Supplementary Table 1. Consumption frequencies for original food frequency questionnaire (FFQ) rows.

|  |  |
| --- | --- |
|  | **Consumption frequency, % of participants** |
|  | **Not at all** | **Less than once a month** | **On 1–3 days a month** | **On 1–2 days a week** | **On 3–5 days a week** | **Daily or almost daily** | **Missing** |
| Fresh vegetables | 0.2 | 0.8 | 3.1 | 9.0 | 18 | 69 | 0.5 |
| Cooked and canned vegetables | 3.1 | 10 | 21 | 28 | 23 | 15 | 1.2 |
| Legumes | 15 | 28 | 28 | 18 | 7.5 | 4.0 | 1.1 |
| Fresh fruits | 0.7 | 3.3 | 8.7 | 19 | 24 | 44 | 2.3 |
| Canned fruits | 13 | 39 | 30 | 11 | 3.6 | 1.6 | 1.6 |
| Berries | 2.0 | 12 | 22 | 24 | 18 | 22 | 2.1 |
| Skimmed milk and sour milk | 38 | 11 | 6.6 | 5.3 | 6.1 | 33 | 1.3 |
| Vegetable oils | 2.4 | 4.2 | 8.3 | 19 | 28 | 38 | 0.8 |
| Butter | 17 | 12 | 11 | 11 | 12 | 37 | 1.5 |
| Margarine, 60% or more fat | 38 | 15 | 7.8 | 5.8 | 7.8 | 25 | 1.6 |
| Margarine, less than 60% fat | 58 | 17 | 6.4 | 3.6 | 4.0 | 11 | 2.1 |
| Fish | 5.8 | 7.7 | 30 | 45 | 10 | 1.3 | 1.0 |
| Red meat | 8.2 | 5.9 | 15 | 41 | 25 | 5.3 | 0.5 |
| White meat | 6.5 | 3.6 | 11 | 43 | 31 | 4.6 | 1.2 |
| Cold cuts | 11 | 8.0 | 13 | 19 | 22 | 27 | 2.1 |
| Sausages, frankfurters and luncheon meats | 12 | 13 | 28 | 29 | 12 | 6 | 1.4 |
| Rye bread | 6.0 | 7.2 | 12 | 18 | 19 | 38 | 1.6 |
| Wheat bread | 29 | 28 | 22 | 13 | 4.8 | 2.9 | 2.0 |
| Sugar-sweetened juices | 43 | 27 | 16 | 8.1 | 3.6 | 2.2 | 0.6 |
| Sugar-sweetened soft drinks and energy drinks | 37 | 26 | 22 | 11 | 3.4 | 1.8 | 1.1 |
| Chocolate | 5.5 | 18 | 37 | 28 | 8.1 | 3.6 | 0.7 |
| Sweets | 13 | 19 | 33 | 28 | 5.4 | 1.6 | 1.1 |

Supplementary Table 2. Matching of food frequency questionnaire (FFQ) rows and grocery purchase categories.

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| --- | --- | --- |
| **Food group in analyses** | **FFQ rows** | **Grocery purchase categories** |
| Fresh vegetables | Fresh vegetables | Fresh vegetables |
| Cooked and canned vegetables | Cooked and canned vegetables | Cooked and canned vegetablesMushroomsVegetable dishesFrozen vegetables |
| Vegetarian protein sources | Peas, beans lentils and soya | Peas, bean and lentilsPlant-protein products |
| Fruits | Fresh and canned fruits | Fresh fruitCanned and frozen fruit |
| Berries | Fresh and frozen berries | Fresh berriesFrozen berries |
| Skimmed milk and sour milk | Skimmed milk and sour milk | Skimmed milk and sour milk |
| Vegetable oils | Vegetable oils in cooking | Vegetable oils |
| Butter and butter-fat blends | Butter and butter-fat blends, 80% fat, on bread | Butter and butter-fat blends |
| Margarines | Margarine, ≥60% fat, on breadMargarine, <60% fat, on bread | Margarines |
| Fish | Fish dishes and fish products | Fish dishesFish productsFresh fish |
| Red meat | Red meat | Cooked red meatsFresh red meatMeat patties and ballsOffalRed meat dishes |
| White meat | White meat | Cooked poultryFresh poultryPoultry offalPoultry pattiesPoultry dishes |
| Processed meats | Cold cutsSausages, frankfurters and luncheon meats | Cold cutsHamBaconSausages |
| Rye bread | Rye bread, crisp bread and thin rye crackers | Rye bread |
| White bread | White bread | Wheat bread |
| Sugar-sweetened beverages | Sugar-sweetened soft drinks and energy drinksSugar-sweetened juices | Sugar-sweetened juicesSugar-sweetened soft drinksSugar-sweetened energy drinks |
| Chocolate | Chocolate | Chocolates |
| Sweets | Sweets | Sweets |

Supplementary Table 3. Purchase frequencies and volumes during the 1- and 12-month periods preceding the food frequency (FFQ) data collection.

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| --- | --- | --- | --- |
|   | Purchase frequency 1, mean (SD) |   | Purchase volume in kgs, mean (SD) |
|   | 1-month period | 12-month period |   | 1-month period | 12-month period |
| Fresh vegetables | 3.68 (3.27) | 36.11 (36.11) |  | 3.99 (8.44) | 38.81 (45.7) |
| Cooked and canned vegetables | 1.61 (1.84) | 16.8 (15.41) |  | 0.95 (1.34) | 9.85 (10.86) |
| Peas, beans, lentils and soya | 0.36 (0.86) | 4.35 (7.16) |  | 0.17 (0.48) | 2.16 (4.16) |
| Fruits | 3.41 (3.33) | 36.67 (30.87) |  | 4.49 (5.75) | 48.91 (53.75) |
| Berries | 0.67 (1.41) | 3.51 (7.2) |  | 0.36 (0.94) | 2.15 (5.33) |
| Skimmed milk and sour milk | 1.17 (2.49) | 12.72 (24.75) |  | 2.46 (6.69) | 27.53 (69.44) |
| Vegetable oils | 0.17 (0.43) | 1.72 (2.48) |  | 0.11 (0.33) | 1.19 (1.96) |
| Butter and butter-fat blends | 0.86 (1.26) | 8.83 (10.91) |  | 0.45 (0.74) | 4.68 (6.63) |
| Margarine | 0.49 (1) | 5.13 (9.21) |  | 0.25 (0.55) | 2.64 (5.15) |
| Fish | 1.22 (1.63) | 11.43 (12.65) |  | 0.56 (0.99) | 5.54 (7.27) |
| Red meat | 2.1 (2.42) | 22.55 (22.13) |  | 1.55 (2.2) | 17.01 (19.78) |
| White meat | 1.04 (1.51) | 10.15 (11.98) |  | 0.76 (1.34) | 7.52 (10.75) |
| Processed meat | 2.71 (2.76) | 27.83 (25.37) |  | 1.26 (1.67) | 12.93 (15.53) |
| Rye bread | 1.91 (2.27) | 20.2 (20.6) |  | 0.93 (1.31) | 9.97 (11.89) |
| Wheat bread | 0.65 (1.25) | 6.33 (9.51) |  | 0.29 (0.67) | 2.76 (5.1) |
| Sugar-sweetened beverages | 1.2 (2.05) | 10.78 (16.6) |  | 2.2 (4.92) | 19.3 (39.42) |
| Chocolate | 1.09 (1.89) | 13.66 (17.61) |  | 0.18 (0.38) | 2.76 (3.9) |
| Sweets | 1.55 (2.15) | 16.76 (18.76) |   | 0.47 (0.82) | 5.01 (6.88) |
| 1 Number of days on which the given foods were purchased |  |  |  |  |