

Appendix A

Experimental Study on Consumer Responses to Labeling Statements on Food Packages

Invitation E-mail (Pretest and Experimental Study)

SUBJECT LINE: Your Latest KnowledgePanel Survey.

TEXT OF EMAIL: Dear “firstname”,

Thanks for being an integral part of KnowledgePanel®! Your latest survey can be accessed by clicking the following link:

">Click Here to Start Survey<

(If it does not work automatically from email, please copy the below link to your Internet browser).

“Link”

Our Panel Member Support Center is available if you have questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. In order to better serve you, please be sure to include reference “ ” in the Subject of your message. We are always happy to hear from you!

Thanks,
KnowledgePanel Support Team
<http://www.knowledgepanel.com>

This email was intended for “firstname.”