# Supplementary Material

**Supplementary Table 1 Food classification and scoring framework used to distinguish between healthy (+5 to +10), less healthy (-4 to +4) and unhealthy (-10 to -5) food sponsors**

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| **Food outlet type / food brand** | **Description** | **Health****Score** |
| Fruiterer & greengrocer | Mainly engaged in the sale of fresh fruit and vegetables, including wholesale stores with direct to public sales | 10 |
| Fish | Mainly engaged in the sale of fresh seafood; including wholesale stores with direct to public sales and takeaway stores also providing a range of fresh seafood. | 9 |
| Poultry | Mainly engaged in the sale of fresh poultry; including wholesale stores and with direct to public sales. | 9 |
| Butchery | Mainly engaged in the sale of fresh meat; including wholesale stores with direct to public sales. | 9 |
| Major Supermarket | Mainly engaged in the sale of groceries (fresh foods, canned and packaged foods, dry goods) of non-specialised (conventional) food lines. May contain a butcher or baker. Usually have 5 or more checkouts and a floor area over 1000 square meters. I.e. Woolworths, Coles, BI-LO, Franklins (no frills), ALDI | 5 |
| Minor Supermarket | Mainly engaged in the sale of groceries (fresh foods, canned and packaged food, dry goods) of non-specialised (conventional) food lines. Usually have 4 or fewer checkouts and a floor area under 1000 square meters. E.g. Independent grocer or supermarket. | 5 |
| Specialty food– core foods | Mainly engaged in the sale of a limited line of specialised food such as a particular gourmet food that can be defined under core food (e.g. dairy brands) | 5 |
| Restaurant/café – franchise | E.g. franchise restaurants and cafes; mainly engaged in the preparation and sale of meals/snacks for consumption on the premises; table service provided; may sell alcohol with food; may provide takeaway services. | 0 |
| Restaurant/café – local independent | E.g. restaurant in a golf club, culture-based restaurant/café which is not a take-away such as Mexican, Thai, Chinese etc.; mainly engaged in the preparation and sale of meals/snacks for consumption on the premises; table service provided; may also sell alcohol with food, may provide takeaway services. | 0 |
| Sandwich shop | Mainly engaged in the preparation of filled bread products like sandwiches or rolls. | 5 |
| Salad/sushi bar | Mainly engaged in the preparation of salads and sushi. | 5 |
| Delicatessen | Mainly engaged in the sale of specialty packaged or fresh products, or brands that sell products such as cured meats and sausage, pickled vegetables, dips, bread, and olives; may also provide dine in meals (e.g. Don KR).  | 0 |
| Bakery | Mainly oriented towards bread, biscuits, pastries, or other flour products with or without packaging. | 0 |
| General store | Mainly engaged in the sale of a limited line of groceries generally includes milk, bread, and canned and packaged foods | -5 |
| Specialty food – extra foods | Mainly engaged in the sale of foods such as ice-creams, donuts, waffles, cakes etc. than can be defined under extra food (e.g. Bulla ice-cream brand, Coca Cola brand) | -8 |
| Take-away local independent | E.g. kebab, fish & chips, burger, chicken shops, local pizza, mainly engaged in the preparation and sale of meals/snacks that are ready for immediate consumption; table service not provided; meals can be eaten on site; taken away or delivered; shop is not a franchise. | -8 |
| Take-away franchise | E.g. McDonalds, KFC, Subway, Four ‘n Twenty; mainly engaged in the preparation and sale of meals (excludes donuts, drinks, ice-cream etc.)/snacks that area ready for immediate consumption; table service not provided; meal can be eaten on site, taken away or delivered; the food shop is a franchise/chain store with food being sold in specialised packaging. | -10 |
| Service station/ convenience store | e.g. Seven Eleven | -10 |

Adapted from Needham et al. 2020 and Moayyed et al. 2017