

Supplementary S1. Questionnaires

A. Questionnaire restaurant guests

	Question
1.	What is your gender? <ul style="list-style-type: none"> <input type="radio"/> Male <input type="radio"/> Female
2.	What is your age? _____
3.	What is your residence? _____
4.	I am: <ul style="list-style-type: none"> <input type="radio"/> High school student <input type="radio"/> College student <input type="radio"/> Working, full time (36 or more hours per week) <input type="radio"/> Working, parttime (less than 36 hours per week) <input type="radio"/> (currently unemployed <input type="radio"/> Stay-at-home as a mom or dad <input type="radio"/> Incapacitated <input type="radio"/> Retired
5.	What is your monthly income (net per month)? <ul style="list-style-type: none"> <input type="radio"/> Less than € 1500 <input type="radio"/> €1500 - €2000 <input type="radio"/> €2000 - €3000 <input type="radio"/> €3000 - €4000 <input type="radio"/> €4000 - €5000 <input type="radio"/> €5000 - €6000 <input type="radio"/> €6000 - €7000 <input type="radio"/> €7000 - €10 000 <input type="radio"/> More than €10 000
6.	What is your highest degree or level of education? (graduated or studying at the moment) <ul style="list-style-type: none"> <input type="radio"/> Primary school <input type="radio"/> Lower vocational education <input type="radio"/> Preparatory secondary vocational education <input type="radio"/> Sr. Secondary vocational education <input type="radio"/> Sr. General secondary & pre-university education <input type="radio"/> Higher professional education <input type="radio"/> Academic higher education
7.	On average, how often do you dine out in a restaurant (not fast food)? <ul style="list-style-type: none"> <input type="radio"/> Daily (every day) <input type="radio"/> Weekly (1-2 times a week) <input type="radio"/> Monthly (1-2 times a month)

	<ul style="list-style-type: none"> ○ Less than once a month
8.	<p>When dining out, this is in a:</p> <ul style="list-style-type: none"> ○ Business setting ○ Social setting ○ Both business and social setting
9.	<p>For the questions below, indicate whether you agree or not (1=disagree, 5=agree)</p> <p>Living life in best possible health is very important to me.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p> <p>Eating right, exercising and relax timely will keep me healthy for life.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p> <p>My health depends on how well I take care of myself.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p> <p>I actively try to prevent diseases and illness.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p> <p>I do everything I can to stay healthy.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
10.	<p>What do you consider important when choosing a dish in a restaurant (1 = important, 5 = very important)</p> <p>Taste</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p> <p>Price</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p> <p>Health aspects</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p> <p>Chefs' recommendations</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
11.	<p>To what extent would you let a menu label influence your menu choice? (1= not, 5=a lot)</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
12.	<p>When a dish contains a label to indicate the 'healthy choice', I expect this dish to be 1= not tasty, 5 = very tasty.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
13.	<p>Would you like to know the nutritional value of your restaurant dish?</p>

	<input type="radio"/> Yes <input type="radio"/> No
<p>Menu labeling is the labeling of dishes on the menu that meet certain health criteria. This way guests can see which dishes are a conscious choice. Menu labeling is already widely used at fast food chains such as McDonalds and Burger King, but rarely in the traditional restaurants and catering.</p>	
14.	<p>In which setting would you be interested in menu labeling?</p> <input type="radio"/> In a social setting <input type="radio"/> In a business setting <input type="radio"/> In both <input type="radio"/> I am not intested

Below some questions will follow with regard to three developed menu labels. The next three questions relate to the image below. Please take a proper look at this image.



MEAL SALADS

Ceasar salad with grilled chicken, romaine lettuce, Italian cheese and croutons



Tuna Salad with tuna, green beans, egg, black olives and herb dressing

Chicken bacon salad with pasta, chicken, bacon, red pepper and honey mustard dressing

MAIN DISHES

Pasta prosciutto with macaroni, ham and creamy cheese sauce

Spaghetti bolognese spaghetti with minced beef in a red tomato sauce, smoked bacon and Italian herbs

Richly filled lasagna with minced beef, Bolognese sauce, fresh lasagne sheets and vegetables



Leek curry stew with fried ground meat, creamy potato puree and curry gravy

Chicken tandoori Indian dish with marinated chicken, tomato and basmati rice



Rosemary chicken marinated chicken breast with seasoned baby potatoes, haricots verts and rosemary

15. What does this menu labeling format communicates according to you? (1 = not, 5 = strongly)

Good to prevent heart disease	1	2	3	4	5
Good nutrient composition	1	2	3	4	5
Low energy	1	2	3	4	5
Low in fat	1	2	3	4	5
Conscious choice	1	2	3	4	5
Organic	1	2	3	4	5
Sustainable	1	2	3	4	5
Healthy choice	1	2	3	4	5
Tasteful	1	2	3	4	5

16	To what extent would this menu label format influence your menu choice from a restaurant menu? (1= not, 5 =a lot) <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
17	To what extent do you expect dishes with this menu label format to actually be a healthy choice. (1 = not, 5 = very strongly) <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5

The next three questions relate to the image below. Please take a proper look at this image.

MEAL SALADS

- ★☆☆ **Cesar salad** with grilled chicken, romaine lettuce, Italian cheese and croutons
- ★★★ **Tuna Salad** with tuna, green beans, egg, black olives and herb dressing
- ★☆☆ **Chicken bacon salad** with pasta, chicken, bacon, red pepper and honey mustard dressing

MAIN DISHES

- ★☆☆ **Pasta prosciutto** with macaroni, ham and creamy cheese sauce
- ★★★ **Spaghetti bolognese** spaghetti with minced beef in a red tomato sauce, smoked bacon and Italian herbs
- ★★★ **Richly filled lasagna** with minced beef, Bolognese sauce, fresh lasagne sheets and vegetables
- ★★★ **Leek curry stew** with fried minced meat, creamy potato puree and curry gravy
- ★★★ **Chicken tandoori** Indian dish with marinated chicken, tomato and basmati rice
- ★★★ **Rosemary chicken** marinated chicken breast with seasoned baby potatoes, haricots verts and rosemary

★☆☆ Less healthy ★☆☆ Healthier ★★★ The healthiest choice

18	What does this menu labeling format communicates according to you? (1 = not, 5 = strongly)																																																						
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The next three questions relate to the image below. Please take a proper look at this image.

Kcal	MEAL SALADS
465	Cesar salad with grilled chicken, romaine lettuce, Italian cheese and croutons
460	Tuna Salad with tuna, green beans, egg, black olives and herb dressing
740	Chicken bacon salad with pasta, chicken, bacon, red pepper and honey mustard dressing
	MAIN DISHES
690	Pasta prosciutto with macaroni, ham and creamy cheese sauce
580	Spaghetti bolognese spaghetti with minced beef in a red tomato sauce, smoked bacon and Italian herbs
530	Richly filled lasagna with minced beef, Bolognese sauce, fresh lasagne sheets and vegetables
585	Leek curry stew with fried ground meat, creamy potato puree and curry gravy
590	Chicken tandoori Indian dish with marinated chicken, tomato and basmati rice
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24.	<p>When a * is displayed on a restaurant menu, do you search on the menu for its meaning (1= never, 5 = always)?</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
25.	<p>Which menu label format to communicate that a dish is a healthy and conscious choice do you prefer most?</p> <ul style="list-style-type: none"> <input type="radio"/> Logo (menu label 1) <input type="radio"/> Ranking (menu label 2) <input type="radio"/> Information (menu label 3)

B. Questionnaire restaurant owners

1.	<p>What is your gender?</p> <ul style="list-style-type: none"> <input type="radio"/> Male <input type="radio"/> Female
2.	<p>What is your age?</p> <p>_____</p>
3.	<p>What is your highest degree or level of education? (graduated or studying at the moment)</p> <ul style="list-style-type: none"> <input type="radio"/> Primary school <input type="radio"/> Lower vocational education <input type="radio"/> Preparatory secondary vocational education <input type="radio"/> Sr. Secondary vocational education <input type="radio"/> Sr. General secondary & pre-university education <input type="radio"/> Higher professional education <input type="radio"/> Academic higher education
<p>Menu labeling is the labeling of dishes on the menu that meet certain health criteria. This way guests can see which dishes are a conscious choice. Menu labeling is already widely used at fast food chains such as McDonalds and Burger King, but rarely in the traditional restaurants and catering.</p>	
4.	<p>Do you think it would be possible to implement menu labeling in restaurants? (1 = easy, 5 = difficult)</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
5.	<p>In what areas do you anticipate problems when implementing menu labeling?</p>

	(1 = many problems, 5 = no problems)																														
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6.	<p>How much value do you think your guests attach to health aspects of the menu items when dining out? (1 = no value, 5 = a lot of value)</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>																														
7.	<p>How much value do you attach yourself to preparing healthy dishes for you restaurant guests? (1 = no value, 5 = a lot of value)</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>																														
<p>Below some questions will follow with regard to three developed menu labels. The next three questions relate to the image below. Please take a proper look at this image.</p> <div style="display: flex; align-items: flex-start;"> <div style="flex: 1;">  </div> <div style="flex: 2; padding-left: 20px;"> <p>MEAL SALADS</p> <p>Ceasar salad with grilled chicken, romaine lettuce, Italian cheese and croutons</p> <p>Tuna Salad with tuna, green beans, egg, black olives and herb dressing</p> <p>Chicken bacon salad with pasta, chicken, bacon, red pepper and honey mustard dressing</p> <p>MAIN DISHES</p> <p>Pasta prosciutto with macaroni, ham and creamy cheese sauce</p> <p>Spaghetti bolognese spaghetti with minced beef in a red tomato sauce, smoked bacon and Italian herbs</p> <p>Richly filled lasagna with minced beef, Bolognese sauce, fresh lasagne sheets and vegetables</p> <p>Leek curry stew with fried ground meat, creamy potato puree and curry gravy</p> <p>Chicken tandoori Indian dish with marinated chicken, tomato and basmati rice</p> <p>Rosemary chicken marinated chicken breast with seasoned baby potatoes, haricots verts and rosemary</p> </div> </div>																															
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9. To what extent would this menu label format influence restaurant guests' menu choice according to you?
(1= not, 5 =a lot)

1 2 3 4 5

The next three questions relate to the image below. Please take a proper look at this image.

MEAL SALADS

- ☆☆☆ **Ceasar salad** with grilled chicken, romaine lettuce, Italian cheese and croutons
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MAIN DISHES

- ☆☆☆ **Pasta prosciutto** with macaroni, ham and creamy cheese sauce
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☆☆☆ Less healthy ☆☆☆ Healthier ☆☆☆ The healthiest choice

10. What does this menu labeling format communicates according to you?
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The next three questions relate to the image below. Please take a proper look at this image
This menu indicates how much energy (kcal) a dish contains. Recommended per day:
women 2000 kcal, men: 2500 kcal.

Kcal	MEAL SALADS
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15.	<p>To what extent do you think implementing menu labeling positively distinguishes you from other restaurants? (1 = not, 5 = a lot)</p> <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5