**Supplementary Material**

**Supplemental Table 1**. Food Categorisation Table adapted from Dunford(17) showing 10 main categories of data collected for both branded and generic products

|  |  |  |
| --- | --- | --- |
| Category | Subcategory | Description |
| Bread | Bread | Including crumpets |
|  | Wraps |  |
| Cereal | Breakfast Cereals | Including tortillas, tacos and other corn-based cereal products |
| Convenience Food/Mixed Dishes | Pizza | Including frozen pizzas |
|  | Pre-prepared salads and sandwiches |  |
|  | Ready Meals | Including chilled, frozen and ready-to-eat meals and pre-prepared foods such as quiches, pasta |
|  | Soup |  |
| Dairy | Cheese | Excluding vegan cheeses |
|  | Milk | All milk, powdered and flavoured, and milk alternatives e.g. almond, coconut, soy and rice |
|  | Yoghurt |  |
| Discretionary Food | Biscuits | Including savoury and sweet biscuits, crackers and crispbreads |
|  | Cakes, muffins and pastries |  |
|  | Cereal Bars | Muesli and snack bars |
|  | Confectionery |  |
|  | Desserts | Including dairy-based desserts e.g. ice-cream, custards and pudding and soy-based ice cream |
| Fish |  | All canned, chilled and frozen fish and seafood |
| Fruit and Vegetables | Fruit | All canned, dried, frozen and pre-packaged fruit |
|  | Juice | Including fruit and vegetable juices |
|  | Vegetables | All canned and frozen vegetables (including potato products) and canned and dried beans and legumes |
| Meat and Alternatives | Meat Alternatives | Including all chilled and frozen meat alternatives |
|  | Nuts and Seeds | Including all varieties of salted and unsalted nuts/mixed nuts and seeds |
|  | Processed meat and derivatives | Including chilled pies, sausage rolls and frozen party food varieties |
| Snacks |  | Including crisps and popcorn |
| Spreads |  | Including nut spreads such as peanut butter and almond and tahini |

**Supplemental Table 2.** Total number of branded and generic products and number of paired samples in each category with percentage of HSR products

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Categories | | Paired Samples (n) |  | Products (n) | Products with HSR (%) | |
| Bread |  | | | | |
| Bread | | 15 | Branded  Generic | 104  60 | 40 (38)  39 (65) | |
| Wraps | | 1 | Branded  Generic | 6  1 | 2 (33)  1 (100) | |
| Cereal | |  |  |  |  | |
| Breakfast Cereals | | 15 | Branded  Generic | 159  62 | 82 (52)  45 (73) | |
| Convenience Food  (Mixed Dishes) | |  |  |  |  | |
| Pizza | | 3 | Branded  Generic | 5  4 | 3 (60)  4 (100) | |
| Soups(a) | | 8 | Branded  Generic | 104  49 | 48 (46)  42 (86) | |
| Ready Meals(b) | | 15 | Branded  Generic | 117  59 | 66 (56)  48 (81) | |
| Dairy | |  |  |  |  | |
| Dairy Cheese | | 1 | Branded  Generic | 61  36 | 1 (2)  19 (53) | |
| Milk | | 7 | Branded  Generic | 79  46 | 25 (32)  19 (41) | |
| Yoghurt | | 3 | Branded  Generic | 58  5 | 10 (17)  4 (80) | |
| Discretionary Food | |  |  |  |  | |
| Cereal Bars | | 7 | Branded  Generic | 91  38 | 38 (42)  19 (50) | |
| Biscuits(c) | | 10 | Branded  Generic | 104  78 | 34 (33)  38 (49) | |
| Fish | |  |  |  |  | |
| Canned Fish and Seafood | | 10 | Branded  Generic | 106  140 | 23 (22)  73 (52) | |
| Chilled Fish | | 4 | Branded  Generic | 8  10 | 3 (38)  6 (60) | |
| Frozen Fish | | 5 | Branded  Generic | 53  21 | 23 (43)  12 (57) | |
| Fruit and Vegetables | |  |  |  |  | |
| Fruit and Vegetable Juices | | 10 | Branded  Generic | 196  49 | 57 (29)  42 (86) | |
| Vegetables(d) | | 13 | Branded  Generic | 74  71 | 53 (72)  47 (66) | |
| Fruit(e) | | 4 | Branded  Generic | 9  11 | 7 (78)  5 (45) | |
| Meat and Alternatives | |  |  |  |  | |
| Nuts and Seeds | | 8 | Branded  Generic | 35  56 | 11 (31)  28 (50) | |
| Meat Alternatives | | 1 | Branded  Generic | 9  5 | 5 (56)  5 (100) | |
| Processed Meat  and Derivatives | | 1 | Branded  Generic | 27  7 | 4 (15)  5 (71) | |
| Spreads | |  |  |  |  | |
| Spreads | | 5 | Branded  Generic | 38  22 | 18 (47)  17 (77) | |
| Total | | 146 | Branded  Generic | 1443  830 | 550 (38)  518 (62) | |

(a) Excluding concentrated and powdered soups needing preparation other than heating

(b) Including chilled and frozen ready-meals

(c) Including sweet and savoury biscuits

(d) Including canned and frozen vegetables as well as frozen potato products

(e) Frozen fruit only

**Supplemental Table 3.** Table showing paired sample products within each category, number of products and percentage of products with a HSR

|  |  |  |  |
| --- | --- | --- | --- |
| Categories |  | Products (n) | Products with HSR (%) |
| Bread |  |  |  |
| Bread |  |  |  |
| Brioche | Branded  Generic | 8  3 | 1 (13)  2 (67) |
| Fruit/Raisin | Branded  Generic | 8  6 | 6 (75)  4 (67) |
| GF Mixed Seeds | Branded  Generic | 2  4 | 1 (50)  3 (75) |
| GF Raisin Bread | Branded Generic | 1  1 | 1 (100)  1 (100) |
| GF Seeded Rolls | Branded  Generic | 2  1 | 1 (50)  1 (100) |
| GF White Bread | Branded  Generic | 1  3 | 1 (100)  2 (67) |
| GF White Rolls | Branded  Generic | 2  1 | 1 (50)  1 (100) |
| Grains & Seeds | Branded  Generic | 11  3 | 2 (18)  3 (100) |
| Mixed Grains | Branded  Generic | 7  3 | 2 (29)  3 (100) |
| Multigrain | Branded  Generic | 9  5 | 3 (33)  2 (40) |
| Rye | Branded  Generic | 10  3 | 2 (20)  2 (67) |
| Soy & Linseed | Branded  Generic | 3  3 | 1 (33)  2 (67) |
| White | Branded  Generic | 23  16 | 9 (39)  8 (50) |
| Wholemeal | Branded  Generic | 16  7 | 8 (50)  4 (57) |
| Wholemeal  (Added Fibre) | Branded  Generic | 1  1 | 1 (100)  1 (100) |
| Wraps |  |  |  |
| Wholemeal | Branded  Generic | 6  1 | 2 (33)  1 (100) |
| Cereal |  |  |  |
| Rolled Oats | Branded  Generic | 21  17 | 13 (62)  11 (65) |
| Whole Wheat Biscuit | Branded  Generic | 3  1 | 3 (100)  1 (100) |
| Gluten Free Muesli | Branded  Generic | 23  3 | 6 (26)  1 (33) |
| Toasted Muesli with added  Dried Fruit & Nuts | Branded  Generic | 14  5 | 4 (29)  2 (40) |
| Toasted Muesli  with added Nuts | Branded  Generic | 21  7 | 7 (33)  6 (86) |
| Untoasted Muesli  with added Dried Fruit | Branded  Generic | 18  12 | 10 (55)  9 (75) |
| Untoasted Low Fat Muesli  With added Dried Fruit | Branded  Generic | 1  1 | 1 (100)  1 (100) |
| Untoasted Muesli with added  Dried Fruit & Nuts | Branded  Generic | 20  6 | 9 (45)  4 (67) |
| Rolled Oats, mixed  with Sugar or Honey | Branded  Generic | 14  1 | 11 (79)  1 (100) |
| Rice Flakes  Added Vitamins & Minerals | Branded  Generic | 1  2 | 1 (100)  2 (100) |
| Cocoa Coating Puffed Rice  Added Vitamins & Minerals | Branded  Generic | 6  1 | 4 (67)  1 (100) |
| Mixed Grain (Wheat, Oat & Corn)  Added Vitamins & Minerals | Branded  Generic | 8  1 | 6 (75)  1 (100) |
| Fruit Flavoured Mixed Grain  (Wheat, Oat & Corn)  Added Vitamins & Minerals | Branded  Generic | 3  1 | 2 (67)  1 (100) |
| Cocoa Coating Crispy Pillow Mixed  Grain (Wheat, Corn, Rice & Oat)   Added Vitamins & Minerals | Branded  Generic | 1  2 | 1 (100)  2 (100) |
| Apricot & Sultana Mixed Grain  Flakes (Wheat & Oat)  Added Vitamins & Minerals | Branded  Generic | 2  1 | 1 (50)  1 (100) |
| Porridge, Rolled Oats mixed with  Sugar & Dried Fruit | Branded  Generic | 3  1 | 3 (100)  1 (100) |
| Convenience Food  (Mixed Dishes) |  |  |  |
| Pizza |  |  |  |
| Chicken & Bacon Pizza | Branded  Generic | 1  1 | 1 (100)  1 (100) |
| Meat Lovers Pizza | Branded  Generic | 2  2 | 1 (50)  2 (100) |
| Supreme Pizza | Branded  Generic | 2  1 | 1 (50)  1 (100) |
| Soups |  |  |  |
| Chicken & Corn | Branded  Generic | 6  6 | 63 (50)  5 (83) |
| Chicken & Vegetable | Branded  Generic | 12  7 | 3 (25)  6 (86) |
| Meat & Vegetable | Branded  Generic | 20  13 | 11 (55)  11 (85) |
| Minestrone | Branded  Generic | 5  2 | 1 (20)  2 (100) |
| Pea & Ham | Branded  Generic | 5  2 | 2 (40)  1 (50) |
| Pumpkin | Branded  Generic | 17  10 | 6 (35)  8 (80) |
| Tomato | Branded  Generic | 4  1 | 2 (50)  1 (100) |
| Vegetable | Branded  Generic | 35  8 | 20 (57)  8 (100) |
| Ready Meals |  |  |  |
| Fresh Pasta  Filled with Vegetables | Branded  Generic | 8  2 | 3 (38)  1 (50) |
| Fresh Pasta  Filled with Meat | Branded  Generic | 18  6 | 5 (28)  4 (67) |
| Fresh Pasta  Filled with Spinach & Ricotta | Branded  Generic | 6  5 | 2 (33)  4 (80) |
| Indian Style Chicken Curry  with Rice | Branded  Generic | 1  7 | 1 (100)  5 (71) |
| Beef & Vegetables | Branded  Generic | 7  5 | 3 (43)  5 (100) |
| Beef Lasagne | Branded  Generic | 7  5 | 2 (29)  4 (80) |
| Beef & Noodles or Pasta | Branded  Generic | 12  1 | 9 (75)  1 (100) |
| Beef & Rice | Branded  Generic | 6  2 | 3 (50)  2 (100) |
| Chicken & Vegetables | Branded  Generic | 1  2 | 1 (100)  1 (50) |
| Chicken, Vegetables &  Noodles or Pasta | Branded  Generic | 14  7 | 7 (50)  7 (100) |
| Indian Style Chicken Curry  & Rice | Branded  Generic | 3  4 | 1 (33)  3 (75) |
| Chicken Curry & Rice  Energy Controlled Portion | Branded  Generic | 31  9 | 20 (65)  9 (100) |
| Vegetables & Pasta or  Noodles | Branded  Generic | 17  3 | 7 (41)  3 (100) |
| Tuna Mornay with Pasta  & White Sauce | Branded  Generic | 4  2 | 2 (50)  2 (100) |
| Prawn & Rice | Branded  Generic | 9  2 | 4 (44)  2 (100) |
| Dairy |  |  |  |
| Cheese |  |  |  |
| Hard Cheddar  Regular Fat | Branded  Generic | 61  36 | 1 (2)  19 (53) |
| Milk (and Milk Alternatives) |  |  |  |
| Full Cream, Cow’s Milk | Branded  Generic | 30  16 | 5 (17)  4 (25) |
| Reduced Fat, Cow’s Milk | Branded  Generic | 14  14 | 5 (36)  7 (50) |
| Skim, Cow’s Milk | Branded  Generic | 15  7 | 1 (7)  3 (43) |
| Almond | Branded  Generic | 12  6 | 7 (58)  2 (33) |
| Coconut | Branded  Generic | 3  1 | 2 (67)  1 (100) |
| Soy, Reduced Fat | Branded  Generic | 1  1 | 1 (100)  1 (100) |
| Soy, Regular Fat | Branded  Generic | 4  1 | 4 (100)  1 (100) |
| Yoghurt |  |  |  |
| Reduced Fat, Berry Flavoured | Branded  Generic | 12  1 | 4 (33)  1 (100) |
| Reduced Fat, Vanilla Flavoured | Branded  Generic | 15  3 | 3 (20)  2 (67) |
| Regular Fat, Tropical Flavoured | Branded  Generic | 26  1 | 3 (12)  1 (100) |
| Discretionary Food |  |  |  |
| Cereal Bars |  |  |  |
| Plain or with 10% Dried Fruit | Branded  Generic | 28  4 | 13 (46)  2 (50) |
| With Chocolate Chips  or Coating | Branded  Generic | 17  9 | 14 (82)  6 (67) |
| Chocolate-Coated with  10% Dried Fruit & 45% Nuts | Branded  Generic | 16  7 | 2 (13)  3 (43) |
| With 10% Dried Fruit  & 60% Nuts | Branded  Generic | 4  2 | 1 (25)  1 (50) |
| Chocolate-Coated, Plain or  with 10% Dried Fruit | Branded  Generic | 14  3 | 5 (36)  1 (33) |
| Yoghurt-Coated, Plain or  with 10% Dried Fruit | Branded  Generic | 12  13 | 3 (25)  6 (46) |
| Biscuits (Sweet and Savoury) |  |  |  |
| Cheese-Flavoured,  from White Wheat Flour | Branded  Generic | 9  11 | 4 (44)  7 (64) |
| Other-Flavoured,  from White Wheat Flour | Branded  Generic | 20  8 | 10 (50)  5 (63) |
| Chocolate Chip | Branded  Generic | 20  14 | 1 (5)  6 (43) |
| Chocolate-Coated, Caramel Filling,  Biscuit Base | Branded  Generic | 2  4 | 2 (100)  3 (75) |
| Chocolate-Coated, Cream Filling,  Sandwich Style | Branded  Generic | 14  5 | 5 (36)  4 (80) |
| Chocolate-Coated, Marshmallow  Filling | Branded  Generic | 4  4 | 2 (50)  2 (50) |
| Chocolate-Coated, Mint Filling,  Biscuit Base | Branded  Generic | 4  5 | 3 (75)  2 (40) |
| Chocolate-Coated, Wheatmeal | Branded  Generic | 7  6 | 1 (14)  5 (83) |
| Plain Chocolate-Coated | Branded  Generic | 9  10 | 2 (22)  2 (20) |
| Shortbread Style | Branded  Generic | 15  11 | 4 (27)  2 (18) |
| Fish |  |  |  |
| Canned Fish and Seafood |  |  |  |
| Flavoured Salmon | Branded  Generic | 12  11 | 3 (25)  2 (18) |
| Sardines in Oil | Branded  Generic | 6  5 | 1 (17)  2 (40) |
| Sardines in Tomato Sauce | Branded  Generic | 4  5 | 1 (25)  2 (40) |
| Sardines in Water | Branded  Generic | 3  4 | 1 (33)  2 (50) |
| Flavoured Tuna | Branded  Generic | 47  55 | 10 (21)  33 (60) |
| Unflavoured Salmon in Water | Branded  Generic | 4  2 | 1 (25)  1 (50) |
| Smoked Oysters in Oil | Branded  Generic | 2  6 | 1 (50)  1 (17) |
| Unflavoured Tuna in Brine | Branded  Generic | 6  11 | 2 (33)  6 (55) |
| Unflavoured Tuna in Vegetable Oil | Branded  Generic | 11  21 | 1 (9)  13 (62) |
| Unflavoured Tuna in Water | Branded  Generic | 11  20 | 2 (18)  11 (55) |
| Chilled Fish |  |  |  |
| Raw Salmon with Marinade | Branded  Generic | 3  3 | 1 (33)  1 (33) |
| Raw Salmon Skin Off | Branded  Generic | 2  2 | 1 (50)  2 (100) |
| Raw Salmon Skin On | Branded  Generic | 3  5 | 1 (33)  3 (60) |
| Frozen Fish |  |  |  |
| Coated Squid or Calamari | Branded  Generic | 7  5 | 4 (57)  3 (60) |
| Crumbed Fish Finger | Branded  Generic | 4  2 | 3 (75)  1 (50) |
| Battered White Flesh Fish | Branded  Generic | 5  7 | 1 (20)  1 (14) |
| Coated Cod or Hake | Branded  Generic | 9  1 | 2 (22)  1 (100) |
| Coated Blue Grenadier | Branded  Generic | 28  6 | 13 (46)  6 (100) |
| Fruit and Vegetables |  |  |  |
| Fruit and Vegetable Juices |  |  |  |
| Apple | Branded  Generic | 29  14 | 6 (21)  11 (79) |
| Apple Blackcurrant | Branded  Generic | 9  6 | 2 (22)  5 (83) |
| Apple Mango | Branded  Generic | 5  2 | 3 (60)  1 (50) |
| Breakfast | Branded  Generic | 8  1 | 4 (50)  1 (100) |
| Coconut | Branded  Generic | 41  3 | 7 (17)  3 (100) |
| Fruit & Vegetable | Branded  Generic | 27  1 | 10 (37)  1 (100) |
| Orange | Branded  Generic | 43  15 | 13 (30)  13 (87) |
| Orange and Mango | Branded  Generic | 5  1 | 2 (40)  1 (100) |
| Smoothie, Fruit Juice  Based with Mixed Fruit | Branded  Generic | 10  4 | 2 (20)  4 (100) |
| Tropical | Branded  Generic | 19  2 | 8 (42)  2 (100) |
| Vegetables (Canned and Frozen) |  |  |  |
| Par-fried Potato Fries  In Canola Oil | Branded  Generic | 3  5 | 2 (67)  1 (20) |
| Baked or Roasted Potato Chips | Branded  Generic | 5  5 | 1 (20)  3 (60) |
| Beetroot | Branded  Generic | 3  4 | 3 (100)  4 (100) |
| Creamed Sweetcorn | Branded  Generic | 1  2 | 1 (100)  2 (100) |
| Sweetcorn Kernels | Branded  Generic | 6  5 | 6 (100)  5 (100) |
| Whole Tomatoes, in Tomato Juice | Branded  Generic | 6  9 | 6 (100)  9 (100) |
| Mixed Salad Vegetables  (For use in Garden Salads) | Branded  Generic | 1  1 | 1 (100)  1 (100) |
| Raw Mixed Vegetables | Branded  Generic | 34  17 | 23 (68)  9 (53) |
| Cooked Mixed Vegetables  (For use in Stir-fry) | Branded  Generic | 2  1 | 1 (50)  1 (100) |
| Sweetcorn on the cob | Branded  Generic | 2  3 | 1 (50)  2 (67) |
| Sweetcorn kernels | Branded  Generic | 4  4 | 2 (50)  2 (50) |
| Green Beans | Branded  Generic | 7  5 | 2 (29)  2 (40) |
| Green Peas | Branded  Generic | 9  10 | 4 (44)  6 (60) |
| Fruit (Frozen) |  |  |  |
| Blueberry | Branded  Generic | 4  3 | 3 (75)  1 (33) |
| Mixed Berry | Branded  Generic | 3  4 | 2 (67)  2 (50) |
| Raspberry | Branded  Generic | 1  3 | 1 (100)  1 (33) |
| Tropical Mix | Branded  Generic | 1  1 | 1 (100)  1 (100) |
| Meat and Alternatives |  |  |  |
| Nuts and Seeds |  |  |  |
| Almond Meal | Branded  Generic | 4  6 | 1 (25)  1 (17) |
| Almonds, Raw & Unsalted | Branded  Generic | 7  14 | 1 (14)  6 (43) |
| Chia Seeds | Branded  Generic | 5  6 | 2 (40)  5 (83) |
| Macadamia Nuts, Raw & Unsalted | Branded  Generic | 3  6 | 1 (33)  4 (67) |
| Pecan Nuts | Branded  Generic | 2  5 | 2 (100)  3 (60) |
| Pine Nuts | Branded  Generic | 6  4 | 2 (33)  1 (25) |
| Roasted Almonds | Branded  Generic | 3  5 | 1 (33)  3 (60) |
| Walnuts, Raw & Unsalted | Branded  Generic | 5  10 | 1 (20)  5 (50) |
| Meat Alternatives |  |  |  |
| Vegetarian Burgers | Branded  Generic | 9  5 | 5 (56)  5 (100) |
| Processed Meat and Derivatives |  |  |  |
| Pies | Branded  Generic | 27  7 | 4 (15)  5 (71) |
| Spreads |  |  |  |
| Crunchy Peanut Butter  Added Sugar or Salt | Branded  Generic | 10  7 | 2 (20)  5 (71) |
| Crunchy Peanut Butter  No Added Sugar or Salt | Branded  Generic | 8  1 | 6 (75)  1 (100) |
| Smooth Peanut Butter  Added Sugar or Salt | Branded  Generic | 9  10 | 2 (22)  7 (70) |
| Smooth Peanut Butter  No Added Sugar or Salt | Branded  Generic | 8  1 | 6 (75)  1 (100) |
| Tahini | Branded  Generic | 3  3 | 2 (67)  3 (100) |