

SUPPLEMENTARY FIGURE A. Boston Pizza Children's Menus by Menu Labelling Condition

Condition 1 – No Nutrition Information (Control)

JUST FOR KIDS
\$6.99

Meal includes entrée, side, drink and dessert

1

CHOOSE YOUR ENTRÉE

CHICKEN FINGERS

BP® MINI CHEESEBURGERS

BUGS 'N' CHEESE

SLURPIN' SPAGHETTI

GRILLED CHEESE

PINT-SIZED PIZZA



Chicken Fingers

Crispy baked (never fried) chicken fingers served with plum sauce.



Bugs 'n' Cheese

Using our pizza mozzarella and alfredo sauce, we've caught colourful bugs just for you! No, they're not real - they're just bug-shaped pasta.

2

CHOOSE YOUR SIDE

CUCUMBER & RED PEPPER STRIPS WITH RANCH DIP

STEAMED VEGETABLES

TOSSED SALAD WITH HOUSE DRESSING

CAESAR SALAD WITH DRESSING

FRIES



BP® Mini Cheeseburgers

What's better than one pint-sized cheeseburger topped with real Canadian cheddar cheese? Two! Served with ketchup and mustard.



Slurpin' Spaghetti

Spaghetti noodles perfect for slurping, served with meat sauce on the side.

3

CHOOSE YOUR DRINK

APPLE JUICE

2% MILK

CHOCOLATE MILK

PEPSI®

DIET PEPSI®

ICED TEA

WATER



Grilled Cheese

A mound of gooey pizza mozzarella and cheddar on toasted bread.



Pint-sized Pizza

A pizza made to fit in your hands. With sauce and pizza mozzarella.

4

CHOOSE YOUR DESSERT

SUNDAE WITH CHOCOLATE SAUCE AND M&M® MINIS

WORMS 'N' DIRT



Sundae

Vanilla bean ice cream topped with chocolate sauce and M&M's minis.



Worms 'n' Dirt

Chocolate pudding squirming with gummy worms.

Condition 2 – Calorie Information Only

JUST FOR KIDS
\$6.99

Meal includes entrée,
side, drink and
dessert

1

CHOOSE YOUR ENTRÉE

	<u>Calories</u>
CHICKEN FINGERS	210
BP® MINI CHEESEBURGERS	490
BUGS 'N' CHEESE	451
SLURPIN' SPAGHETTI	370
GRILLED CHEESE	390
PINT-SIZED PIZZA	340



Chicken Fingers

Crispy baked (never fried) chicken fingers served with plum sauce.

MEAL | Calories: 440 - 1191



Bugs 'n' Cheese

Using our pizza mozzarella and alfredo sauce, we've caught colourful bugs just for you! No, they're not real - they're just bug-shaped pasta.

MEAL | Calories: 681 - 1432

2

CHOOSE YOUR SIDE

	<u>Calories</u>
CUCUMBER & RED PEPPER STRIPS WITH RANCH DIP	320
STEAMED VEGETABLES	30
TOSSED SALAD WITH HOUSE DRESSING	110
CAESAR SALAD WITH DRESSING	100
FRIES	180



BP® Mini Cheeseburgers

What's better than one pint-sized cheeseburger topped with real Canadian cheddar cheese? Two! Served with ketchup and mustard.

MEAL | Calories: 720 - 1471



Slurpin' Spaghetti

Spaghetti noodles perfect for slurping, served with meat sauce on the side.

MEAL | Calories: 600 - 1351

3

CHOOSE YOUR DRINK

	<u>Calories</u>
APPLE JUICE	156
2% MILK	185
CHOCOLATE MILK	241
PEPSI®	150
DIET PEPSI®	0
ICED TEA	110
WATER	0



Grilled Cheese

A mound of gooey pizza mozzarella and cheddar on toasted bread.

MEAL | Calories: 620 - 1371



Pint-sized Pizza

A pizza made to fit in your hands. With sauce and pizza mozzarella.

MEAL | Calories: 570 - 1321

4

CHOOSE YOUR DESSERT

	<u>Calories</u>
SUNDAE WITH CHOCOLATE SAUCE AND M&M® MINIS	200
WORMS 'N' DIRT	420



Sundae

Vanilla bean ice cream topped with chocolate sauce and M&M's minis.



Worms 'n' Dirt

Chocolate pudding squirming with gummy worms.

Condition 3 - Calories + Contextual Statement

JUST FOR KIDS
\$6.99

Meal includes entrée,
side, drink and
dessert

1

CHOOSE YOUR ENTRÉE

	Calories
CHICKEN FINGERS	210
BP® MINI CHEESEBURGERS	490
BUGS 'N' CHEESE	451
SLURPIN' SPAGHETTI	370
GRILLED CHEESE	390
PINT-SIZED PIZZA	340



Chicken Fingers

Crispy baked (never fried) chicken fingers served with plum sauce.

MEAL | Calories: 440 - 1191



Bugs 'n' Cheese

Using our pizza mozzarella and alfredo sauce, we've caught colourful bugs just for you! No, they're not real - they're just bug-shaped pasta.

MEAL | Calories: 681 - 1432

2

CHOOSE YOUR SIDE

	Calories
CUCUMBER & RED PEPPER STRIPS WITH RANCH DIP	320
STEAMED VEGETABLES	30
TOSSED SALAD WITH HOUSE DRESSING	110
CAESAR SALAD WITH DRESSING	100
FRIES	180



BP® Mini Cheeseburgers

What's better than one pint-sized cheeseburger topped with real Canadian cheddar cheese? Two! Served with ketchup and mustard.

MEAL | Calories: 720 - 1471



Slurpin' Spaghetti

Spaghetti noodles perfect for slurping, served with meat sauce on the side.

MEAL | Calories: 600 - 1351

3

CHOOSE YOUR DRINK

	Calories
APPLE JUICE	156
2% MILK	185
CHOCOLATE MILK	241
PEPSI®	150
DIET PEPSI®	0
ICED TEA	110
WATER	0



Grilled Cheese

A mound of gooey pizza mozzarella and cheddar on toasted bread.

MEAL | Calories: 620 - 1371



Pint-sized Pizza

A pizza made to fit in your hands. With sauce and pizza mozzarella.

MEAL | Calories: 570 - 1321

4

CHOOSE YOUR DESSERT

	Calories
SUNDAE WITH CHOCOLATE SAUCE AND M&M® MINIS	200
WORMS 'N' DIRT	420



Sundae

Vanilla bean ice cream topped with chocolate sauce and M&M's minis.



Worms 'n' Dirt

Chocolate pudding squirming with gummy worms.

2,000 calories a day is used for general nutrition advice, but calorie needs vary by age, gender, and activity level.

Condition 4 - Calories, Sodium, + Contextual Statement

JUST FOR KIDS
\$6.99

Meal includes entrée, side, drink and dessert

1

CHOOSE YOUR ENTRÉE

	Calories	Sodium (mg)
CHICKEN FINGERS	210	600
BP® MINI CHEESEBURGERS	490	1140
BUGS 'N' CHEESE	451	650
SLURPIN' SPAGHETTI	370	350
GRILLED CHEESE	390	840
PINT-SIZED PIZZA	340	590



Chicken Fingers

Crispy baked (never fried) chicken fingers served with plum sauce.

MEAL | Calories: 440 - 1191
Sodium: 685 - 1816mg



Bugs 'n' Cheese

Using our pizza mozzarella and alfredo sauce, we've caught colourful bugs just for you! No, they're not real - they're just bug-shaped pasta.

MEAL | Calories: 681 - 1432
Sodium: 735 - 1866mg

2

CHOOSE YOUR SIDE

	Calories	Sodium (mg)
CUCUMBER & RED PEPPER STRIPS WITH RANCH DIP	320	450
STEAMED VEGETABLES	30	15
TOSSED SALAD WITH HOUSE DRESSING	110	180
CAESAR SALAD WITH DRESSING	100	190
FRIES	180	680



BP® Mini Cheeseburgers

What's better than one pint-sized cheeseburger topped with real Canadian cheddar cheese? Two! Served with ketchup and mustard.

MEAL | Calories: 720 - 1471
Sodium: 1225 - 2356mg



Slurpin' Spaghetti

Spaghetti noodles perfect for slurping, served with meat sauce on the side.

MEAL | Calories: 600 - 1351
Sodium: 435 - 1566mg

3

CHOOSE YOUR DRINK

	Calories	Sodium (mg)
APPLE JUICE	156	36
2% MILK	185	170
CHOCOLATE MILK	241	256
PEPSI®	150	15
DIET PEPSI®	0	25
ICED TEA	110	20
WATER	0	0



Grilled Cheese

A mound of gooey pizza mozzarella and cheddar on toasted bread.

MEAL | Calories: 620 - 1371
Sodium: 925 - 2056mg



Pint-sized Pizza

A pizza made to fit in your hands. With sauce and pizza mozzarella.

MEAL | Calories: 570 - 1321
Sodium: 675 - 1806mg

4

CHOOSE YOUR DESSERT

	Calories	Sodium (mg)
SUNDAE WITH CHOCOLATE SAUCE AND M&M® MINIS	200	70
WORMS 'N' DIRT	420	280



Sundae

Vanilla bean ice cream topped with chocolate sauce and M&M's minis.



Worms 'n' Dirt

Chocolate pudding squirming with gummy worms.

2,000 calories a day is used for general nutrition advice, but calorie needs vary by age, gender, and activity level. Healthy adults should aim for 1,500 to 2,300 milligrams of sodium per day. Children and seniors need less.

Condition 5 - Calories and Sodium in Traffic Lights + Contextual Statement

JUST FOR KIDS
\$6.99

Meal includes entrée, side, drink and dessert

1

CHOOSE YOUR ENTRÉE

	Calories	Sodium (mg)
CHICKEN FINGERS	210 LOW	600 MED
BP® MINI CHEESEBURGERS	490 MED	1140 HIGH
BUGS 'N' CHEESE	451 MED	650 MED
SLURPIN' SPAGHETTI	370 LOW	350 LOW
GRILLED CHEESE	390 LOW	840 MED
PINT-SIZED PIZZA	340 LOW	590 MED



Chicken Fingers

Crispy baked (never fried) chicken fingers served with plum sauce.

MEAL | Calories: 440 - 1191
Sodium: 685 - 1816mg



Bugs 'n' Cheese

Using our pizza mozzarella and alfredo sauce, we've caught colourful bugs just for you! No, they're not real - they're just bug-shaped pasta.

MEAL | Calories: 681 - 1432
Sodium: 735 - 1866mg

2

CHOOSE YOUR SIDE

	Calories	Sodium (mg)
CUCUMBER & RED PEPPER STRIPS WITH RANCH DIP	320 HIGH	450 MED
STEAMED VEGETABLES	30 LOW	15 LOW
TOSSED SALAD WITH HOUSE DRESSING	110 MED	180 MED
CAESAR SALAD WITH DRESSING	100 LOW	190 MED
FRIES	180 MED	680 HIGH



BP® Mini Cheeseburgers

What's better than one pint-sized cheeseburger topped with real Canadian cheddar cheese? Two! Served with ketchup and mustard.

MEAL | Calories: 720 - 1471
Sodium: 1225 - 2356mg



Slurpin' Spaghetti

Spaghetti noodles perfect for slurping, served with meat sauce on the side.

MEAL | Calories: 600 - 1351
Sodium: 435 - 1566mg

3

CHOOSE YOUR DRINK

	Calories	Sodium (mg)
APPLE JUICE	156 MED	36 LOW
2% MILK	185 MED	170 LOW
CHOCOLATE MILK	241 HIGH	256 LOW
PEPSI®	150 MED	15 LOW
DIET PEPSI®	0 LOW	25 LOW
ICED TEA	110 MED	20 LOW
WATER	0 LOW	0 LOW



Grilled Cheese

A mound of gooey pizza mozzarella and cheddar on toasted bread.

MEAL | Calories: 620 - 1371
Sodium: 925 - 2056mg



Pint-sized Pizza

A pizza made to fit in your hands. With sauce and pizza mozzarella.

MEAL | Calories: 570 - 1321
Sodium: 675 - 1806mg

4

CHOOSE YOUR DESSERT

	Calories	Sodium (mg)
SUNDAE WITH CHOCOLATE SAUCE AND M&M® MINIS	200 MED	70 LOW
WORMS 'N' DIRT	420 HIGH	280 MED



Sundae

Vanilla bean ice cream topped with chocolate sauce and M&M's minis.



Worms 'n' Dirt

Chocolate pudding squirming with gummy worms.

2,000 calories a day is used for general nutrition advice, but calorie needs vary by age, gender, and activity level. Healthy adults should aim for 1,500 to 2,300 milligrams of sodium per day. Children and seniors need less.