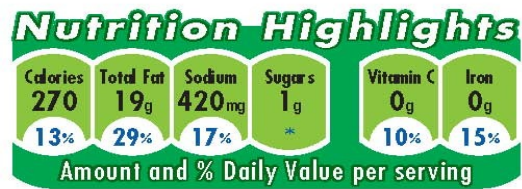


Appendix B. Nutrition Labeling Schemes for Study 1 (Experimental Study)

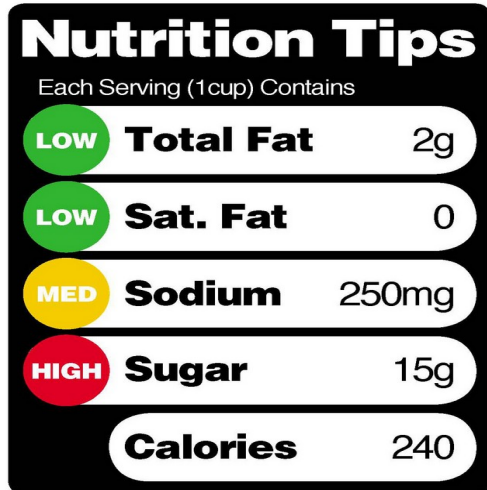
Study 1, Scheme 1



Study 1, Scheme 2



Study 1, Scheme 3



Study 1, Control 1

Nutrition Facts
Serving Size 1/2 Cup
Serving Per Container 4

| Amount Per Serving | |
|-------------------------------|-----------------------|
| Calories 250 | Calories from Fat 120 |
| | % Daily Value* |
| Total Fat 13g | 20% |
| Saturated Fat 9g | 40% |
| <i>Trans</i> Fat 0g | |
| Cholesterol 28mg | 12% |
| Sodium 55mg | 2% |
| Total Carbohydrate 30g | 12% |
| Dietary Fiber 2g | 8% |
| Sugars 23g | |
| Protein 4g | |

INGREDIENTS: CREAM, SKIM MILK, LIQUID SUGAR, WATER, EGG YOLKS, BROWN SUGAR, MILKFAT, PEANUT OIL, SUGAR, BUTTER, SALT, CARRAGEENAN, VANILLA EXTRACT.

Study 1, Control 2

No symbol on the front of the package