

Table S2: Defining ‘healthy’ and ‘unhealthy’ food and beverages

	Healthy	Unhealthy
Macronutrients	Less energy	More energy
	Less total fat	More total fat
	Less saturated fat	More saturated fat
	Less cholesterol	More cholesterol
	Less added sugar	More added sugar
	More fibre	Less fibre
Micronutrients	Less sodium	More sodium
Food groups	More wholegrains/cereals	Less wholegrains/cereals
	More vegetables	Less vegetables
	More fruit	Less fruit
	More lean meat/ poultry/ fish/ nuts/ seeds and legumes/beans	Less lean meat/ poultry/ fish/ nuts/ seeds and legumes/beans
	More low fat dairy	Less low fat dairy
	More water	Less water
	Less sugar sweetened drinks	More sugar sweetened drinks
	Less cake, biscuits, salted chips/crackers, lollies, chocolate, ice-cream, takeaway and processed meat	More cake, biscuits, salted chips/crackers, lollies, chocolate, ice-cream, takeaway and processed meat
	Less processed food	More processed food
Diet quality	Higher diet quality/ nutrient scores	Lower diet quality/ nutrient scores

*Note: these definitions are based on National Healthy Eating Recommendations [1]; and other nutrition profiling criteria [2].

References

1. Australian Government, National Health and Medical Research Council, and Department of Health and Ageing, *Australian Guide to Healthy Eating*, Department of Health and Ageing, Editor. 2017, Australian Government Department of Health: Canberra, Australia.
2. Lobstein, T. and S. Davies, *Defining and labelling ‘healthy’ and ‘unhealthy’ food*. Public Health Nutrition, 2009. **12**(3): p. 331-340.