

**Table S1. Secondary data across 10 EU countries: T-test of subjective understanding and liking level.**

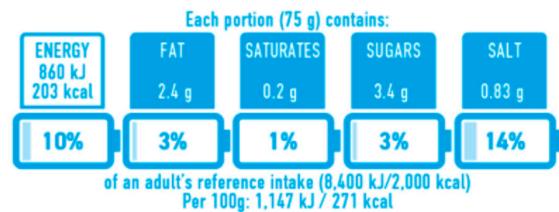
	Italy (N=200)				France (N=341)				Germany (N=330)				Greece (N=440)				Italy (N=368)			
	NIB	NS	T-value	P	NIB	NS	T-value	P	NIB	NS	T-value	P	NIB	NS	T-value	P	NIB	NS	T-value	P
Comprehensibility	5.60	5.10	2.74	<0.01	4.92	4.62	1.84	0.07	5.20	4.60	3.31	<0.01	5.08	4.06	7.20	<0.01	5.06	4.40	4.09	<0.01
Help to shop	5.50	4.90	3.22	<0.01	4.82	4.27	3.15	<0.01	5.08	4.23	4.80	<0.01	4.88	3.84	7.04	<0.01	5.09	4.09	5.78	<0.01
Complexity	5.20	4.50	3.53	<0.01	4.67	4.07	3.37	<0.01	4.80	4.20	3.09	<0.01	4.50	3.50	6.84	<0.01	4.81	3.78	5.78	<0.01
Liking level	5.60	5.10	2.85	<0.01	4.89	5.05	1.03	0.30	4.80	4.95	0.70	0.48	4.77	4.48	2.18	<0.05	5.07	4.47	3.50	<0.01
	Portugal (N=417)				Romania (N=440)				Spain (N=440)				Poland (N=424)				Slovenia (N=153)			
	NIB	NS	T-value	P	NIB	NS	T-value	P	NIB	NS	T-value	P	NS	NIB	T-value	P	NS	NIB	T-value	P
Comprehensibility	5.02	4.24	7.03	<0.01	5.35	4.84	3.51	<0.01	5.03	4.58	3.02	<0.01	4.44	5.27	-5.60	<0.01	3.27	4.92	-7.46	<0.01
Help to shop	5.10	3.90	8.50	<0.01	5.40	4.80	4.46	<0.01	5.06	4.20	5.57	<0.01	4.46	5.34	-5.47	<0.01	3.37	5.00	-7.21	<0.01
Complexity	4.60	3.50	7.52	<0.01	5.07	4.20	4.73	<0.01	4.65	3.76	5.46	<0.01	4.21	5.16	-5.72	<0.01	2.52	3.99	-6.07	<0.01
Liking level	5.04	3.45	11.02	<0.01	5.30	5.20	0.80	0.42	4.95	4.70	1.58	0.12	4.96	5.12	-1.15	0.13	4.50	4.96	-2.61	0.01
	The Netherlands (N=245)				<b>Note:</b> NutrInfom Battery=NIB; Nutri-Score=NS [15, 24, 35, 40]															
	NS	NIB	T-value	P																
Comprehensibility	4.31	4.98	-3.80	<0.01																
Help to shop	2.75	4.41	-8.86	<0.01																
Complexity	2.43	3.59	6.43	<0.01																
Liking level	4.41	4.32	-4.17	0.01																

**Figure S1. Template of front-of-pack labels in the comparative studies**

**Nutri Score label template**



**NutrInform Battery label template**



**Table S2. Obesity Rate in the 20 EU member countries**

Country	Austria	Belgium	Czech Republic	Denmark	Estonia	Finland	France	Germany	Greece	Hungary
Obesity level	52.20%	50.20%	60.00%	50.40%	56.70%	59.00%	47.20%	53.50%	57.60%	59.90%
Country	Ireland	Italy	Latvia	the Netherlands	Poland	Portugal	Romania	Slovenia	Spain	Sweden
Obesity level	54.40%	45.70%	58.30%	50.00%	58.10%	55.90%	58.70%	58.10%	53.70%	51.30%