gluten-free"
	Environment claim		"Organic"

<sup>1</sup>Adapted from Rayner, et al, *Monitoring the health-related labelling of foods and non-alcoholic beverages in retail settings. Obes Rev, 2013. 14 Suppl 1: p. 70-81.* "A taxonomy of health-related food labelling for INFORMAS"; Rayner, M. and S. Vandevijvere. *INFORMAS Protocol: Food Labelling Module*. 2017. Available from: [https://figshare.com/articles/INFORMAS\\_Protocol\\_Food\\_Labelling\\_Module/5673643](https://figshare.com/articles/INFORMAS_Protocol_Food_Labelling_Module/5673643) <sup>2</sup> Logos used by national heart foundations such as the British

Heart Foundation or the Australia/New Zealand Heart Foundation Tick were considered as reduction of disease risk claims. In Canada, a similar symbol was used at the time of data collection (the Heart and Stroke Foundation logo) and therefore classified as such for the propose of this study; however, it is important to note that the claim did not comply with the Canadian regulations for disease risk reduction claims and it could be considered instead as an unregulated general health claim. The Heart and Stroke Foundation logo was discontinued in 2014.

**Supplementary Table 2. Global Food Monitoring Group food categories<sup>1</sup>**

	<b>Food category</b>	<b>Description</b>	
<b>Beverages</b>	Juices	Fresh and ambient fruit and vegetable juices	
	Soft drinks	Sugar-sweetened and artificially-sweetened soft drinks	
	Electrolyte drinks	Sports electrolyte drinks	
	Waters	Plain and flavored waters	
	Coffee and tea	All coffee and tea products	
	Powdered beverages	All beverage mixes	
<b>Bread and bakery products</b>	Bread	White, wholemeal and mixed grain/seed sliced bread and rolls	
		Fruit bread and fruit-based muffins/rolls	
		Wraps and other flatbread products	
		Turkish pide, bagels, English-style muffins, crumpets, pizza bases and other plain bread-based products	
	Biscuits and cookies	Filled and unfilled sweet biscuits	
	Cakes, muffins and pastry	Flavored and plain crisp bread and crackers	
Scones, pikelets, doughnuts, cakes, sweet buns, pancakes, crepes, muffins (cake-style), slices etc			
Cake, pikelet and pancake dry mixes			
		Sweet pastries (fresh, ambient, chilled and frozen)	
<b>Cereal and grain products</b>	Breakfast cereal	Ready to eat breakfast cereals	
		Oats and other breakfast cereals that require heating	
		Other processed cereals (e.g. bran)	
	Cereal and nut-based bars	Plain, chocolate-topped and yoghurt-topped cereal-based bars	
	Noodles	Plain dry noodles	
		Savory/flavored dry noodle-based dishes	
		Pasta	Canned and ambient pasta and sauce (with and without meat) products (excludes frozen ready meals)
			Packaged fresh pasta with sauce
	Savory/flavored dry pasta-based side dishes		
			Plain dry pasta
Rice	Plain rice		
	Savory rice-based side dishes		
Other breakfast products	All breakfast products not included in “Breakfast cereal”		
Other cereal products	Flour and other unprocessed cereals (e.g. polenta, cous cous, bread crumbs, yeast)		
<b>Confectionery</b>	Chocolate and sweets	Chocolate-based confectionery, sugar-based confectionery	
	Chewing gum	All sugar-sweetened and sugar-free chewing gums and bubble gum products	

<b>Convenience foods</b>	Pizza	Frozen and refrigerated pre-packed pizzas
	Soup	Canned, chilled and ambient soup products
	Ready meals	Frozen, chilled and ambient pre-prepared meals
	Meal kits	Kits with ingredients to put meals together
	Pre-prepared salads and sandwiches	Chilled pre-prepared salads and sandwiches
	Other convenience foods	Other pre-prepared foods not included in above categories
<b>Dairy</b>	Cheese	Feta, haloumi, parmesan and other high-salt cheeses All types of full and reduced fat cheddar/Colby etc cheese including shredded, block or sliced Soft cheeses such as cream cheese, ricotta and cottage cheese Processed cheese slices and products
	Cream	Thickened, sour and regular cream products
	Desserts	Dairy-based desserts (e.g. custards, rice puddings) Dairy-based dessert mixes (e.g. powders)
	Ice cream and edible ices	Dairy and non-dairy-based ice cream varieties and edible ices
	Milk products	Flavored and unflavored dairy milk products Flavored and unflavored soymilks Flavored and unflavored oat, almond and other milks Condensed, evaporated and powdered milk products (including coconut milk)
	Yoghurt products	Fruit, flavored and natural yoghurts (full fat, reduced fat and skim varieties) including yoghurt drinks
<b>Edible oils</b>		Salted and unsalted butter and margarine products
<b>Fruit, vegetables, nuts and legumes</b>	Fruit	Dried fruit products including coconut Fruit-based bars Fruit products canned in juice or syrup Fruit gels, fruits in jelly and fruit puree
	Jam and fruit spreads	Jams, marmalades and other preserves
	Nuts and seeds	Salted and unsalted nuts and seeds
	Vegetables	Canned tomato products Canned beans and peas Baked beans in tomato sauce (with and without additions) Canned creamed, plain and sweet corn All other canned vegetables Pickled vegetable and olive products Frozen potato-based products Frozen vegetables

<b>Meat and meat alternatives</b>	Meat alternatives	Plain tofu and other meat-free alternatives Meat-free products (e.g. meat-free sausages)
	Processed meat	Pre-packed bacon products Beef, pork, chicken and lamb sausages and chilled hot dogs Pre-packaged sliced deli meats Pre-packaged salami and cured meats Beef, pork, chicken and lamb meat burgers Canned meat products (excluding soup and pasta) Frozen meat pies, sausage rolls and other meat-based pastry products
<b>Sauces, dressings and condiments</b>	Mayonnaise and salad dressings	Full and low-fat mayonnaise Oil-based, vinegar-based and other types of salad dressing
	Sauces	Table sauces such as tomato sauces and ketchups, sweet chilli, BBQ sauces Steak, HP and Worcestershire sauces Soy, fish, oyster and other Asian high-salt sauces Mustard products Marinade products Meat accompaniments (e.g. apple, cranberry and mint sauces) Plain and flavored tomato paste products Asian and Indian flavored powdered, ambient and liquid meal-based sauces Ambient and fresh pasta sauces Recipe bases
	Spreads	Liquid and powdered gravies and stock Crunchy and smooth salted and unsalted peanut butter Relishes, chutneys and pickles Other savory spreads (e.g. vegetable spreads) Pâté spreads Sweet spreads Yeast-extract spreads (e.g. vegemite) Chilled and ambient dips and salsa
<b>Eggs</b>		All egg products
<b>Fish and fish products</b>	Canned seafood	All varieties of plain and flavored canned seafood
	Chilled and frozen seafood	Chilled processed fish products (e.g. smoked salmon) Coated frozen fish products (e.g. fish fingers) and uncoated fish products

<b>Snack foods</b>	Plain and flavored potato crisps Plain and flavored snack foods Extruded snacks (e.g. cheesy snacks) Plain and flavored corn chips Pretzels, popcorn and other snackfoods Other fried snackfoods (e.g. plantain chips) All varieties of cracker-based snack packs
<b>Sugar, honey and related products</b>	Honey and syrups Honey, golden, maple and other syrups Dessert toppings Sugar and artificial sweeteners

<sup>1</sup> Adapted from Dunford, E., *et al.* International collaborative project to compare and monitor the nutritional composition of processed foods. *Eur J Prev Cardiol* 19, 1326-1332 (2012); Rayner, M. and S. Vandevijvere. *INFORMAS Protocol: Food Labelling Module*. 2017. Available from: [https://figshare.com/articles/INFORMAS\\_Protocol\\_Food\\_Labelling\\_Module/5673643](https://figshare.com/articles/INFORMAS_Protocol_Food_Labelling_Module/5673643)