**Supplementary Data. Table A – Better-for-You Features on Sugary Beverage Labels by Beverage Type (%)\***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Better-For-You Categories/**Codes | **Alcohol substitute** | **Concentrate** | **Coconut Water, Flavoured** | **Coconut Water, Plain** | **Energy Drink** | **Fruit Drink** | **Iced Tea** | **Juice** | **Juice, 100%** | **Soda** | **Sports Drink** | **Water, Flavoured Mineral** | **Water, Flavoured, Still** |
|  | n=29 | n=90 | n=25 | n=35 | n=29 | n=91 | n=78 | n=33 | n=293 | n=133 | n=41 | n=50 | n=13 |
| **Fruit or Vegetables** | **93.1** | **86.7** | **100.0** | **100.0** | **48.3** | **100.0** | **98.7** | **100.0** | **100.0** | **66.9** | **68.3** | **96.0** | **92.3** |
| Fruit/vegetables in text | 82.8 | 83.3 | 100.0 | 100.0 | 44.8 | 100.0 | 89.7 | 100.0 | 98.3 | 54.9 | 65.9 | 92.0 | 92.3 |
| Images of fruit/vegetables | 24.1 | 54.4 | 88.0 | 88.6 | 3.4 | 73.6 | 59.0 | 84.8 | 78.5 | 30.1 | 14.6 | 90.0 | 38.5 |
| Superfoods | 3.4 | 10.0 | 100.0 | 100.0 | 10.3 | 19.8 | 59.0 | 45.5 | 27.0 | 19.5 | 14.6 | 10.0 | 15.4 |
| Serves or % fruit/vegetables | 13.8 | 30.0 | 0.0 | 0.0 | 0.0 | 52.7 | 3.8 | 33.3 | 16.4 | 6.8 | 2.4 | 40.0 | 15.4 |
| **Natural** | **65.5** | **58.9** | **96.0** | **94.3** | **13.8** | **89.0** | **100.0** | **87.9** | **91.8** | **61.7** | **24.4** | **62.0** | **61.5** |
| No artificial products | 55.2 | 53.3 | 80.0 | 74.3 | 6.9 | 72.5 | 67.9 | 60.6 | 84.3 | 32.3 | 24.4 | 44.0 | 23.1 |
| Natural | 6.9 | 8.9 | 96.0 | 80.0 | 6.9 | 31.9 | 71.8 | 33.3 | 29.4 | 31.6 | 19.5 | 20.0 | 38.5 |
| Pure or raw | 0.0 | 14.4 | 44.0 | 57.1 | 3.4 | 6.6 | 33.3 | 15.2 | 17.1 | 8.3 | 0.0 | 14.0 | 15.4 |
| Fresh | 31.0 | 6.7 | 28.0 | 14.3 | 0.0 | 9.9 | 12.8 | 3.0 | 22.9 | 3.8 | 0.0 | 0.0 | 0.0 |
| Real | 0.0 | 12.2 | 4.0 | 5.7 | 0.0 | 26.4 | 35.9 | 24.2 | 5.1 | 11.3 | 0.0 | 18.0 | 15.4 |
| Organic | 0.0 | 0.0 | 16.0 | 22.9 | 0.0 | 4.4 | 47.4 | 12.1 | 14.7 | 6.0 | 0.0 | 6.0 | 0.0 |
| **Energy and Sugar Content** | **34.5** | **16.7** | **84.0** | **94.3** | **0.0** | **35.2** | **55.1** | **45.5** | **84.6** | **4.5** | **12.2** | **28.0** | **76.9** |
| No added sugar | 31.0 | 0.0 | 12.0 | 62.9 | 0.0 | 19.8 | 16.7 | 18.2 | 78.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| No concentrates | 17.2 | 1.1 | 60.0 | 60.0 | 0.0 | 4.4 | 0.0 | 36.4 | 40.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Naturally sweetened/sugar from fruit | 3.4 | 10.0 | 8.0 | 11.4 | 0.0 | 4.4 | 21.8 | 0.0 | 6.5 | 1.5 | 7.3 | 28.0 | 0.0 |
| Low kilojoules | 3.4 | 2.2 | 0.0 | 5.7 | 0.0 | 9.9 | 25.6 | 0.0 | 0.0 | 1.5 | 0.0 | 10.0 | 38.5 |
| No/low fat or cholesterol | 0.0 | 0.0 | 76.0 | 60.0 | 0.0 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Low/reduced sugar or % sugar-free | 0.0 | 4.4 | 12.0 | 8.6 | 0.0 | 5.5 | 10.3 | 0.0 | 0.0 | 3.8 | 4.9 | 0.0 | 38.5 |
| Unsweetened | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Nutrition** | **3.4** | **7.8** | **60.0** | **60.0** | **17.2** | **36.3** | **41.0** | **42.4** | **31.4** | **15.0** | **68.3** | **2.0** | **30.8** |
| Listed specific nutrients | 3.4 | 7.8 | 52.0 | 57.1 | 17.2 | 36.3 | 38.5 | 21.2 | 24.9 | 15.0 | 68.3 | 2.0 | 30.8 |
| Nutritious or nutritional | 0.0 | 0.0 | 8.0 | 8.6 | 0.0 | 1.1 | 3.8 | 27.3 | 12.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Health** | **24.1** | **2.2** | **20.0** | **37.1** | **27.6** | **14.3** | **35.9** | **33.3** | **12.6** | **2.3** | **7.3** | **10.0** | **23.1** |
| Wellness | 24.1 | 1.1 | 16.0 | 20.0 | 27.6 | 9.9 | 12.8 | 24.2 | 6.1 | 0.8 | 2.4 | 10.0 | 23.1 |
| Health/healthy | 0.0 | 1.1 | 16.0 | 28.6 | 0.0 | 5.5 | 32.1 | 6.1 | 6.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| Health effects | 0.0 | 0.0 | 0.0 | 5.7 | 0.0 | 5.5 | 12.8 | 18.2 | 1.4 | 1.5 | 4.9 | 0.0 | 0.0 |
| **Goodness** | **0.0** | **2.2** | **12.0** | **17.1** | **0.0** | **5.5** | **30.8** | **60.6** | **22.2** | **0.8** | **0.0** | **24.0** | **7.7** |
| **Dietary Restrictions** | **3.4** | **20.0** | **60.0** | **37.1** | **3.4** | **9.9** | **43.6** | **24.2** | **3.1** | **3.0** | **19.5** | **6.0** | **0.0** |
| Gluten free | 3.4 | 20.0 | 40.0 | 34.3 | 3.4 | 4.4 | 37.2 | 21.2 | 1.0 | 1.5 | 19.5 | 6.0 | 0.0 |
| Vegetarian or vegan | 0.0 | 0.0 | 32.0 | 8.6 | 3.4 | 5.5 | 30.8 | 6.1 | 1.0 | 1.5 | 7.3 | 0.0 | 0.0 |
| Dairy/lactose free | 0.0 | 0.0 | 44.0 | 5.7 | 3.4 | 0.0 | 7.7 | 3.0 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Sport** | **0.0** | **0.0** | **88.0** | **77.1** | **24.1** | **0.0** | **5.1** | **0.0** | **1.0** | **0.0** | **100.0** | **0.0** | **0.0** |
| Hydration or rehydrate | 0.0 | 0.0 | 68.0 | 68.6 | 0.0 | 0.0 | 5.1 | 0.0 | 0.7 | 0.0 | 78.0 | 0.0 | 0.0 |
| Electrolytes | 0.0 | 0.0 | 52.0 | 45.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 |
| Sport or exercise | 0.0 | 0.0 | 24.0 | 8.6 | 24.1 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 100.0 | 0.0 | 0.0 |
| Isotonic or hypotonic | 0.0 | 0.0 | 0.0 | 14.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 46.3 | 0.0 | 0.0 |
| Performance | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 26.8 | 0.0 | 0.0 |

Note: n=5 beverages missing from data table from beverage category ‘Other’.

\*Expressed as percent of beverage labels within a beverage type displaying better-for-you categories and codes.