**Appendix 2 - Coding Framework for Better-For-You Features on the Labels of Beverages**

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| Category | Definition | Codes |
| Dietary Restrictions | Text or symbols that state a product is free from common dietary allergies/intolerances and requirements. | * A claim that the product is gluten ‘free’ or ‘low’. * A claim that the product is dairy or lactose ‘free’ or ‘low’. * A claim that the product is vegetarian or vegan. |
| Energy and Sugar Content | Text on packaging that refers to the kilojoule related aspects of the beverage including sugar specific aspects. | * A statement that the product has ‘no added sugars’. * A statement that the product has ‘no concentrates’/ ‘is not from concentrate’. * Terms used to suggest that the sugar in a product is natural such as ‘naturally sweetened’ or ‘natural X sugar’ or ‘sugar from fruit’/ ‘fruit sugar’. * A general statement which suggests that the product is low in kilojoules such as ‘light’, ‘reduced’, ‘diet’ or ‘low kj/calorie’. * A statement suggesting that the product has no or low fat/cholesterol. * A statement which suggests that the beverage is low/reduced in sugar such as ‘low in sugar’, ‘% sugar free, ‘reduced sugar’ or ‘X% less sugar’. * A statement that the product is ‘unsweetened’. |
| Fruit or vegetables | The presence of fruit and vegetables mentioned outside of the ingredient list. | * Fruit or vegetable products mentioned in text including within the brand name and flavours. * Images of fruit or vegetables. * The mention of foods that popular media portray as "super foods"a and/or the use/insinuation of the product containing "super food". * List the superfood/s mentioned. * The serving or percentage of fruit or vegetable stated. |
| Goodness | The mention of good that suggests the product may be a healthy choice through using descriptors of good/good for you or goodness which can be used to symbolise nutritious. | * The use of terms such as ‘good’, ‘goodness’ or ‘better’ in the context of better-for-you. * List the context of the term. |
| Health | Features which are specifically relevant to health such as general mentions of health and wellness and health claims. | * The general use of words related to health such as ‘health’ or ‘healthy’. * The use of terms such as ‘wellness’, ‘wellbeing’, ‘feel great’, ‘refresh’ or ‘revitalise’. * Claims that suggest or imply that the beverage or a property of the beverage has, or may have, a health-related effect (for example fruit and vegetables contribute to heart health or calcium assists in energy metabolism). |
| Natural | Text on packaging that suggests the product, or parts of the product, have the property of "natural". This includes the use of ‘natural flavour’ but excludes when a statement is specifically about ‘natural sugars’ or ‘naturally sweetened’ as this will be coded elsewhere (energy and sugar content). | * The use of the general term ‘natural’. * The use of the term ‘organic’. * The use of the terms ‘pure’ or ‘raw’. * The use of the term ‘real’ in relation to the ingredients or product. * The use of the term ‘fresh’ in relation to the ingredients or product. * A statement about the products not containing ‘artificial’ products such as no: additives, preservatives, chemicals, pesticides, GMO, artificial colours or flavours. |
| Nutrition | Features that suggest the product is specifically nutritious, mentioned outside of the ingredient list/nutrient information panel. | * The use of general terms relating to nutrition such as: ‘nutrition’, ‘nutritious’, ‘nutritional’ or ‘nourishing’. * Mentioning the presence of nutrients, vitamins, minerals or antioxidants (i.e. contains vitamins/minerals or contains vitamin C). This excludes the broad term “electrolyte/s” as these are coded elsewhere (sport). |
| Sport | Features that positions the beverage as assisting with physical activity or sports performance. | * The use of the terms such as ‘hydration’, ‘hydrate’ or ‘rehydrate’. * The use of the broad term ‘electrolytes’. * The use of terms such as ‘sport’, ‘exercise’, ‘physical activity’, or imagery of these. * The use of properties other than electrolytes that may be associated with sport performance such as ‘isotonic’, ‘ionic’ or ‘hypotonic’. * The use of the term ‘performance’. |

a To code for superfoods a web search was conducted for articles that listed superfoods from health celebrities, popular media and other general websites. Superfoods were also preliminarily coded for in the full sample. All ingredients listed from these sources were then combined and separated into ingredients for inclusion (if they were unlikely to occur within a beverage they were excluded i.e. salmon). From this, 37 categories were selected: acai, aloe vera, apple cider vinegar, avocado, super berries (blueberries, blackberries, goji berries and elderberry), broccoli, cacao, cherry, chia, chlorophyll, coconut, cranberry, echinacea, freekeh, garlic, ginger, green tea, kale, kefir, kelp, kimichi, kombucha, lupin, maca, matcha, nuts (any e.g. almonds), oats, pea protein, pomegranate, probiotics, protein water, seaweed, seeds (any e.g. chia seed, flaxseed), spinach, spirulina, sweet potato, turmeric, wheatgrass and the overall term “superfood” (or similar terms such as “super fruit” or “super berries”).