**Supplementary Table 1**: Children’s food product and alcohol-free beverages advertised, with their nutritional values, category and compliance with the WHO European Nutrient Profile Model (WHO-ENPM) and EU Pledge Nutrition Criteria (EU-PNC)

|  | Data used to assess compliance with WHO guidelines | Data used to assess compliance with the EU Pledge |
| --- | --- | --- |
| Product name (repetitions observed) | WHO cat. | Energy (kcal per 100g) | Salt (g per 100g) | Total Fats (g) | Saturated fats (g) | Total sugars (g) | Overall  | EU Pledge cat. | Energy (kcal per portion) | Sodium (mg) | Saturated fats (g) | Total sugars (g) | Overall  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Valfrutta Triangolini succo e polpa di pera senza glutine – juice (1) | 4.1 | 60^ | 0.0^ | 0.0^ | 0.0^ | 14.1^ | No | 2A | 60 | 0.0 | 0.0 | 14.1 | Yes |
| Valfrutta Triangolini succo e polpa di albicocca - juice (2) | 4.1 | 63^ | 0.0^ | 0.0^ | 0.0^ | 14.6^ | No | 2A | 63 | 0.0 | 0.0 | 14.6 | Yes |
| Pizzoli Le Croccomagie – French fries (3) | 16 | 156 | 0.8 | 5.7^ | 1.1 | 0.2 | No | 2B | 125 | 320 | 1.1 | 0.2 | Yes |
| Barilla Ragù classico cottura lenta senza glutine – pasta sauce (1) | 14 | 96 | 1.1 | 5.0 | 1.3 | 4.6 | Yes | 3 | 86 | 440 | 1.3 | 4.6 | Yes |
| Findus Bastoncini di merluzzo con omega – fish (2) | 14 | 213 | 1.0 | 8.3 | 1.1 | 0.4 | Yes | 4 | 213 | 400 | 1.1 | 0.4 | Yes |
| Granarolo Latte UHT parzialmente scremato – milk (6) | 4.2 | 47 | 0.1 | 1.6 | 1.1 | 5.0 | Yes | 5A | 59 | 40 | 1.1 | 5.0 | Yes |
| Galbani Certosa - cheese (2) | 8 | 276 | 0.8 | 24.0^ | 17.0 | 1.4 | No | 5A | 455^ | 320^ | 17.0^ | 1.4 | No |
| Muller Mix frutta – yogurt (1) | 7 | 107 | 0.1 | 3.6^ | 2.4^ | 13.5^ | No | 5A | 161 | 40 | 2.4 | 13.5 | Yes |
| Mini Baby Bel Formaggio – cheese (2) | 8 | 293 | 1.8^ | 23.0^ | 15.5 | <0.5 | No | 5B | 59 | 720^ | 15.5 | <0.5 | No |
| Granarolo Grana Padano DOP – cheese (1) | 8 | 398 | 1.5^ | 29.0^ | 18.0 | 0.0 | No | 5B | 199^ | 600^ | 18.0^ | 0.0 | No |
| Sottilette Classiche - cheese (1) | 8 | 225 | 3.1^ | 14.0 | 9.2 | 4.2 | No | 5B | 64 | 1240^ | 9.2 | 4.2 | No |
| Pavesi Gocciole con gocce di cioccolato - biscuits (7) | 2 | 477^ | 0.5^ | 20.0^ | 6.2^ | 21.5^ | No | 6A | 143 | 200 | 6.2 | 21.5 | Yes |
| Pavesi Ringo vaniglia - cream biscuits (4) | 2 | 495^ | 0.4^ | 22.0^ | 3.8^ | 29.0^ | No | 6A | 272^ | 160 | 3.8 | 29.0 | No |
| Barilla Mulino Bianco Pane + Cioccolato - chocolate brioche (3) | 2 | 378^ | 0.5^ | 14.3^ | 7.0^ | 25.0^ | No | 6A | 142 | 200 | 7.0 | 25.0 | Yes |
| Pan di Stelle Biscotto frollino con cacao e nocciole - chocolate biscuits (3) | 2 | 483^ | 0.5^ | 20.5^ | 7.8^ | 23.5^ | No | 6A | 145 | 200 | 7.8 | 23.5 | Yes |
| Barilla Mulino Bianco Flauti stracciatella - chocolate brioche (2) | 2 | 371^ | 0.4^ | 16.5^ | 7.8^ | 19.5^ | No | 6A | 130 | 160 | 7.8 | 19.5 | Yes |
| Pavesi Ringo cacao –chocolate cream biscuits (2) | 2 | 493^ | 0.5^ | 22.0^ | 4.0^ | 28.0^ | No | 6A | 271^ | 200 | 4.0 | 28.0 | No |
| Barilla Mulino Bianco Pan Goccioli - chocolate brioche (1) | 2 | 334^ | 0.8^ | 11.8^ | 3.8^ | 18.6^ | No | 6A | 140 | 320 | 3.8 | 18.6 | Yes |
| Barilla Mulino Bianco Flauti cioccolato - chocolate brioche (1) | 2 | 356^ | 0.3^ | 15.2^ | 1.6^ | 17.4^ | No | 6A | 124 | 120 | 1.6 | 17.4 | Yes |
| Barilla Mulino Bianco Buongrano Integrale – whole wheat biscuits (1) | 2 | 452^ | 0.5^ | 16.3^ | 1.6^ | 20.5^ | No | 6A | 136 | 200 | 1.6 | 20.5 | Yes |
| Doria Bucaneve - biscuits (1) | 2 | 459^ | 0.7^ | 16.0^ | 7.4^ | 23.0^ | No | 6A | 138 | 280 | 7.4 | 23.0 | Yes |
| Grancereale cioccolato - chocolate biscuits (1) | 2 | 458^ | 0.4^ | 18.5^ | 4.5^ | 29.5^ | No | 6A | 137 | 160 | 4.5 | 29.5 | Yes |
| Misura Fibrextra Cornetti integrali al miele - croissant (1) | 2 | 368^ | 0.4^ | 16.0^ | 7.3^ | 20.0^ | No | 6A | 184 | 160 | 7.3 | 20.0 | Yes |
| Pan di Stelle Merendine – chocolate brioche(1) | 2 | 379^ | 0.5^ | 15.0^ | 7.5^ | 35.5^ | No | 6A | 113 | 200 | 7.5 | 35.5^ | No |
| Pavesi Pavesini cacao – chocolate biscuits (3) | 2 | 384^ | 0.2^ | 3.1^ | 1.2^ | 46.9^ | No | 6B | 96 | 80 | 1.2 | 46.9^ | No |
| Fonzies Buste di croccantini di mais al formaggio – chips (2) | 3 | 525 | 1.2^ | 32.0 | 15.5 | 4.7 | No | 6B | 132 | 480 | 15.5^ | 4.7 | No |
| Barilla Mulino Bianco Le Integrali fette biscottate – whole wheat rusks (1) | 11 | 384 | 1.3^ | 6.0 | 0.7 | 6.0 | No | 6D | 115 | 520^ | 0.7 | 6.0^ | No |
| Mulino Bianco Piadelle Classiche – tortilla wrap (1) | 11 | 340 | 1.3^ | 11.2^ | 1.3 | 3.0 | No | 6D | 255 | 520^ | 1.3 | 3.0 | No |
| Findus Sofficini con pomodoro e mozzarella – pancake with tomato and mozzarella (1) | 9 | 306^ | 0.9 | 18.0^ | 3.9 | 3.5 | No | 7B | 213 | 360 | 3.9 | 3.5 | Yes |
| McDonald’s Happy Meal (19) ° | - | - | - | - | - | - | - | 8 | 500 | 840^ | 4.3^ | 35.7^ | No |
| Ringo Biscotti di gelato – vanilla ice cream with biscuits (3) | 5 | 310^ | 0.3^ | 10.0^ | 7.0^ | 27.0^ | No | SP\* | 217^ | 120 | 7.0^ | 27.0^ | No |
| Chupa Chups Choco Milk – gluten free lollipop (2) | 1 | 537^ | 0.2^ | 29.0^ | 18.0^ | 62.0^ | No | SP\* | 118^ | 80^ | 18.0^ | 62.0^ | No |
| Haribo Orsetti d'Oro – fruit flavor candies (2) | 1 | 343^ | 0.1^ | 0.4^ | 0.1^ | 46^ | No | SP\* | 137^ | 40^ | 0.1^ | 46^ | No |
| Nippon Riso soffiato cacao (2) | 1 | 534^ | 0.2^ | 30.1^ | 15.9^ | 40.2^ | No | SP\* | 267^ | 80^ | 15.9^ | 40.2^ | No |
| Caramelle - candies (1) | 1 | - | - | - | - | - | No | SP\* | - | 0 | - | - | No |
| Kinder Kinder Bueno – chocolate (1) | 1 | 572^ | 0.3^ | 37.3^ | 17.3^ | 41.2^ | No | SP\* | 122^ | 120^ | 17.3^ | 41.2^ | No |
| Boario - mineral water (1) | 4.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | Yes | W\* | 0 | 0 | 0.0 | 0.0 | Yes |
| Levissima - mineral water (1) | 4.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | Yes | W\* | 0 | 0 | 0.0 | 0.0 | Yes |

\*SP – sugar product; W - water

^ Not compliant for that specific category

° Not included in the WHO European Nutrient Profile Model analyses as this model does not provide a specific category for meals

**Supplementary Table 2**: McDonald’s Happy Meal values used for EU Pledge Nutrition Criteria (EU-PNC)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Portion in grams** | **Energy (kcal)**  | **Sodium (mg)** | **Salt (g)** | **Total fats (g)** | **Saturated fats (g)** | **Total sugars (g)** |
| **Main dish (mean)** | **103** | **218** | **520** | **1.3** | **7.8** | **2.6** | **5.0** |
| Junior Chicken | 110 | 206 | 560 | 1.4 | 3.0 | 0.7 | 7.0 |
| Hamburger | 110 | 254 | 480 | 1.2 | 9.2 | 3.6 | 6.9 |
| Chicken McNuggets | 80 | 179 | 480 | 1.2 | 10.4 | 1.2 | 0.3 |
| Mc Toast | 110 | 234 | 520 | 1.3 | 8.6 | 4.7 | 5.7 |
| **Side dish (mean)** | **80** | **127** | **120** | **0.3** | **7.8** | **0.7** | **1.0** |
| Carrots | 50 | 22 | 40 | 0.1 | 0.1 | 0.0 | 1.7 |
| French Fries | 110 | 231 | 200 | 0.5 | 15.4 | 1.3 | 0.3 |
| **Beverage (mean)** | **357** | **103** | **0** | **0** | **0.0** | **0.0** | **24.2** |
| Water | 500 | 0 | 0 | 0 | 0.0 | 0.0 | 0.0 |
| Orange Juice | 200 | 106 | 0 | 0 | 0.0 | 0.0 | 18.0 |
| Lipton tea | 400 | 120 | 0 | 0 | 0.0 | 0.0 | 28.4 |
| Coca Cola | 400 | 168 | 0 | 0 | 0.0 | 0.0 | 44.0 |
| Apple juice | 200 | 96 | 0 | 0 | 0.2 | 0.0 | 22.0 |
| Sprite | 400 | 36 | 40 | 0.1 | 0.0 | 0.0 | 9.2 |
| Fanta | 400 | 192 | 0 | 0 | 0.0 | 0.0 | 48.0 |
| **Dessert (mean)** | **64** | **52** | **200** | **0.5** | **1.5** | **1.0** | **5.5** |
| Snack of Parmigiano | 15 | 67 | 800 | 2 | 4.2 | 2.9 | 0.0 |
| Actimel | 100 | 69 | 40 | 0.1 | 1.5 | 1.0 | 10.0 |
| Kiwi | 60 | 30 | 0 | 0 | 0.3 | 0.0 | 5.4 |
| Apple | 80 | 41 | 0 | 0 | 0.2 | 0.0 | 6.6 |
| **Total per portion (used for EU-PNC)** | **604** | **500** | **840** | **2.1** | **17.1** | **4.3** | **35.7** |

**Supplementary Table 3.** WHO European Nutrient Profile Model (WHO-ENPM) categories

|  |  |  |
| --- | --- | --- |
| **Class** | **Description** | **Examples** |
| 1 | **Chocolate and sugar confectionery, energy bars, and sweet toppings and desserts** | Chocolate and other products containing cocoa; white chocolate; jelly, sweets and boiled sweets; chewing gum and bubble gum; caramels; liquorice sweets; spreadable chocolate and other sweet sandwich toppings; nut spreads, including peanut butter; cereal, granola and muesli bars; marzipan |
| 2 | **Cakes, sweet biscuits and pastries; other sweet bakery wares, and dry mixes for making them** | Pastries; croissants; cookies/ biscuits; sponge cakes; wafers; fruit pies; sweet buns; chocolate-covered biscuits; cake mixes and batters |
| 3 | **Savory snacks** | Popcorn and maize (corn); seeds; nuts and mixed nuts; savoury biscuits and pretzels; other snacks made from rice, maize, dough or potato |
| 4 | **Beverages** |  |
|  4.1 | Juices | 100% fruit and vegetable juices; juices reconstituted from concentrates, and smoothies |
| 4.2 | Milk drinks | Milks and sweetened milks; almond, soya, rice and oat milks |
| 4.3 | Energy drinks |  |
| 4.4 | Other beverages | Cola, lemonade, orangeade; other soft drinks, mineral and/or flavored waters (including aerated) with added sugars or sweetener |
| 5 | **Edible ices** | Ice cream, frozen yoghurt, iced lollies and sorbets |
| 6 | **Breakfast cereals** | Oatmeal; cornflakes; chocolate breakfast cereals; mueslis |
| 7 | **Yoghurts, sour milk, cream and other similar foods** | Yoghurt; kefir; buttermilk; flavored sour, fermented milk and drinking yoghurt; fromage frais; cheese-based and other yoghurt substitutes; yoghurt products containing additional ingredients (such as fruit; muesli); cream |
| 8 | **Cheese** | Medium-hard and hard cheeses; soft cheeses; fresh cheese (such as ricotta, mozzarella); grated or powdered cheese; cottage cheese; processed cheese spreads |
| 9 | **Ready-made and convenience foods and composite dishes** | Pizzas; lasagna and other pasta dishes with sauces; quiches; ready meals; ready-made sandwiches; filled pastas; soups and stews (packaged or tinned); mixes and dough |
| 10 | **Butter and other fats and oils** | Butter; vegetable oils, margarines and spreads |
| 11 | **Bread, bread products and crisp-breads** | Ordinary bread (containing cereal, yeast or leaveners and salt); gluten-free bread; unleavened bread; crisp breads; rusks and toasted breads |
| 12 | **Fresh or dried pasta, rice and grains** | Hard, semi-hard cheeses Other cheeses, curd & quark and savory dairy-based products |
| 13 | **Fresh and frozen meat, poultry, fish and similar** | Eggs |
| 14 | **Processed meat, poultry, fish and similar** | Sausage, ham, bacon; chicken nuggets; smoked and pickled fish; tinned fish in brine or oils; fish fingers and breaded/battered fish |
| 15 | **Fresh and frozen fruit, vegetables and legumes** | Fruit and vegetables; legumes; starchy vegetables, roots and tubers |
| 16 | **Processed fruit, vegetables and legumes** | Tinned fruit, vegetables and legumes; dried fruit, dried vegetables and legumes; marmalade; jams; pickled vegetables and fruit; stewed fruits; fruit peel; frozen French fries; frozen fruit with added sugar |
| 17 | **Sauces, dips and dressings** | Salad dressings; tomato ketchup; mayonnaise; ready-to-use dips; soya sauce; mustard and mustard flour |
| 18 | **Not Classifiable** |  |

**Supplementary Table 4.** Description of EU Pledge Nutrition Criteria (EU-PNC) categories

|  |  |  |
| --- | --- | --- |
| **Category** | **Description** | **Examples** |
| **1** | **Vegetable and animal based oils, fats and fat containing spreads & emulsion-based sauces** |  |
| 1A | Vegetable and animal based oils, fats and fat containing spreads | Oils and fats (all types), full & low-fat margarine, butter mélanges, solid or liquid oil/fat products for roasting and frying  |
| 1B | Emulsion-based sauces | Mayonnaise, salad dressings, marinades, vinaigrette |
| **2** | **Fruits, vegetables and seeds** |  |
| Exemptions | 100% fruit and vegetables and their products. | 100% fruit and vegetable juices, 100% nuts and seeds and mixes (with no added salt, sugar or fat) |
| 2A | Products of fruits and vegetables except oils & potatoes | Vegetable gratin, canned vegetables, baked beans, fruit compote, fruit in syrup, fruit salad  |
| 2B | Potato & potato products, except dehydrated potato products  | Mashed potato, gnocchi, gratin, dumplings, fried or roasted potato |
| 2C.1/C.2 | Potato chips & potato-based snacks, incl. dough-based products  | Potato chips/crisps, Extruded & pelleted snacks, stackable chips |
| 2D | Seeds and nuts  | Salted or flavored nuts, mixed nuts, nut-fruit mixes, peanut butter |
| 2E | Fruit/Vegetable-based meal sauces | Tomato sauce, pasta sauce |
| 2F | Fruit/Vegetable-based condiments | Tomato ketchup, chutney  |
| **3** | **Meat based products** | Meatballs, salami, grilled ham, chicken fillet, sausages |
| **4** | **Fishery products** | Cod parings, fried fillet of haddock, fish fingers, pickled mussels, tinned tuna |
| **5** | **Dairy products** |  |
| 5A | Dairy products other than cheeses | Milks & milk substitutes; yoghurts; sweet fresh/soft cheese; curd & quark; fermented milks; dairy desserts |
| 5B.1/B.2 | Cheese and savoury dairy based products | Hard, semi-hard cheeses Other cheeses, curd & quark and savory dairy-based products |
| **6** | **Cereal-based products** |  |
| 6A | Sweet biscuits, fine bakery wares and other cereal-based products | All kinds of biscuits and cakes, cereal bars, flapjack |
| 6B | Savory biscuits, fine bakery wares and other cereal-based products, including dough-based products | Savory crackers, extruded, pelleted & popcorn-based snacks, popcorn, pretzel products |
| 6C | Breakfast cereals including porridge | Ready-to-eat breakfast cereals such as cornflakes, puffed rice, porridge |
| 6D | Cereal and cereal products except breakfast cereals, biscuits and fine bakery wares | Bread, rusks, rice, noodles, pasta, polenta  |
| **7** | **Soups, composite dishes, main course and filled sandwiches** |  |
| 7A | Soups | Tinned tomato soup, instant vegetable soup, soup in stand-up pouches |
| 7B | Composite dishes, main dishes, and filled sandwiches | Pasta salad with veg, noodles with sauce, pizza, croque-monsieur, moussaka, filled pancakes |
| **8** | **Meals** | Children’s meals |
| **9** | **Edible ices** | Ice cream, water ice, ice lollies, sherbet ice |
| **Not categorized**  | **Sugar and sugar-based products** (100% not compliant) | Chocolate or chocolate products; jam or marmalade; sugar, honey or syrup; non-chocolate confectionary or other sugar products, soft drinks  |
| **Not categorized**  | **Coffee/Tea** (100% not compliant) |  |
| **Not categorized**  | **Water** (100% compliant) |  |

**Supplementary Table 5:** Distribution^ of advertisements on foods and non-alcoholic beverages^, according to WHO European Nutrient Profile Model (WHO-ENPM) categories, overall and by target (adults and children). Italy, 2016-2017.

|  |  |
| --- | --- |
| Food categories according to WHO-ENPM | Food advertisements target |
| adults; No. (%) | children; No. (%) | all; No. (%) |
| Total | 897 (100.0) | 71 (100.0) | 968 (100.0) |
| 1. Chocolate and sugar confectionery, energy bars, and sweet toppings and desserts | 204 (22.7) | 8 (11.3) | 212 (21.9) |
| 2. Cakes, sweets biscuits and pastries; other sweet bakery wares, and dry mixes for making them | 120 (13.4) | 31 (43.7) | 151 (15.6) |
| 3. Savory snacks | 27 (3.0) | 2 (2.8) | 29 (3.0) |
| 4. Beverages | 115 (12.8) | 11 (15.5) | 126 (13.0) |
| 4.1 Juices | 2 (0.2) | 3 (4.2) | 5 (0.5) |
| 4.2 Milk drinks | 5 (0.6) | 6 (8.5) | 11 (1.1) |
| 4.3 Energy drinks | 38 (4.2) | 0 (0.0) | 38 (3.9) |
| 4.4 Other beverages | 70 (7.8) | 2 (2.8) | 72 (7.4) |
| 5. Edible ices | 1 (0.1) | 3 (4.2) | 4 (0.4) |
| 6. Breakfast cereals | 10 (1.1) | 0 (0.0) | 10 (1.0) |
| 7. Yoghurts, sour milk, cream and other similar foods | 41 (4.6) | 1 (1.4) | 42 (4.3) |
| 8. Cheese | 76 (8.5) | 6 (8.5) | 82 (8.5) |
| 9. Ready-made meals and convenience foods and composite dishes  | 64 (7.1) | 1 (1.4) | 65 (6.7) |
| 10. Butter and other fats and oils | 9 (1.0) | 0 (0.0) | 9 (0.9) |
| 11. Bread, bread products and crisp-breads | 16 (1.8) | 2 (2.8) | 18 (1.9) |
| 12. Fresh or dried pasta, rice and grains | 15 (1.7) | 0 (0.0) | 15 (1.5) |
| 13. Fresh and frozen meat, poultry, fish and similar | 46 (5.1) | 0 (0.0) | 46 (4.8) |
| 14. Processed meat, poultry, fish and similar | 24 (2.7) | 3 (4.2) | 27 (2.8) |
| 15. Fresh and frozen fruit, vegetables and legumes | 36 (4.0) | 0 (0.0) | 36 (3.7) |
| 16. Processed fruit, vegetables and legumes | 40 (4.5) | 3 (4.2) | 43 (4.4) |
| 17. Sauces, dips and dressings | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| Other (non classifiable/yeast) | 50 (5.6) | 0 (0.0) | 50 (5.2) |

^ 19 food advertisements related to Happy Meals are excluded since the WHO-ENPM does not have a category for meals.

**Supplementary Table 6:** Distribution of advertisements on foods and non-alcoholic beverages, according to the EU Pledge Nutrition Criteria (EU-PNC) categories, overall and by target (adults and children). Italy, 2016-2017.

|  |  |
| --- | --- |
| Food categories according to EU-PNC | Food advertisements target |
| Adults; No. (%) | Children; No. (%) | All; No. (%) |
| Total | 897 (100.0) | 90 (100.0) | 987 (100.0) |
| 1-Vegetable and animal-based oils, fats and fat containing spreads and emulsion-based sauces | 10 (1.1) | 0 (0.0) | 10 (1.0) |
| 1.A Oils | 9 (1.0) | - | 9 (0.9) |
| 1.B Emulsion-based sauces | 1 (0.1) | - | 1 (0.1) |
| 2-Fruits, vegetables and seeds | 72 (8.0) | 6 (6.7) | 78 (7.9) |
| 100% fruit and vegetables | 36 (4.0) | - | 36 (3.7) |
| 2.A Product of fruits and vegetables | 2 (0.2) | 3 (3.3) | 5 (0.5) |
| 2.B Potato and potato products | 1 (0.1) | 3 (3.3) | 4 (0.4) |
| 2.C1 Potato chips | 12 (1.3) | 0 (0.0) | 12 (1.2) |
| 2.C2 Extruded and pelleted snacks | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| 2.D Nut products | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| 2.E Fruit and vegetable sauces | 21 (2.3) | 0 (0.0) | 21 (2.1) |
| 2.F Fruit and vegetable condiments | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| 3-Meat-based products | 49 (5.5) | 1 (1.1) | 50 (5.1) |
| 4-Fishery products | 21 (2.3) | 2 (2.2) | 23 (2.3) |
| 5-Dairy products | 121 (13.5) | 13 (14.4) | 134 (13.6) |
| 5.A Milk and yogurt | 70 (7.8) | 9 (10.0) | 79 (8.0) |
| 5.B1 Hard and semi-hard cheese | 45 (5.0) | 3 (3.3) | 48 (4.9) |
| 5.B2 Other cheese | 6 (0.7) | 1 (1.1) | 7 (0.7) |
| 6-Cereal based products | 175 (19.6) | 35 (38.9) | 210 (21.3) |
| 6.A Biscuits and cakes | 111 (12.4) | 28 (31.1) | 139 (14.1) |
| 6.B Crackers and popcorn | 25 (2.8) | 5 (5.6) | 30 (3.0) |
| 6.C Breakfast cereals | 6 (0.7) | 0 (0.0) | 6 (0.6) |
| 6.D Bread, pasta and rice | 33 (3.7) | 2 (2.2) | 35 (3.6) |
| 7-Soups, composite dishes, main course and filled sandwiches | 76 (8.5) | 1 (1.1) | 77 (7.8) |
| 7.A Vegetable soups | 47 (5.2) | 0 (0.0) | 47 (4.8) |
| 7.B Pizza and sandwiches | 29 (3.2) | 1 (1.1) | 30 (3.0) |
| 8-Meals | 0 (0.0) | 19 (21.1) | 19 (1.9) |
| 9-Edible ices | 1 (0.1) | 3 (3.3) | 4 (0.4) |
| Sugar-based products | 214 (23.9) | 8 (8.9) | 222 (22.5) |
| Water | 46 (5.1) | 2 (2.2) | 48 (4.9) |
| Coffee/Tea | 59 (6.6) | 0 (0.0) | 59 (6.0) |
| Others (non classifiable/yeast) | 53 (5.9) | 0 (0.0) | 53 (5.4) |

**Supplementary Table 7**: Distribution of non-compliant food advertisements targeting children according to the WHO European Nutrient Profile Model (WHO-ENPM), overall and by nutritional components. Italy 2016-2017

|  |  |  |
| --- | --- | --- |
|  | No.^ | Non-compliant with WHO-ENPM for… |
| Total | Energy intake  | Salt  | Total fats  | Saturated fat  | Total sugars  |
| % | % | % | % | % | % |
| **Food type\*** | 71 | 84.5 | 64.8 | 74.6 | 78.9 | 64.8 | 64.8 |
| Food items other than snacks\* | 26 | 57.7 | 11.5 | 34.6 | 50.0 | 15.4 | 15.4 |
| Beverages (Cat 4) | 11 | 27.3 | 27.3 | 27.3 | 27.3 | 27.3 | 27.3 |
| Yoghurt, sour milk (Cat 7) | 1 | 100.0 | 0.0 | 0.0 | 100.0 | 100.0 | 100.0 |
| Cheese (Cat 8) | 6 | 100.0 | 0.0 | 66.7 | 83.3 | 0.0 | 0.0 |
| Butter and oils (Cat 10) | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bread and crisps (Cat 11) | 2 | 100.0 | 0.0 | 100.0 | 50.0 | 0.0 | 0.0 |
| Fresh pasta and rice (Cat 12) | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Fresh and frozen meat, fish (Cat 13) | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Processed meat and fish (Cat 14) | 3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Fresh and frozen fruit and vegetables (Cat 15) | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Processed fruit and vegetables (Cat 16) | 3 | 100.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 |
| Sausage dips (Cat 17) | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sweet and salty snacks\* | 45 | 100.0 | 95.6 | 97.8 | 96.5 | 93.3 | 93.3 |
| Chocolate and sugar confectionery (Cat 1) | 8 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Cakes, biscuits and pastries (Cat 2) | 31 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Savoury snacks (Cat 3) | 2 | 100.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 |
| Edible ices (Cat 5) | 3 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Breakfast cereals (Cat 6) | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Ready-made meals (Cat 9) | 1 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 0.0 |

^ 19 food advertisements related to Happy Meals are excluded since the WHO-ENPM does not have a category for meals.

\* “Food items other than snacks” includes: fruit, vegetables, meat, fish, milk and cheese, soups and water; “Sweet and salty snacks” includes: cereal-based products, snacks, fast food meals, ice cream, sugar-based products and chocolate products.

**Supplementary Table 8**: Distribution of non-compliant food advertisements targeting children according to the EU Pledge Nutrition Criteria (EU-PNC), overall and by nutritional components. Italy 2016-2017.

|  |  |  |
| --- | --- | --- |
|  | No. | Non-compliant with EU-PNC for… |
| Total | Energy intake  | Sodium  | Saturated fat  | Total sugars  |
| % | % | % | % | % |
| **Food type\*** | 90 | 55.6 | 22.2 | 38.9 | 38.9 | 38.9 |
| Food items other than snacks\* | 25 | 24.0 | 12.0 | 24.0 | 12.0 | 0.0 |
| Oils (Cat. 1) | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Fruits, vegetables and seeds (Cat. 2) | 6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Meat-based products (Cat. 3) | 1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Fishery products (Cat. 4) | 2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Dairy product (Cat. 5) | 13 | 46.2 | 23.1 | 46.2 | 23.1 | 0.0 |
| Soups and main courses (Cat. 7) | 1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Water | 2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sweet and salty snacks\* | 65 | 67.7 | 26.2 | 44.6 | 49.2 | 53.9 |
| Cereal-based products (Cat. 6) | 35 | 40.0 | 17.1 | 5.7 | 5.7 | 14.3 |
| Meals (Cat. 8) | 19 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 |
| Edible ices (Cat. 9) | 3 | 100.0 | 100.0 | 0.0 | 100.0 | 100.0 |
| Sugar-based products | 8 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

\* “Food items other than snacks” includes: fruit, vegetables, meat, fish, milk and cheese, soups and water; “Sweet and salty snacks” includes cereal-based products, snacks, fast food meals, ice cream, sugar-based products and chocolate products.