

Store	Area	Item	Item type *(1)	Manufacturer	Manufacturer type *(2)	total calories	total fat
name	name	name	1. fruit/veg	name	1. single brand	Kcal	g
			2. whole grain		2. multi-brand		
			3. salty snacks				
			4. refined sweets				

total sodium	total sugar	servings	calories/serving	fat/serving	sodium/serving	sugar/serving	"healthy"/"unhealthy" *(3)
mg	g	count	Kcal	g	mg	g	1. healthy
							2. Unhealthy

- * (1) Fruits and vegetables could have included whole (e.g., bananas) or cut-up fresh fruit (e.g., fruit salad) or vegetables (e.g., celery sticks), as well as some pre-packaged items with fruit or vegetables as the first ingredient: e.g., apple sauce, fruit cocktail, dried fruit (e.g., raisins), or vegetable dips (e.g., salsa, hummus). Fruits and vegetables excluded ingredients in baked items (e.g., raisins in cookies, blueberries in muffins, and carrots in cake) and potato items (e.g., potato chips) consistent with prior research. Whole grains included any products having whole grain as the first ingredient, such as granola, trail mix, cereals, crackers, popcorn, or chips (e.g., "Sunchips", not "Cheetos", and granola bars, not oatmeal cream pies). Processed foods were pre-packaged items with principal ingredients of enriched flour, refined sugars, or hydrogenated oils. Processed foods were broadly divided into salty snacks (e.g., assorted chips and pretzels) or refined sweets (e.g., cakes, cookies, donuts, pastries, and brownies) based on consensus of study staff as to whether the predominant taste was salty or sweet.
- * (2) single-brand companies—having multiple possible product lines but only one brand name (e.g., \Herr's)—or multi-brand companies—having multiple products and brands (e.g., Frito-Lay)
- * (3) "healthy" = having less than 7 g of fat, 15 g of sugar, and 360 mg of sodium per serving.