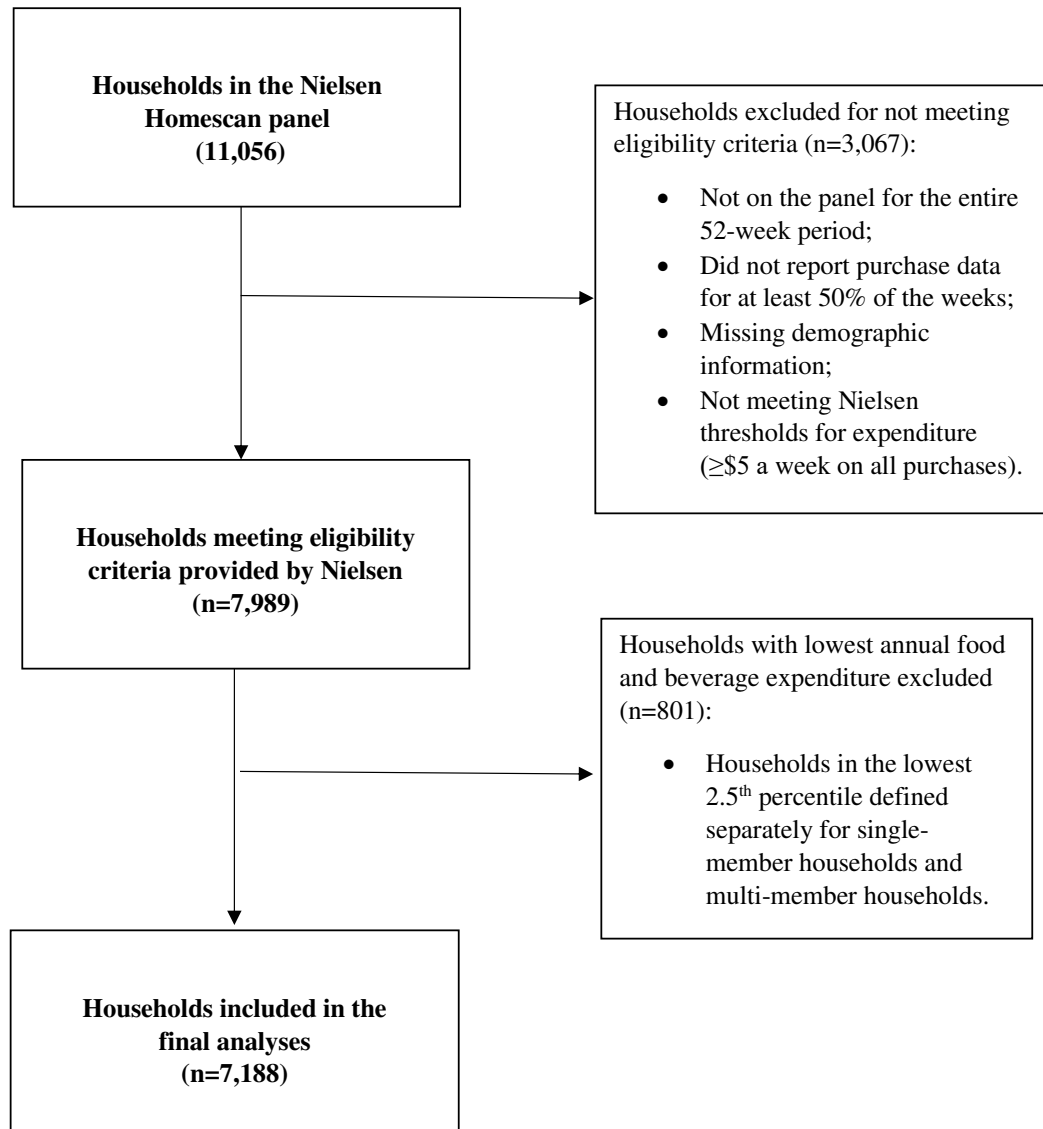


Supplementary Figure 1. Participant flow diagram



Supplementary Table 1. List of the Australian sodium reformulation targets

Food category	Sub-category	Target (mg/100g)
Bread	Leavened breads	380
	Flat breads	450
Cheese	Cheddar style cheeses	710
	Processed cheeses	1270
Crumbed and battered proteins	Meat and poultry	450
	Seafood	270
Gravies and sauces	Gravies and finishing sauces	450
	Pesto	720
	Asian style sauces	680
	Other savoury sauces	360
Pizza	Pizza	450
Processed meat	Ham	1005
	Bacon	1005
	Processed deli meat	720
	Frankfurts and saveloys	900
Sausages	Sausages	540
Savoury biscuits	Plain savoury crackers and biscuits	630
	Plain corn, rice and other cakes	270
	Flavoured biscuits, crackers and corn cakes	720
Savoury pastries	Dry pastries	500
	Wet pastries	400
Savoury snacks	Potato snacks	500
	Salt and vinegar snacks	810
	Extruded and pelleted snacks	720
	Vegetable, grain and other snacks	450
Soups	Soups	280
Sweet bakery	Cakes, muffins and slices	360

Supplementary Table 2. List of the UK salt reformulation targets

Food category	Sub-category	Target (mg/100g)¹
Meat products	Bacon	1150 (average)
	Ham/other cured meats	650 (average)
	Sausages (Fresh, chilled, frozen)	550
	Cooked sausages and sausage meat products	680
	Delicatessen, pork pies and sausage rolls	450
	Cornish and meat-based pasties	400
	Other meat-based pastry products	300
	Cooked uncured meat (Whole muscle)	270
	Cooked uncured meat (Reformed whole muscle)	360
	Cooked uncured meat (Comminuted or chopped reformed meat)	540
	Burgers and grill steaks	350
	Canned frankfurters, canned hotdogs and canned burgers	700
	Fresh chilled frankfurters	750
Bread	Bread and rolls	450
	Bread and rolls with additions	450
	Morning goods – yeast raised	350
	Morning goods – powder raised	500
Breakfast cereals	Breakfast cereals	400
Cheese	Cheddar and other similar ‘hard pressed’ cheeses	800
	Soft white cheese	270
	Cottage cheese – plain and flavoured	210
	Mozzarella	540 (average)
	Blue cheese	800 (average)
	Cheese spreads	720
	Other processed cheese	800
Butter	Salted butters and buttery spreads	670
	Lightly salted butter	450 (average)
Fat spreads	Margarines/other spreads	550
Baked beans	Baked beans in tomato sauce without accompaniments	225
	Baked beans and canned pasta with accompaniments	290
Ready meals and meal centres	Ready meals and meal centres	380

Soups	Soups (as consumed)	250
Pizzas	All pizzas (as consumed)	500
Crisps and snacks	Standard potato crisps	580
	Extruded and sheeted snacks	800
	Pelleted snacks	1150
	Salt and vinegar products	1000
Cakes, pastries, fruit pies and other pastry-based desserts	Cakes	280
	Pastries	180
	Sweet pies and other shortcrust or choux pastry based desserts	130
Bought sandwiches	Sandwiches with high salt fillings	600
	Sandwiches without high salt fillings	350
Table sauces	Tomato ketchup	680
	Brown sauce	480
	Salad cream	630
	Mayonnaise (not reduced fat/calorie)	500
	Mayonnaise (reduced fat/calorie only)	680
	Salad dressing	600
Cook-in and pasta sauces, thick sauces and pastes	Cook in and pasta sauces	370
	Pesto and other thick sauces	650
	Thick pastes	1500
Biscuits	Sweet biscuits	380
	Savoury biscuits	700
Pasta	Pasta and noodles, plain and flavoured	350
Rice	Rice (unflavoured), as consumed	70
	Flavoured rice, as consumed	230
Other cereals	Other cereals	250
Processed puddings	Dessert mixes, as consumed	180
	Cheesecake	140
	Sponge-based processed puddings	250
	All other processed puddings	110
Quiche	Quiches	270
Scotch eggs	Scotch eggs	310
Canned fish	Canned tuna	360 (average)
	Canned salmon	320 (average)

	Other canned fish	600
Canned vegetables	Canned and bottled vegetables	50
	Canned processed, marrowfat and mushy peas	180
Meat alternatives	Plain meat alternatives	250
	Meat-free products	500
	Meat-free bacon	750
Other processed potatoes	Dehydrated instant mashed potato, as consumed	60
	Other processed potato products	275
Beverages	Dried beverages, as consumed	60
Stocks and gravies	Stocks, as consumed	380
	Gravy, as consumed	450

¹The UK maximum salt target is displayed except for targets where no maximum target was set, in which case the average target is displayed as indicated by (average).

Supplementary Table 3. Comparison of the modelled impact of the Australian reformulation program versus UK program on potential reductions to mean sodium purchases (mg/d per capita), across specific food categories.

Food category ¹	Sub-category	Number of unique products affected		Target (mg)		Mean reduction to sodium purchases (mg/d per capita) ²		Difference across groups (Australia – UK)
		Australian targets	UK targets	Australian targets	UK targets ³	Australian targets	UK targets	
All products impacted by Australian and/or UK targets		4,307	9,927	270 - 1270	50 - 1500	-50	-110	60
<i>Products impacted by both Australian and UK targets</i>		4,155	4,155	270 - 1270	110 - 1500	-49	-52	3
Bread	Leavened breads	415	415	380	350 – 500	-4	-1	-3
	Flat breads	171	171	450	450	-5	-5	0
Cheese	Cheddar style cheeses	245	245	710	800	-1	0	0
	Processed cheeses	66	66	1270	270 – 800	-2	-7	5
Crumbed and battered proteins	Meat and poultry	174	174	450	380	-3	-5	2
	Seafood	140	140	270	380	-2	-1	-1
Gravies and sauces	Gravies and finishing sauces	95	95	450	450 – 650	-1	-1	0
	Pesto	24	24	720	650	0	-1	0
	Asian style sauces	94	94	680	370 – 650	-1	-2	0
	Other savoury sauces	398	398	360	370 – 1500	-2	-2	0
Pizza	Pizza	122	122	450	380 – 500	-2	-1	-1
Processed meat	Ham	71	71	1005	650	-1	-4	4
	Bacon	93	93	1005	1150	-3	0	-2
	Processed deli meat	52	52	720	360	-1	-3	2
	Frankfurts and saveloys	29	29	900	550 – 750	-1	-2	1
Sausages	Sausages	97	97	540	550	-7	-7	0
Savoury biscuits	Plain savoury crackers and biscuits	157	157	630	700	-2	-1	-1
	Plain corn, rice and other cakes	23	23	270	700	0	0	0
	Flavoured biscuits, crackers, corn cakes	274	274	720	380 - 800	-2	-2	0
Savoury pastries	Dry pastries	42	42	500	380 - 450	0	-1	0
	Wet pastries	179	179	400	270 - 450	-1	-1	0
Savoury snacks	Potato snacks	170	170	500	580	-2	-1	-1
	Salt and vinegar snacks	25	25	810	1000	0	0	0
	Extruded and pelleted snacks	242	242	720	580 – 800	-4	-1	-3

	Vegetable, grain and other snacks	82	82	450	580 – 800	-1	0	0
Soups	Soups	365	365	280	250 – 380	-1	-2	1
Sweet bakery	Cakes, muffins and slices	310	310	360	110 – 450	-1	-1	1
<i>Products impacted by Australian targets only</i>		152	NA	-	-	-1	NA	1
Bread mixes		14	NA	380	NA	-1	NA	1
Cake, muffin and pastry mixes		138	NA	360	NA	0	NA	0
<i>Products impacted by UK targets only⁴</i>		NA	5,772	NA	50 - 1500	NA	-58	58

¹Food categories and sub-categories listed are those that are targeted as part of the Healthy Food Partnership sodium reformulation program. ²Mean reductions to sodium purchases calculated as difference between current sodium purchased from packaged foods targeted as part of Australian and UK sodium reformulation programs and the amount of sodium purchased after products are reformulated to meet targets, assuming purchase patterns remain similar over time. Foods with per 100g sodium values at or below the target retained their sodium content, and foods with per 100g sodium values above the target had the sodium content replaced with the sodium target. Conversely, if a product is already meeting the target, we assumed its sodium content will not change. Standard error (SE) for mean sodium purchases (mg/d per capita) not displayed as SE ≤ 0.1 for each mean value. ³Range supplied in instances where a food category mapped to more than one UK target. All results in table weighted to Australian population using sample weights provided by the Nielsen company. ⁴Combined result for all products impacted by UK targets only.

Supplementary Table 4. Modelled impact of the products impacted by UK targets alone on potential reductions to mean sodium purchases (mg/d per capita), across specific food categories

UK food category ¹	Number of unique products affected	Target range (mg) ²	Mean reduction to sodium purchases (mg/d per capita) ³
All other UK categories combined	5,772	50 - 1500	-58
Baked Beans	63	225 - 290	-3
Beverages	183	60	0
Biscuits	803	380 - 700	-2
Bought sandwiches	28	350 - 600	0
Bread	132	350 - 500	-4
Breakfast cereals	529	400	-1
Butter	111	450 - 670	0
Cakes, pastries, fruit pies and other pastry-based desserts	139	130 - 280	-5
Canned Fish	430	320 - 600	-1
Canned vegetables	337	50	-11
Cheese	378	210 - 800	-3
Cook-in and pasta sauces, thick sauces and pastes	189	370 - 1500	-2
Crisps and snacks	80	800	-1
Fat spreads	91	550	-1
Meat alternatives	181	250 - 750	0
Meat products	192	270 - 1150	-4
Other cereals	61	250	-1
Other processed potatoes	80	275	-2
Pasta	271	350	-2
Pizzas	2	500	0
Processed puddings	106	110 - 180	-1
Quiche	1	270	0
Ready meals and meal centres	738	380	-1
Rice	246	70 - 230	0
Soups	14	250	0
Stocks and gravies	109	380	-2
Table sauces	278	480 - 680	-10

¹Food categories listed are those that are targeted as part of the UK governments salt reformulation program. ²Range supplied in instances where a food category mapped to more than one UK target. ³Mean reductions to sodium purchases calculated as difference between current sodium purchased from packaged foods targeted as part of UK sodium reformulation program and the amount of sodium purchased after products are reformulated to meet targets, assuming purchase patterns remain similar over time. Foods with per 100g sodium values at or below the target retained their sodium content, and foods with per 100g sodium values above the target had the sodium content replaced with the sodium target. Conversely, if a product is already meeting the target, we assumed its sodium content will not change. Standard error (SE) for mean sodium purchases (mg/d per capita) not displayed as SE ≤ 0.1 for each mean value. All results in table weighted to Australian population using sample weights provided by the Nielsen company.

Supplementary Table 5. Modelled impact of the Australian sodium reformulation program on Australian household purchases of sodium

Food category ¹	Sub-category	Mean sodium purchases (mg/d per capita) ²		
		Current	Reformulated to meet targets ³	Difference (Targets applied - Current)
All categories combined		443	393	-50
Bread	Leavened breads	95	91	-4
	Flat breads	15	11	-5
Cheese	Cheddar style cheeses	57	57	-1
	Processed cheeses	18	16	-2
Crumbed and battered proteins	Meat and poultry	17	14	-3
	Seafood	8	6	-2
Gravies and sauces	Gravies and finishing sauces	4	3	-1
	Pesto	1	1	0
	Asian style sauces	4	2	-1
	Other savoury sauces	17	15	-2
Pizza	Pizza	12	10	-2
Processed meat	Ham	11	10	-1
	Bacon	28	25	-3
	Processed deli meat	6	5	-1
	Frankfurts and saveloys	7	6	-1
Sausages	Sausages	27	20	-7
Savoury biscuits	Plain savoury crackers and biscuits	17	15	-2
	Plain corn, rice and other cakes	0	0	0
	Flavoured biscuits, crackers and corn cakes	17	15	-2
Savoury pastries	Dry pastries	4	4	0
	Wet pastries	16	14	-1
Savoury snacks	Potato snacks	15	13	-2
	Salt and vinegar snacks	4	3	0
	Extruded and pelleted snacks	16	11	-4
	Vegetable, grain and other snacks	2	2	-1
Soups	Soups	12	11	-1
Sweet bakery	Cakes, muffins and slices	13	12	-1

¹Food categories and sub-categories listed are those that are targeted as part of the Australian governments sodium reformulation program. ²Standard error (SE) for mean sodium purchases (mg/d per capita) not displayed as $SE \leq 0.1$ for each mean value. All results in table weighted to Australian population using sample weights provided by the Nielsen company. ³Reformulated to meet targets assumes purchase patterns remain similar over time. Foods with per 100g sodium values at or below the target retained their sodium content, and foods with per 100g sodium values above the target had the sodium content replaced with the sodium target. Conversely, if a product is already meeting the target, we assumed its sodium content will not change.