**Supplementary Table S1.** The six different food categories in the Health Star Rating (HSR) system. Bread products are assigned to category 2.

Category 1	Beverages other than dairy beverages
Category 1D	Dairy beverages
Category 2	All foods other than those included in Category 1, 1D, 2D, 3 or 3D
Category 2D	Dairy foods other than those included in Category 1D or 3D
Category 3	Oils and spreads
Category 3D	Cheese and processed cheese (with calcium content >320mg/100g)

**Supplementary Table S2.** Health Star Rating (HSR) Baseline Points for Category 1, 1D, 2 or 2D Foods.

Baseline points	Average energy content (kJ) per 100 g or 100 mL	Average saturated fatty acids (g) per 100 g or 100 mL	Average total sugars (g) per 100 g or 100 mL	Average sodium (mg) per 100 g or 100 mL
0	≤335	≤1.0	≤5.0	≤90
1	>335	>1.0	>5.0	>90
2	>670	>2.0	>9.0	>180
3	>1005	>3.0	>13.5	>270
4	>1340	>4.0	>18.0	>360
5	>1675	>5.0	>22.5	>450
6	>2010	>6.0	>27.0	>540
7	>2345	>7.0	>31.0	>630
8	>2680	>8.0	>36.0	>720
9	>3015	>9.0	>40.0	>810
10	>3350	>10.0	>45.0	>900
11	>3685	>11.2	>49.0	>1005
12		>12.5	>54.0	>1121
13		>13.9	>58.0	>1251
14		>15.5	>63.0	>1397
15		>17.3	>67.0	>1559
16		>19.3	>72.0	>1740
17		>21.6	>76.0	>1942
18		>24.1	>81.0	>2168
19		>26.9	>85.0	>2420
20		>30.0	>90.0	>2701
21		>33.5	>94.0	>3015
22		>37.4	>99.0	>3365
23		>41.7		>3756
24		>46.6		>4192
25		>52.0		>4679
26		>58.0		>5223
27		>64.7		>5829
28		>72.3		>6506
29		>80.6		>7262
30		>90		>8106

The information is available at: <a href="http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/guide-for-industry-document.">http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/guide-for-industry-document.</a>

**Supplementary Table S3.** Health Star Rating (HSR) Protein, Fiber and Fruit/Vegetable/Nuts/Legumes Points.

Points	Protein (g) per 100 g or 100 mL	Dietary fiber (g) per 100 g or 100 mL	% concentrated fruit or vegetables	% fruit vegetable nuts and legumes
0	≤1.6	≤0.9	<25	≤40
1	>1.6	>0.9	≥25	>40
2	≥3.2	>1.9	≥43	>60
3	>4.8	>2.8	≥52	>67
4	>6.4	>3.7	≥63	>75
5	>8.0	>4.7	≥67	>80
6	>9.6	>5.4	≥80	>90
7	>11.6	>6.3	≥90	>95
8	>13.9	>7.3	100	100
9	>16.7	>8.4		
10	>20.0	>9.7		
11	>24.0	>11.2		
12	>28.9	>13.0		
13	>34.7	>15.0		
14	>41.6	>17.3		
15	>50.0	>20.0		

The information is available at: <a href="http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/guide-for-industry-document.">http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/guide-for-industry-document.</a>

**Supplementary Table S4.** Final scores used to assign Heath Star Ratings (HSR) depending on which food category the packaged product is assigned to. Packaged bread products belong to category 2.

Health Star Rating	Food Category	Food Category	Food Category	Food Category	Food Category	Food Category
	1 Non-dairy beverage	1D Dairy beverage	2 Non-dairy foods	2D Dairy foods	3 Oils and spreads	3D Cheese >320 mg Ca/100g
5	≤ -6	≤ -2	≤-11	≤ -2	≤13	≤ 22
4.5	-5	-1	-10 to -7	-1	14 to 16	23 to 24
4	-4	0	-6 to -2	0	17 to 20	25 to 26
3.5	-3	1	-1 to 2	1	21 to 23	27 to 28
3	-2	2	3 to 6	2	24 to 27	29 to 30
2.5	-1	3	7 to 11	3	28 to 30	31 to 32
2	0	4	12 to 15	4	31 to 34	33 to 34
1.5	1	5	16 to 20	5	35 to 37	35 to 36
1	2	6	21 to 24	6	38 to 41	37 to 38
0.5	≥3	≥7	≥25	≥7	≥42	≥39

The information is available at: <a href="http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/guide-for-industry-document.">http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/guide-for-industry-document.</a>