**Appendix 1**

**Processed and packaged products included in different categories and sub-categories**

|  |  |  |
| --- | --- | --- |
| **Category** | **Sub-category** | **Examples** |
| **Beverages** | Flavoured water | With or without sugar |
| 100% juice | 100% fruit or vegetable juice |
| Juice drinks & fruit flavoured drinks | Juice blend drinks (normal, diet, light) |
| Coconut Water | Coconut water/juice |
| Soft/carbonated drinks | Carbonated drinks containing sugar |
| Sugar free/diet soft drinks | Carbonated drinks containing less than 4g/100ml sugar i.e. Sprite Zero, Coke Light, Pepsi Max |
| Sports and energy drinks | Isotonic beverages, carbonated energy drinks with caffeine |
| Coffee and tea | Ready to drink coffee and tea |
| Dairy drinks | Ready to drink flavoured milk (full cream/low fat/fat free, amasi), hot chocolate, flavoured dairy drink (e.g. Tropika) |
| Dairy-free flavoured milks | Flavoured soya, almond or coconut milk |
| Non-alcoholic drinks | Non-alcoholic beers, cider and gin |
| Other beverages | Mageu, aloe drinks |
| **Sweet snacks** | Bars | Breakfast/energy bar with fruit, with chocolate, with nuts |
| Chocolate | Chocolate slabs or bars, nuts, fruit and sweets covered in chocolate |
| Candy | Hard candies, gummies, toffee, marshmallows, turkish delight, nougat |
| **Frozen treats** | Ice creams | Milk-based ice cream, ice cream bars, frozen dairy dessert, frozen yoghurt |
| Sorbet | Ice lollies, fruit sherbet ice pops |
| **Baked goods** | Baked Goods | Sweet biscuits, digestive biscuits, rusks, cake, brownies, muffins, cinnamon rolls, sweet rolls, ice-cream cones, chocolate coated pretzels, pudding, custard, tarts |
| **Savoury biscuits** | Savoury biscuits | Plain crackers/salty crackers, rice crackers, corn cakes, cheddar flavoured biscuits, pretzels, croutons, matzo |
| **Meaty snacks** | Dried meat | Biltong, salami sticks, droewors, chilli bites |
| **Yoghurt** | Dairy yoghurt | Plain yoghurt, flavoured yoghurt, yoghurt with fruit/granola, drinkable yoghurt |
| Dairy-free yoghurt | Soya and coconut yoghurt |
| **Nuts, seeds and fruit** | Dried Fruits | Dried mango, dates, cranberries etc |
| Fruit puree packs | On the go fruit puree pouches |
| Nuts | Raw nuts, roasted nuts, flavoured/salted nuts |
| Seeds | Raw seeds, roasted seeds |
| Other nut & seed products | Trail mix, nut and dried fruit mix, nut brittle and seed bars |
| **Dips and spreads** | Dips and spreads | Hummus, normal and creamy dips, tzatziki |
| **Crisps and popcorn** | Potato Crisps | All potato crisps |
| Cheese Snacks | Cheese flavoured maize snacks and chips |
| Vegetable/legume chips | All vegetable and legume chips |
| Tortilla/Corn Chips | All tortilla/corn chips |
| Popcorn | Sweet and savoury ready to eat popcorn |
| Other crisp like snacks | Chevra, corn, onion rings, puffed prawn chips, rice cake chips |

**Appendix 2**

**Observational checklist (adapted from Thornton et al, 2013):**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Image result for uwc emblem  **Name of Grocery store:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Date of data collection: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**   1. **Does the store have snack foods located at pay points?**   Y | N  **Details:**   1. **If yes, record the variety of snack food items at each cash register display.**   **Product:** (a) regular carbonated beverage (b) diet carbonated beverage (c) dairy drinks (d) juice (e) sports drinks/energy drinks (f) chocolate (g) breakfast bars/ energy bars (h) ice-cream (i) confectionery (j) sweet baked goods (k) savoury baked goods (l) popcorn (m) crisps (n) pretzels (o) nuts (p) seeds (q) dried fruit (r) no snack food (s) other (specify)   |  |  |  |  | | --- | --- | --- | --- | | **Cash register display** | **Product** | **Cash register display** | **Product** | | **1** |  | **12** |  | | **2** |  | **13** |  | | **3** |  | **14** |  | | **4** |  | **15** |  | | **5** |  | **16** |  | | **6** |  | **17** |  | | **7** |  | **18** |  | | **8** |  | **19** |  | | **9** |  | **20** |  | | **10** |  | **21** |  | | **11** |  | **22** |  |   Y | N   1. **Are there snack food items (from list 1) on special?**   Y | N   1. **Are snack food combos being offered in the store?**   **I.e. pie and coke or “buy 3x80g Cadbury chocolates for R35”**   1. **Does store have: (tick = yes)**  |  |  |  | | --- | --- | --- | |  | **Y** | **N** | | **Branded display cabinets of snack foods**  Image result for Branded display cabinets of snack foods cocoa cola |  |  | | **Branded temporary display units (pop-up holders and shelves)**  Image result for pop up shelves grocery storeImage result for Branded temporary display units eg pop-up holders/shelves |  |  | | **Branded notice boards of snacks in aisles**  Image result for pop up shelves grocery storeImage result for pop up shelves grocery store |  |  | | **Branded specific specials of the snack foods.**  Image result for nestle specialsImage result for brand specific deals nestle |  |  | | **Notes:** | | |  1. **Snack foods are placed on the Top , middle or low level of shelves.** 2. **Shelf space:**  |  |  | | --- | --- | | **Snacks** | **Length of aisle containing snack (in metres)** | | Chocolates, breakfast bars and energy bars |  | | Confectioneries |  | | Sweet baked goods |  | | Savoury baked goods |  | | Crisps |  | | Popcorn |  | | Pretzels |  | | Nuts, seeds, dried fruit |  | | Carbonated drinks (regular and diet) |  | | Dairy drinks |  | | Juice |  | | Sports/energy drinks |  | | Ice-creams, ice lollies and sorbets |  | |

**Appendix 3**

**Questionnaire to be completed with store manager/representative/merchandiser:**

Y | N

1. **Does the store decide which products are on special/part of promotional deals?**

**Please provide detail of who decides and how that decision is reached:**

1. **Are there popular “high volume” areas in the store that catch the attention of shoppers thus supporting more sales?**

Y | N

**If yes, who decides what products are placed there:**

1. **Does the store receive any payment from companies for prioritising display or marketing of their food items? E.g. branded displays, larger shelf space, end of aisle displays.**

Y | N

**Provide detail:**

Y | N

1. **Is there control by the store over where certain products are placed?**

**E.g. Can the store decide to remove all snacks away from pay-points, have healthy snacks mixing with unhealthy in the same aisle (nuts and fruits next to the chocolates or biscuits)**

**Comments:**

1. **Do you think the in-store marketing and placement of snack foods, in this store, encourages the shopper to make healthy decisions?**

Y | N

**Comment on why and possible ways to improve this (only if “no” was selected):**

1. **Is there any in-store marketing related information of snack foods that you think is relevant and that you may want to add?**

Y | N

**Appendix 4:**

**Mean nutritional values for each snack category and sub-category:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Snack category | Sub-category | N | Energy (kJ)  mean (SD) | Protein (g)  mean (SD) | Total sugar (g)  mean (SD) | Free sugar (g)  mean (SD) | Total fat (g)  mean (SD) | Saturated fat (g)  mean (SD) | Fibre (g)  mean (SD) | Sodium (mg)  mean (SD) |
| Liquids (per 100ml) | Total | 1013 | 142.89 (83.80) | 0.57  (0.98) | 7.11  (3.76) | 4.70  (2.42) | 0.30  (0.79) | 0.19  (0.52) | 0.29  (0.45) | 19.17  (48.36) |
| Beverages | Flavoured water | 41 | 55.61  (37.71) | 0.07  (0.09) | 3.01  (2.04) | 3.01  (2.04) | 0.02  (0.04) | 0.00  (0.02) | 0.09  (0.27) | 8.41  (4.13) |
| 100% fruit juice | 319 | 193.36  (35.30) | 0.36  (0.42) | 10.41  (2.11) | 5.21  (1.06) | 0.08  (0.16) | 0.04  (0.12) | 0.37  (0.55) | 6.72  (9.92) |
| Juice drinks | 136 | 141.16  (54.32) | 0.33  (0.47) | 7.30  (2.76) | 4.44  (2.12) | 0.09  (0.28) | 0.07  (0.26) | 0.29  (0.43) | 8.58  (8.94) |
| Coconut water | 1 | 117.00 | 0.10 | 6.80 | 3.40 | 0.00 | 0.00 | 0.00 | 21.00 |
| Soft/carbonated drinks | 80 | 140.46  (46.99) | 0.25  (0.48) | 8.13  (2.72) | 8.13  (2.72) | 0.05  (0.07) | 0.04  (0.07) | 0.26  (0.32) | 8.44  (12.25) |
| Sugar free carbonated drinks | 98 | 34.85  (32.79) | 0.14  (0.18) | 1.88  (1.74) | 1.88  (1.74) | 0.10  (0.18) | 0.09  (0.18) | 0.15  (0.21) | 13.46  (11.73) |
| Sports and energy drinks | 62 | 102.06  (77.01) | 0.14  (0.18) | 5.01  (3.26) | 5.01  (3.26) | 0.04  (0.06) | 0.04  (0.06) | 0.24  (0.38) | 44.21  (26.23) |
| Coffee and tea | 106 | 91.54  (66.14) | 0.52  (0.77) | 4.31  (2.20) | 4.14  (1.93) | 0.29  (0.78) | 0.16  (0.52) | 0.08  (0.22) | 14.26  (18.51) |
| Dairy drinks (incl flav milks) | 121 | 241.94  (96.18) | 2.38  (1.61) | 7.77  (2.37) | 4.72  (1.68) | 1.66  (1.43) | 1.07  (0.98) | 0.54  (0.48) | 71.55  (120.73) |
| Dairy-free flavoured milk | 8 | 241.25  (99.10) | 1.89  (1.21) | 6.75  (4.88) | 6.75  (4.88) | 2.30  (0.75) | 0.70  (0.74) | 0.70  (0.67) | 47.50  (20.16) |
| Non-alcoholic drinks | 15 | 93.95  (34.89) | 0.26  (0.23) | 4.11  (3.01) | 4.11  (3.01) | 0.01  (0.04) | 0.01  (0.04) | 0.13)  0.30) | 1.54  (0.82) |
| Other beverages | 26 | 124.73  (30.11) | 0.44  (0.35) | 3.79  (2.81) | 3.79  (2.81) | 0.10  (0.08) | 0.03 (0.05) | 0.13  (0.13) | 16.88  (9.90) |
| Total | 1013 | 142.89  (83.80) | 0.57  (0.98) | 7.11  (3.76) | 4.70  (2.42) | 0.30  (0.79) | 0.19  (0.52) | 0.29  (0.45) | 19.17  (48.36) |
| Solids (per 100g) | Total | 2824 | 1525.68 (672.66) | 7.07  (8.35) | 26.29  (23.24) | 24.52  (22.79) | 15.81 (13.64) | 7.37  (6.86) | 3.14  (4.05) | 269.94 (382.60) |
| Baked goods | Total | 532 | 1736.47  (433.87) | 6.40  (2.99) | 25.50  (11.03) | 25.50  (11.03) | 17.72  (8.13) | 9.71  (6.28) | 2.94  (2.87) | 297.21  (177.80) |
| Crisps & popcorn | Potato crisps | 110 | 2185.80  (142.78) | 6.22  (1.42) | 1.74  (1.54) | 1.74  (1.54) | 32.50  (6.50) | 11.76  (4.26) | 4.58  (1.64) | 628.18  (355.08) |
| Cheese snacks | 26 | 2145.15  (129.32) | 5.58  (1.13) | 1.73  (1.63) | 1.73  (1.63) | 30.29  (6.28) | 12.01  (4.22) | 3.56  (1.62) | 769.27  (317.23) |
| Vegetable/legume chips | 15 | 1921.64  (115.06) | 7.95  (3.40) | 23.47  (19.53) | 23.47  (19.53) | 19.13  (4.37) | 3.04  (3.31) | 8.31  (3.69) | 549.15  (432.33) |
| Tortilla | 55 | 1962.64  (191.39) | 6.41  (1.59) | 2.79  (1.99) | 2.79  (1.99) | 21.48  (8.33) | 8.48  (4.99) | 5.67  (2.87) | 687.70  (203.49) |
| popcorn | 34 | 1796.06  (184.03) | 8.92  (3.94) | 14.08  (22.73) | 14.08  (22.73) | 17.17  (9.68) | 5.66  (4.39) | 10.51  (5.14) | 624.91  (280.30) |
| Other crisps & popcorn | 57 | 2051.93  (325.13) | 10.23  (11.32) | 3.96  (5.25) | 3.96  (5.25) | 26.65  (12.81) | 11.32  (10.85) | 4.09  (3.93) | 766.49  (418.05) |
| Total | 297 | 2057.27  (239.29) | 7.37  (5.54) | 4.87  (10.74) | 4.87  (10.74) | 26.71  (10.29) | 9.95  (6.67) | 5.47  (3.68) | 673.73  (342.74) |
| Dips & spreads | Total | 42 | 1230.24  (567.69) | 3.81  (2.31) | 2.98  (2.73) | 2.58  (2.20) | 27.45  (16.04) | 8.60  (7.12) | 2.16  (2.55) | 431.00  (186.48) |
| Frozen treats | Ice cream | 117 | 821.09  (319.93) | 2.90  (2.46) | 17.12  (6.37) | 17.12  (6.37) | 10.94  (6.24) | 7.11  (4.71) | 0.70  (0.70) | 63.45  (56.67) |
| sorbet | 24 | 378.27  (135.13) | 0.61  0.64) | 14.74  (6.01) | 14.74  (6.01) | 1.52  (2.19) | 1.36  (1.97) | 0.60  (0.37) | 18.44  (17.05) |
| Total | 141 | 745.72  (340.15) | 2.51  (2.42) | 16.72  (6.35) | 16.72  (6.35) | 9.34  (6.76) | 6.14  (4.87) | 0.68  (0.65) | 55.79  (54.74) |
| Meaty snacks (dried meat) | Total | 71 | 1471.93  (274.25) | 46.825  (13.34) | 0.90  (1.11) | 0.90  (1.11) | 16.27  (10.54) | 7.37  (5.06) | 1.20  (1.46) | 1897.45  (361.47) |
| Nuts, seeds, & fruit | Nuts | 71 | 2464.94  (224.66) | 20.38  (4.55) | 5.59  (2.34) | 5.59  (2.34) | 48.68  (8.92) | 8.05  (2.55) | 9.60  (4.94) | 221.25  (199.37) |
| Seeds | 4 | 1984.25  (305.33) | 23.03  (8.06) | 1.78  (0.42) | 1.78  (0.42) | 34.25  (15.21) | 4.53  (2.15) | 22.30  (24.73) | 167.00  (212.71) |
| Other nut % seed products | 50 | 1950.83  (322.15) | 13.71  (5.17) | 30.07  (11.53) | 30.07  (11.53) | 28.00  (10.08) | 5.35  (2.22) | 7.57  (3.36) | 77.59  (121.98) |
| Dried fruit | 108 | 1227.82  (199.68) | 2.66  (1.64) | 58.26  (11.23) | 29.13  (5.61) | 0.92  (2.91) | 0.41  (2.40) | 6.78  (3.28) | 70.34  (144.81) |
| Fruit puree packs | 8 | 316.75  (41.52) | 1.54  (1.15) | 12.44  (3.47) | 6.22  (1.74) | 1.26  (0.50) | 0.88  (0.59) | 1.44  (0.75) | 32.00  (9.35) |
| Total | 241 | 1724.60  (637.15) | 10.47  (8.81) | 34.44  (25.00) | 21.18  (13.17) | 21.18  (22.02) | 3.77  (4.103) | 7.86  (5.31) | 116.64  (171.32) |
| Savoury biscuits | Total | 196 | 1799.79  (240.43) | 10.33  (4.03) | 3.63  (3.41) | 3.63  (3.41) | 14.07  (10.60) | 5.61  (5.65) | 5.57  (5.49) | 578.33  (305.31) |
| Sweet snacks | Bars | 71 | 1769.09  (203.41) | 13.52  (8.48) | 27.61  (9.83) | 27.61  (9.83) | 17.45  (8.77) | 7.53  (4.04) | 6.19  (3.85) | 239.51  (105.41) |
| Chocolate | 423 | 2117.32  (220.23) | 6.10  (2.07) | 48.00  (13.34) | 48.00  (13.34) | 28.00  (8.71) | 15.86  (5.38) | 3.48  (4.30) | 90.43  (68.25) |
| Candy | 391 | 1482.18  (271.19) | 3.21  (2.86) | 55.76  (21.28) | 55.76  (21.28) | 3.95  (5.51) | 2.32  (3.55) | 0.79  (1.46) | 74.43  (94.60) |
| Total | 885 | 1808.78  (389.53) | 5.42  (4.36) | 49.80  (18.69) | 49.80  (18.69) | 16.53  (13.74) | 9.21  (7.94) | 2.51  (3.71) | 95.32  (94.48) |
| Yoghurt | Dairy yoghurt | 416 | 341.36  (88.03) | 2.82  (0.85) | 8.65  (3.26) | 4.34  (1.63) | 2.79  (1.90) | 1.86  (1.40) | 0.50  (0.44) | 41.90  (13.42) |
| Dairy-free yoghurt | 3 | 410.33  (182.72) | 2.17  (1.70) | 6.70  (4.75) | 6.70  (4.75) | 5.77  (6.87) | 4.47  (7.39) | 0.67  (0.29) | 53.67  (34.36) |
| Total | 419 | 341.86  (88.81) | 2.81  (0.85) | 8.63  (3.27) | 4.36  (1.67) | 2.81  (1.97) | 1.88  (1.50) | 0.50  (0.43) | 41.99  (13.62) |

**Appendix 5:**

**Shelf space allocated to snacks and the number of stores at which snacks were found at checkout areas**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Total shelf space (m) allocated to snacks across all 8 stores [[1]](#footnote-1) | | Categories of snack foods found at checkout areas of 8 stores [[2]](#footnote-2) | | | |
| Category | n | Sub-category | n |
| Metres | % |
| 217.9 | 33.56% | Beverages | 8 | Regular carbonated drinks | 7 |
| Diet carbonated drinks | 7 |
| Juice | 3 |
| Sports & energy drinks | 6 |
| Dairy drinks | 0 |
| 145.7 | 22.44% | Baked goods | 6 | Baked goods | 6 |
| 103.8 | 15.99% | Crisps & popcorn | 8 | Potato crisps | 8 |
| Popcorn | 2 |
| 93 | 14.33% | Sweet snacks | 8 | Bars | 8 |
| Chocolate | 8 |
| Candy | 7 |
| 34.8 | 5.36% | Frozen treats | 4 | Ice-cream | 4 |
| 31 | 4.78% | Nuts, seeds & fruit | 7 | Dried fruit | 7 |
| Nuts | 7 |
| Seeds | 3 |
| 23 | 3.54% | Savoury biscuits | 4 | Savoury biscuits | 4 |
| Not measured | | Meaty snacks | 4 | Dried meat | 4 |
| Not measured | | Yoghurt | 0 | Dairy yoghurt | 0 |
| Dairy free yoghurt | 0 |
| Not measured | | Dips & spreads | 0 | Dips & spreads | 0 |

**Appendix 6:**

**Reasons managers believe their store encourages healthy shopping**

|  |  |  |
| --- | --- | --- |
| Manager | Store area SES level | Reasons |
| 1 | Middle | “The deli has a bin of healthy items (chocolate, energy bars, dried fruit, nuts, and seeds) in front of the deli so customers have that as an option”. |
| “The healthy options are mixed in at tills like nuts, seeds, dried fruit, rice cake chips”. |
| 2 | Middle | “When you walk in, the first thing customers are exposed to is fresh fruit and vegetables”. “Products at the store have been reformulated over time to make them healthier and there is a policy to ensure more healthy snacks at the points of sale”. |
| “When customers shop unhealthy at our store, it is a better quality unhealthy compared to other shops, especially in low SES areas. We listen to the consumers behaviour - our consumers want healthy so that is why there are so many healthy options”. |
| 3 | Middle | “The chains recipe book (uses home brand products) encourages consumers to make healthy meals and the adverts includes healthy products”. |
| 4 | Middle | “The store has a health aisle which makes it easier for consumers to find healthy products”. |
| 5 | Low | “At store level we try to make it healthy. We try our best to promote health but at the end of the day consumers make the final choice. It is a consumer based store meaning we give the consumers what they want which happens to be Nik Naks, chips, and chocolates”. |
| 6 | Low | “We carry the full range of healthy products that the chain has to offer and have healthy fresh produce but we cater to the market here in Khayelitsha. The store location influences the marketing and placement. There is more encouragement for consumers to shop healthy in wealthy areas”. |
| 7 | Low | “Everything is visible to the customers, there are healthy options available and therefore it is the consumers choice whether they select the healthy or unhealthy”. |
| 8 | Low | n/a. Store manager does not think the store encourages healthy shopping. |

1. The shelf space values (in metres) listed represents the total shelf space recorded for each snack category from all 8 stores. A combined total of 649.2m of shelf space was dedicated to snack foods. The snack categories with the highest allotment of shelf space were beverages (33.56%), baked goods (22.44%), and crisps & popcorn (15.99%). The categories with the least shelf space allocation were savoury biscuits (3.54%), and nuts, seeds & fruit (3.78%). [↑](#footnote-ref-1)
2. The checkout areas of all 8 stores were assessed. Chocolates, bars, and potato crisps were the snacks found at checkout areas. [↑](#footnote-ref-2)