

Supplementary Figure 2A
Menu-labelling Treatment 1: Calorie Labelling

 Mains		 Sides		 Drinks	
HAMBURGERS	Calories	FRENCH FRIES	Calories	SOFT DRINKS	Calories
Hamburger	300	Small	270	(any kind)	
Cheeseburger	340	Medium	350	Small	160
Deluxe Burger	670	Large	440	Medium	230
Deluxe Cheeseburger	760			Large	320
Double Burger	910	ONION RINGS		DIET SOFT DRINKS	
Double Cheeseburger	1000	Small	200	(any kind)	
Veggie Burger	310	Medium	320	Small	0
		Large	380	Medium	0
SANDWICHES		SIDE GARDEN		Large	0
Fried Chicken Sandwich	640	SALAD		JUICE (any kind)	
Grilled Chicken Sandwich	370	Regular Dressing	200	Small	180
Fish Sandwich	500	Light Dressing	40	Medium	260
CHICKEN		POUTINE	740	Large	360
4 Chicken Nuggets/Strips	160	MOZZARELLA		MILKSHAKE	
6 Chicken Nuggets/Strips	250	STICKS	350	Small	440
SALADS		APPLE SAUCE	50	Medium	640
Chicken BLT Salad	540			Large	950
Chicken Caesar Salad	450			COFFEE/TEA	
A 2000 calorie diet is used as the basis for general nutrition advice; however, individual calorie needs may vary.				Cream	22
				Milk	5
				Sugar	16
				WATER	0

Supplementary Figure 2B

Menu-labelling Treatment 2: Calorie and Sodium Labelling

 Mains			 Sides			 Drinks		
HAMBURGERS	Calories	Sodium	FRENCH FRIES	Calories	Sodium	SOFT DRINKS (any kind)	Calories	Sodium
Hamburger	300	530	Small	270	600	Small	160	35
Cheeseburger	340	730	Medium	350	790	Medium	230	50
Deluxe Burger	670	910	Large	440	1000	Large	320	70
Deluxe Cheeseburger	760	1320	ONION RINGS			DIET SOFT DRINKS (any kind)		
Double Burger	910	980	Small	200	390	Small	0	0
Double Cheeseburger	1000	1390	Medium	320	920	Medium	0	0
Veggie Burger	310	770	Large	380	740	Large	0	0
SANDWICHES			SIDE GARDEN SALAD			JUICE (any kind)		
Fried Chicken Sandwich	640	1420	Regular Dressing	200	425	Small	180	70
Grilled Chicken Sandwich	370	910	Light Dressing	40	665	Medium	260	100
Fish Sandwich	500	860	POUTINE	740	2500	Large	360	140
CHICKEN			MOZZARELLA STICKS	350	930	MILKSHAKE		
4 Chicken Nuggets/Strips	160	310	APPLE SAUCE	50	0	Small	440	300
6 Chicken Nuggets/Strips	250	470				Medium	640	400
SALADS						Large	950	590
Chicken BLT Salad	540	1490				COFFEE/TEA		
Chicken Caesar Salad	450	1420				Cream	22	4
A 2000 calorie diet, with no more than 2300 mg of sodium per day is used as the basis for general nutrition advice; however, individual needs may vary.						Milk	5	5
						Sugar	16	0
						WATER	0	0

Supplementary Figure 2C

Menu-Labeling Treatment 3: Calorie, Sodium and Serving Size Labelling

 Mains				 Sides				 Drinks			
	Serving Size (g)	Calories	Sodium		Serving Size (g)	Calories	Sodium		Serving Size (oz)	Calories	Sodium
HAMBURGERS				FRENCH FRIES				SOFT DRINKS (any kind)			
Hamburger	126	300	530	Small	88	270	600	Small	16	160	35
Cheeseburger	138	340	730	Medium	116	350	790	Medium	22	230	50
Deluxe Burger	290	670	910	Large	147	440	1000	Large	32	320	70
Deluxe Cheeseburger	315	760	1320	ONION RINGS				DIET SOFT DRINKS (any kind)			
Double Burger	373	910	980	Small	57	200	390	Small	16	0	0
Double Cheeseburger	398	1000	1390	Medium	91	320	920	Medium	22	0	0
Veggie Burger	175	310	770	Large	108	380	740	Large	32	0	0
SANDWICHES				SIDE GARDEN SALAD				JUICE (any kind)			
Fried Chicken Sandwich	235	640	1420	Regular Dressing	152	200	425	Small	16	180	70
Grilled Chicken Sandwich	197	370	910	Light Dressing	152	40	665	Medium	22	260	100
Fish Sandwich	180	500	860	POUTINE	330	740	2500	Large	32	360	140
CHICKEN				MOZZARELLA STICKS	98	350	930	MILKSHAKE			
4 Chicken Nuggets/ Strips	62	160	310	APPLE SAUCE	111	50	0	Small	16	440	300
6 Chicken Nuggets/Strips	92	250	470					Medium	22	640	400
SALADS								Large	32	950	590
Chicken BLT Salad	416	540	1490					COFFEE/TEA			
Chicken Caesar Salad	332	450	1420					Cream		22	4
A 2000 calorie diet with maximum 2300 mg of sodium per day is used as the basis for general nutrition advice; however, individual needs may vary.								Milk		5	5
								Sugar		16	0
								WATER		0	0