

Appendix 1. Carton design and labelling

Figure A1. Filler products - dairy milk (one of each product below will be used per condition and all these products will be the same for both conditions)



*Only examples from two supermarkets were chosen as filler milk products, as the other two supermarkets did not sell fresh milk in cartons at the time of the study.

Figure A2. Filler products – other drinks (one of each product below will be used per condition and all these products will be the same for both conditions)

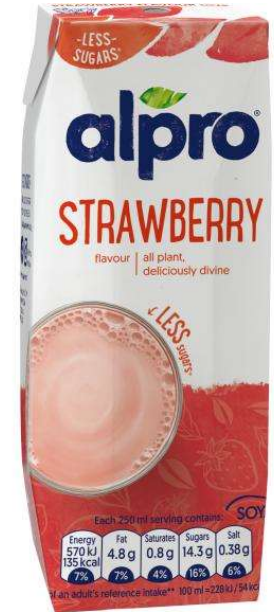


Figure A3. Milk substitute labelling

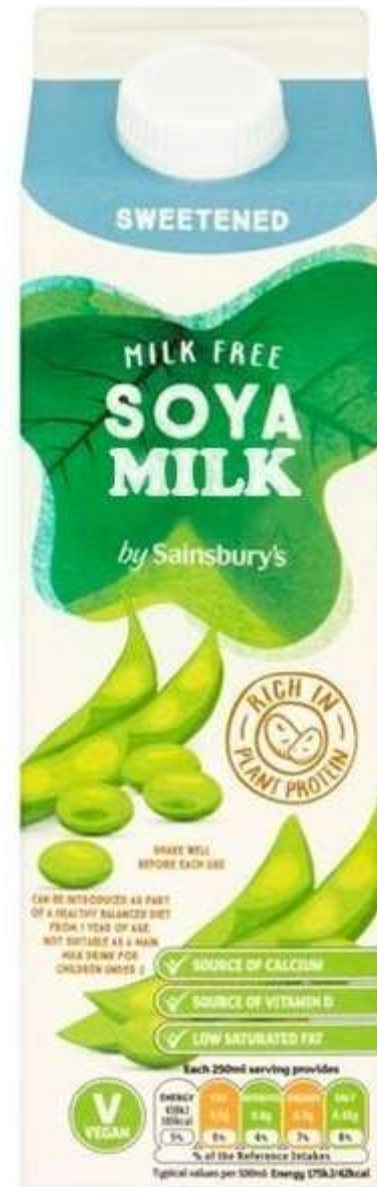
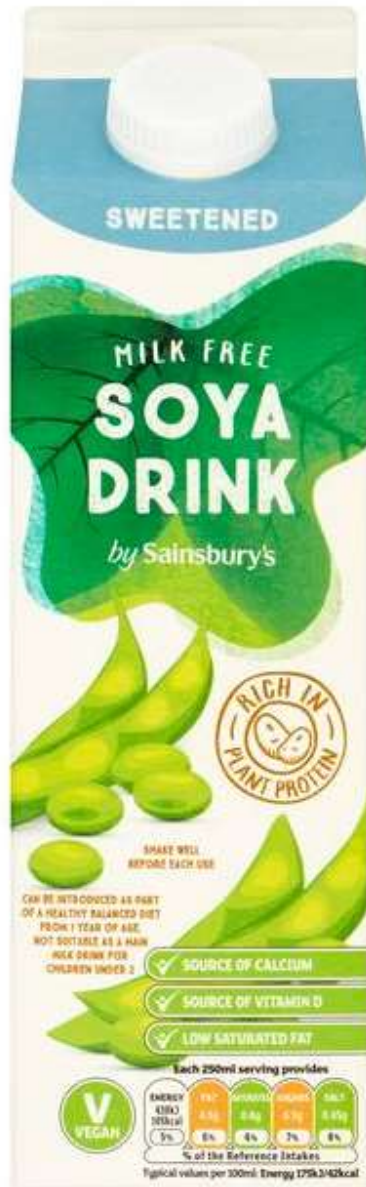
1. Milk Labelling Condition (current labelling)



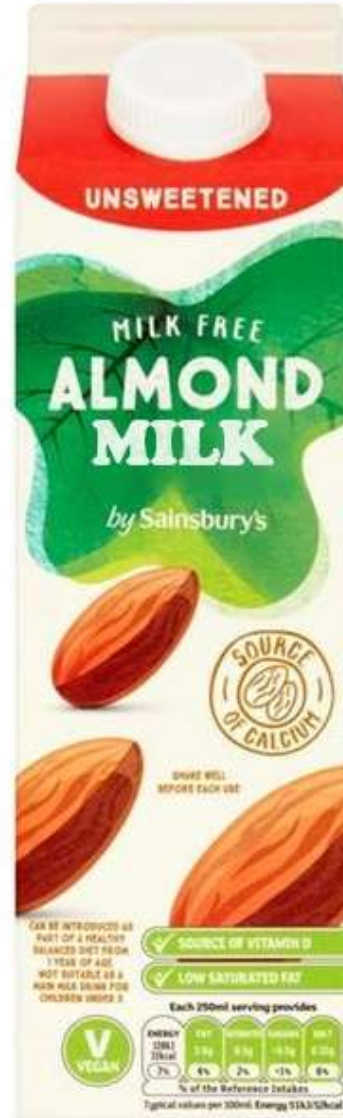
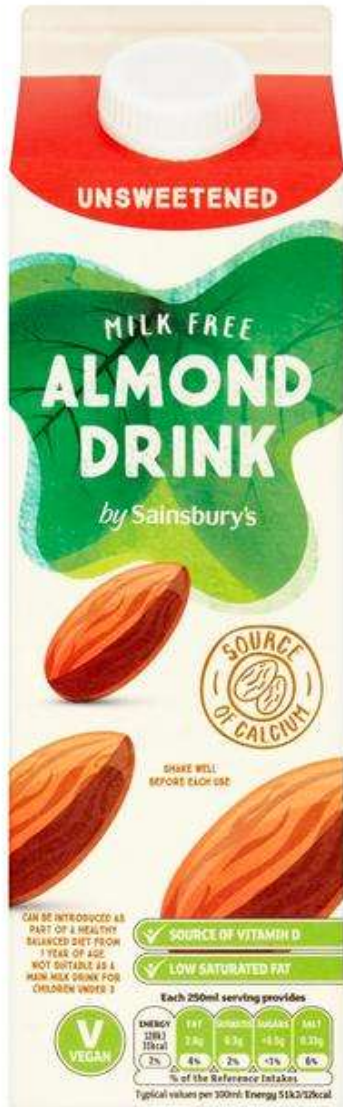
2. Milk Labelling Condition (photo shopped to say milk [the word drink has been removed where applicable])



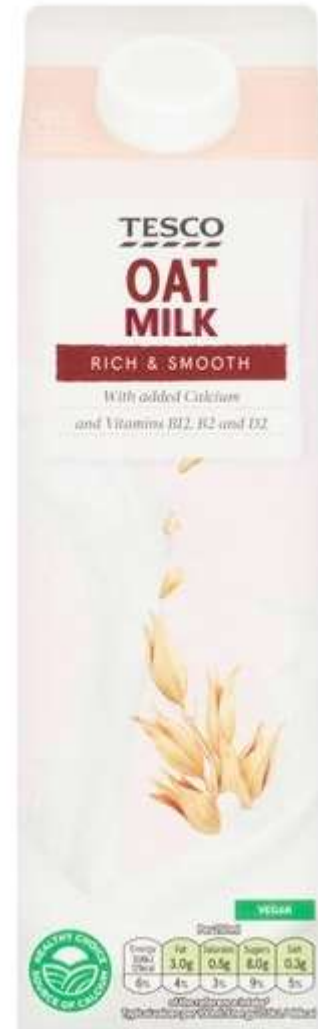
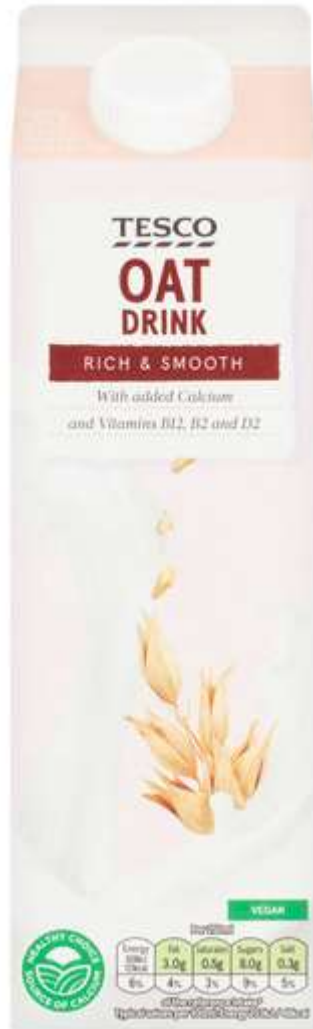


















Appendix 2. Example CONSORT diagram

