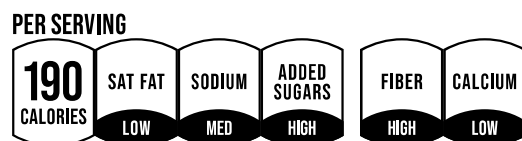
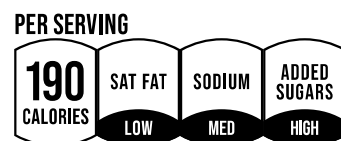


Front Of Pack (FOP) Schemes to test

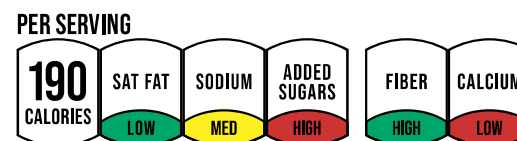
Guideline Daily Amount (GDA)



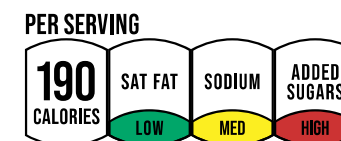
A1



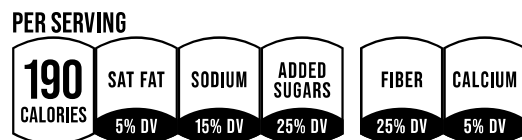
A2



B1



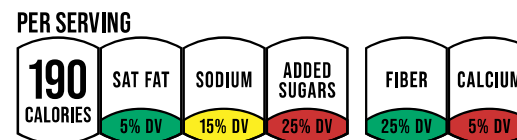
B2



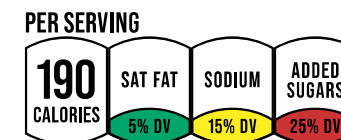
C1



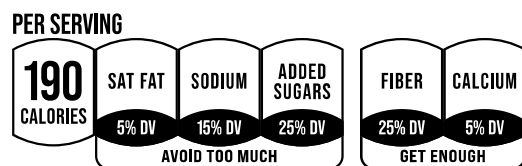
C2



D1



D2



E1



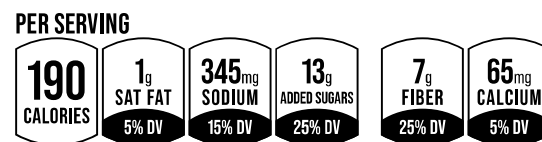
E2



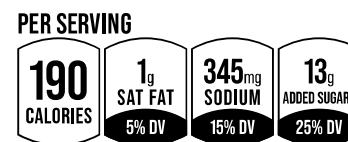
F1



F2



G1



G2

Front Of Pack (FOP) Schemes to test

Nutrition Tips

Per serving on right

| Nutrition Tips | |
|----------------|-------------|
| Per serving | |
| Saturated Fat | Med |
| Sodium | High |
| Added Sugars | Low |

A1

| Nutrition Tips | |
|----------------|-------------|
| Per serving | |
| Saturated Fat | Med |
| Sodium | High |
| Added Sugars | Low |

A2

| Nutrition Tips | |
|----------------|---------------|
| Per serving | |
| Saturated Fat | 15% DV |
| Sodium | 33% DV |
| Added Sugars | 5% DV |

A3

Copy of group A with FDA.gov

| Nutrition Tips | |
|----------------|-------------|
| Per serving | |
| Saturated Fat | Med |
| Sodium | High |
| Added Sugars | Low |
| FDA.gov | |

A4

| Nutrition Tips | |
|----------------|-------------|
| Per serving | |
| Saturated Fat | Med |
| Sodium | High |
| Added Sugars | Low |
| FDA.gov | |

A5

| Nutrition Tips | |
|----------------|---------------|
| Per serving | |
| Saturated Fat | 15% DV |
| Sodium | 33% DV |
| Added Sugars | 5% DV |
| FDA.gov | |

A6

Positive nutrients

| Nutrition Tips | |
|----------------|-------------|
| Per serving | |
| Saturated Fat | Med |
| Sodium | High |
| Added Sugars | Low |
| Fiber | High |
| Calcium | Low |
| FDA.gov | |

B1

| Nutrition Tips | |
|----------------|-------------|
| Per serving | |
| Saturated Fat | Med |
| Sodium | High |
| Added Sugars | Low |
| Fiber | High |
| Calcium | Low |
| FDA.gov | |

B2

| Nutrition Tips | |
|----------------|---------------|
| Per serving | |
| Saturated Fat | 15% DV |
| Sodium | 33% DV |
| Added Sugars | 5% DV |
| Fiber | 25% DV |
| Calcium | 5% DV |
| FDA.gov | |

B3

% Daily Value

| Nutrition Tips | | |
|----------------|-----------------|--|
| Per serving | % Daily Value | |
| Saturated Fat | 15% Med | |
| Sodium | 33% High | |
| Added Sugars | 5% Low | |
| FDA.gov | | |

C1

| Nutrition Tips | | |
|----------------|---------------|--|
| Per serving | % Daily Value | |
| Saturated Fat | 15% | |
| Sodium | 33% | |
| Added Sugars | 5% | |
| FDA.gov | | |

C2

| Nutrition Tips | | |
|----------------|-----------------|--|
| Per serving | % Daily Value | |
| Saturated Fat | 15% Med | |
| Sodium | 33% High | |
| Added Sugars | 5% Low | |
| FDA.gov | | |

C3

Front Of Pack (FOP) Schemes to test

Nutrition Tips - High In

High In - Black on White

| Nutrition Tips | | Per serving |
|----------------|---------------|-------------|
| High In | % Daily Value | |
| Saturated Fat | 30% | |
| Sodium | 35% | |
| Added Sugars | 25% | |
| | | FDA.gov |

A1

| Nutrition Tips | | Per serving |
|----------------|---------------|-------------|
| High In | % Daily Value | |
| Saturated Fat | 30% | |
| Sodium | 35% | |
| | | FDA.gov |

A2

| Nutrition Tips | | Per serving |
|----------------|---------------|-------------|
| High In | % Daily Value | |
| Sodium | 35% | |
| | | FDA.gov |

A3

High In - White on Black

| Nutrition Tips | | Per serving |
|----------------|----------------|-------------|
| High In | % Daily Value* | |
| Saturated Fat | 30% | |
| Sodium | 35% | |
| Added Sugars | 25% | |
| | | FDA.gov |

B1

| Nutrition Tips | | Per serving |
|----------------|----------------|-------------|
| High In | % Daily Value* | |
| Saturated Fat | 30% | |
| Sodium | 35% | |
| | | FDA.gov |

B2

| Nutrition Tips | | Per serving |
|----------------|----------------|-------------|
| High In | % Daily Value* | |
| Sodium | 35% | |
| | | FDA.gov |

B3

%DV*

| Nutrition Tips | | Per serving |
|----------------|-------|-------------|
| High In | % DV* | |
| Saturated Fat | 30% | |
| Sodium | 35% | |
| Added Sugars | 25% | |
| | | FDA.gov |

C1

| Nutrition Tips | | Per serving |
|----------------|-------|-------------|
| High In | % DV* | |
| Saturated Fat | 30% | |
| Sodium | 35% | |
| | | FDA.gov |

C2

| Nutrition Tips | | Per serving |
|----------------|-------|-------------|
| High In | % DV* | |
| Sodium | 35% | |
| | | FDA.gov |

C3

Front Of Pack (FOP) Schemes to test

High In

| High In | |
|---------------|--|
| Saturated Fat | |
| Sodium | |
| Added Sugars | |
| FDA.gov | |

A1

| High In | |
|---------------|--|
| Saturated Fat | |
| Sodium | |
| FDA.gov | |

A2

| High In | |
|--------------|--|
| Added Sugars | |
| FDA.gov | |

A3

| High In | | % Daily Value |
|---------------|--|---------------|
| Saturated Fat | | 33% |
| Sodium | | 25% |
| Added Sugars | | 20% |
| FDA.gov | | |

B1

| High In | | % Daily Value |
|---------------|--|---------------|
| Saturated Fat | | 33% |
| Sodium | | 25% |
| FDA.gov | | |

B2

| High In | | % Daily Value |
|---------------|--|---------------|
| Saturated Fat | | 33% |
| FDA.gov | | |

B3