

Table 1: Mean difference in number of products, caddy 2 vs caddy 1, by treatment and NutriScore category

	NutriScore category					
	A	B	C	D	E	None
<b>Benchmarks</b>						
Benchmark 2016	-0.20	-0.01	0.00	0.04	-0.05	0.01
NutriScore 2016	1.11	0.61	-0.36	-1.24	-1.08	0.03
<b>Labeling</b>						
NutriScore	1.21	0.57	-0.41	-0.97	-1.08	-0.17
<b>Policy mix</b>						
NS + small price	1.03	0.46	-0.19	-0.90	-0.74	0.04
NS + large price	1.31	0.30	-0.07	-1.00	-0.72	-0.18
<b>Price policy</b>						
Explicit price	0.55	0.52	0.00	-0.73	-0.64	-0.27
Implicit price	0.23	0.17	-0.02	-0.38	-0.17	-0.34