



(1) Oda

(2) Jana

(3a) Radenska
with image
of three hearts

(3b) Radenska
without image
of three hearts

Figure S1. Stimuli used for choice-based task with real-life elements.

Table S1. Numbers of foods labelled with heart symbol within different food categories and subcategories.

Food category	Number of food products	Number of foods with heart on FOP	Number of foods with heart as part of the brand
Beverages	1396	98 (7%)	52 (4%)
Fruit and vegetable juices	301	3 (3%)	0
Soft drinks	348	28 (29%)	4 (8%)
Cordials	92	8 (8%)	7 (13%)
Coffee and tea	560	32 (33%)	23 (44%)
Electrolyte drinks	13	0	0
Waters	82	27 (28%)	18 (35%)
Bread and bakery products	1246	152 (12%)	31 (2%)
Bread	154	32 (21%)	0
Biscuits	732	64 (42%)	15 (48%)
Cakes, muffins and pastries	360	56 (37%)	16 (52%)
Cereal and cereal products	1040	107 (10%)	45 (4%)
Cereal bars	61	2 (2%)	2 (4%)
Noodles	115	14 (13%)	3 (7%)
Breakfast cereals	297	52 (49%)	30 (67%)
Pasta	325	27 (25%)	9 (20%)
Maize (corn)	16	0	0
Rice	103	5 (5%)	0
Couscous	12	0	0
Unprocessed cereals	111	7 (7%)	1 (2%)
Confectionary	1141	64 (6%)	5 (0.4%)
Chocolate and sweets	1075	63 (98%)	5 (100%)
Jelly	6	1 (2%)	0
Chewing gum	60	0	0
Convenience food	549	58 (11%)	41 (7%)
Pizza	34	1 (2%)	0
Soup	172	36 (62%)	35 (85%)
Ready meals	297	21 (36%)	6 (15%)
Prepared salads and sandwiches	46	0	0
Other	0	0	0
Dairy	1601	123 (8%)	41 (2%)
Cheese	457	18 (15%)	0
Yoghurt products	449	30 (24%)	0
Milk	178	14 (11%)	0
Cream	106	7 (6%)	0
Desserts	185	24 (20%)	18 (44%)
Ice cream and edible ices	226	30 (24%)	23 (56%)
Edible oils and oil emulsions	304	46 (15%)	30 (10%)
Butter and margarine	94	7 (15%)	4 (13%)
Cooking oils	210	39 (85%)	26 (87%)
Eggs	38	11 (29%)	0
Eggs	38	11 (100%)	0
Fish and fish products	287	5 (2%)	0
Canned fish and seafood	165	4 (80%)	0
Chilled fish	44	0	0
Frozen fish	78	1 (20%)	0
Food for specific dietary use	104	53 (51%)	53 (51%)
Baby food	104	53 (100%)	53 (100%)
Fruit and vegetables	1133	38 (3%)	18 (2%)

Food category	Number of food products	Number of foods with heart on FOP	Number of foods with heart as part of the brand
Vegetables	527	20 (53%)	5 (28%)
Fruit	250	7 (18%)	2 (11%)
Jams and spreads	182	11 (29%)	11 (61%)
Nuts and seeds	174	0	0
Meat and meat products	828	135 (16%)	0
Processed meat and derivatives	767	133 (99%)	0
Meat alternatives	61	2 (1%)	0
Sauces and spreads	653	45 (7%)	19 (3%)
Sauces	318	16 (36%)	8 (42%)
Mayonnaise/dressings	55	9 (20%)	2 (11%)
Spreads	280	20 (44%)	9 (47%)
Snack foods	241	28 (12%)	23 (10%)
Crisps and snacks	241	28 (100%)	23 (100%)
Sugars, honey and related products	12	4 (33%)	0
Honey and syrups	12	4 (100%)	0
TOTAL	10,573	967 (9%)	348 (3%)