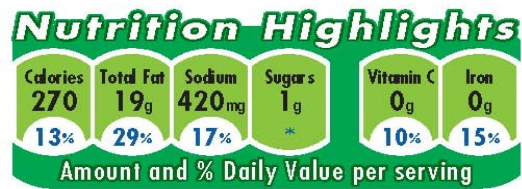


Appendix B. Nutrition Labeling Schemes for Study 1 (Experimental Study)

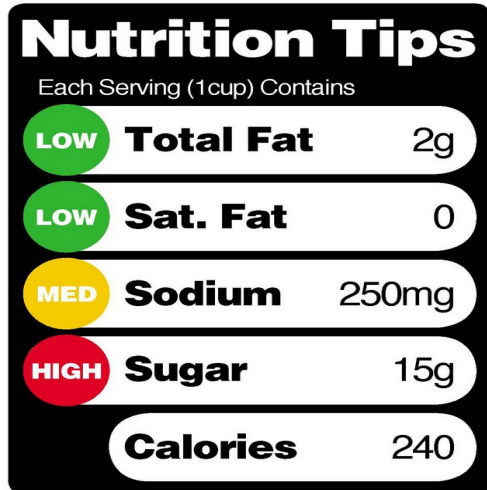
Study 1, Scheme 1



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