



Supplementary material

Table S1. Gluten-free labelling and results of nutrient profiling using NPSC per category (GF – gluten-free).

	All products (N)	GF (N)	GF (%)	»Healthier« (N)	»Less healthy« (N)
Beverages	922	10	1	10	
Coffee and tea	156	1	1	1	
Coffee mixes	90				
Instant coffee	10				
Tea	56	1	2	1	
Cordials	74				
Cordials	74				
Electrolyte drinks	14				
Electrolyte drinks	14				
Fruit and vegetable juices	254	8	3	8	
Juices	149	8	5	8	
Nectars	105				
Soft drinks	366	1	0	1	
Energy drinks	25				
Soft drinks	341	1	0	1	
Waters	58				
Waters	58				
Bread and bakery products	971	84	9	30	54
Biscuits	463	30	6		30
Biscuits	463	30	6		30
Bread	275	26	9	16	10
Bread	127	17	13	13	4
Crispy bread	96	7	7	2	5
Dough	39	1	3		1
Tortillas	13	1	8	1	
Cakes, muffins and pastry	233	28	12	14	14
Cakes, muffins & pastry	233	28	12	14	14
Cereal and cereal products	897	72	8	57	15
Breakfast cereals	274	20	7	8	12
Breakfast cereals	240	20	8	8	12
Cereal flakes and bran	34				
Cereal bars	46				
Cereal bars	46				
Pasta	422	34	8	31	3
Dry filled pasta	4				
Dry pasta	287	28	10	27	1
Fresh filled pasta	67	3	4	1	2
Fresh pasta	2				
Noodles	62	3	5	3	
Rice	96	11	11	11	
Rice	96	11	11	11	
Unprocessed cereals	59	7	12	7	
Unprocessed cereals	59	7	12	7	
Confectionery	968	30	3		30
Chewing gum	57	1	2		1
Chewing gum	57	1	2		1
Chocolate and sweets	828	23	3		23
Chocolate and sweets	828	23	3		23
Jelly	83	6	7		6
Jelly	83	6	7		6
Convenience foods	566	18	3	10	8
Other	128	5	4	5	
Side dishes	128	5	4	5	
Pizza	31	1	3	1	

	All products (N)	GF (N)	GF (%)	»Healthier« (N)	»Less healthy« (N)
Pizza	31	1	3	1	
Pre-prepared salads and sandwiches	61	1	2	1	
Pre-prepared salads and sandwiches	61	1	2	1	
Ready meals	180	3	2	2	1
Ready meals	180	3	2	2	1
Soup	166	8	5	1	7
Soup	166	8	5	1	7
Dairy	1430	123	9	75	48
Cheese	358	6	2	3	3
Cheese	195	3	2	3	
Cheese imitates	2	2	100		2
Cottage cheese	42				
Spreads and processed cheese	119	1	1		1
Cream	97	7	7	4	3
Cream	71				
Cream imitates	26	7	27	4	3
Desserts	117	22	19	20	2
Desserts	117	22	19	20	2
Ice cream and edible ices	190	14	7		14
Ice cream and edible ices	190	14	7		14
Milk	202	60	30	35	25
Instant cocoa	30	1	3	1	
Milk	61				
Milk drinks	22	1	5	1	
Milk imitates	89	58	65	33	25
Yoghurt products	466	14	3	13	1
Flavoured yogurt	243	3	1	2	1
Flavoured yogurt drinks	87				
Plain yogurt	110				
Yogurt imitates	26	11	42	11	
Edible oils and emulsions	239				
Butter and margarine	80				
Butter	29				
Margarine	51				
Cooking oils	159				
Cooking oils	159				
Eggs	22				
Eggs	22				
Eggs	22				
Fish and fish products	227	30	13	19	11
Canned fish and seafood	157	30	19	19	11
Canned fish	90	10	11	2	8
Canned fish with vegetable	31	13	42	10	3
Fish spreads	36	7	19	7	
Chilled fish	70				
Processed fish products	25				
Unprocessed fish	45				
Fruit and vegetables	818	17	2	12	5
Fruit	201	7	3	6	1
Canned fruit	69	1	1	1	
Dried fruit	94	5	5	4	1
Frozen fruit	18				
Nuts and fruit mixes	20	1	5	1	
Jam and spreads	122	7	6	3	4
Jam and spreads	122	7	6	3	4
Nuts and seeds	108	2	2	2	
Nuts and seeds	108	2	2	2	
Vegetables	387	1	0	1	
Canned vegetables	293	1	0	1	
Dried vegetables	11				
Frozen vegetables	83				
Meat and meat products	510	68	13	14	54

	All products (N)	GF (N)	GF (%)	»Healthier« (N)	»Less healthy« (N)
Meat alternatives	46	1	2	1	
Meat alternatives	46	1	2	1	
Processed meat and derivatives	464	67	14	13	54
Animal fat products	11	2	18		2
Meat spreads	66	7	11		7
Processed meat	348	57	16	12	45
Unprocessed meat	39	1	3	1	
Sauces and spreads	366	39	11	9	30
Mayonnaise/dressings	53	7	13		7
Mayonnaise/dressings	53	7	13		7
Sauces	220	14	6	6	8
Other souces	135	6	4	1	5
Pasta sauces	79	8	10	5	3
Sweet sauces	6				
Spreads	93	18	19	3	15
Nut spreads	17	2	12		2
Other spreads	2				
Sweet spreads	35	7	20		7
Vegetable spreads	39	9	23	3	6
Snackfoods	231	18	8	4	14
Crisps and snacks	231	18	8	4	14
Crisps and snacks	231	18	8	4	14