Supplementary Table S1. Post intervention evaluation data from participants in the two groups.

		Meal replacements ±n = 20	Dietary advice ±n = 17
Evaluation questions			
How did you hear about this study?	*Clinical referral*	6	4
	Facebook	4	1
	Flyer/poster	2	1
	Friend/colleague	2	3
	Internet search	4	6
	Other	2	2
How did you pick up the advertising for our study?			
	General Practitioner	8	7
	Social media/colleague	4	2
	University of Sydney	1	0
	Flyers	1	1
	Women&Baby websites	0	1
	Internet search	1	1
	Staff newsletters	1	1
How would you rate the quality of the support you received?			
	Excellent	17	12
	Good	3	4
	Poor	0	1
Did the study meet your expectations?	*Yes definitely*	14	6
	Yes generally	4	8
	Not really	2	2
	Definitely not	0	1
Did the weight loss program meet your needs?			
	Almost all needs met	10	1
	Most of needs met	9	4
	Only a few of needs met	0	8
	None of the needs met	1	4
Would you recommend the program to a friend: *Yes definitely*		12	2
	Yes, I think so	7	5
	No, I don't think so	1	8
	No, definitely not	0	2
Were you comfortable discussing your weight loss journey?			
	Very comfortable	18	9
	Mostly comfortable	1	5
	Uncomfortable	0	1
	Very uncomfortable	1	2

Was the information and resources provided sufficient?			
……..*Totally Agree*		10	3
Agree		8	10
Neither agree or disagree		2	2
Disagree		0	1
Totally disagree		0	1
How many kilos did you want to lose on the program?	**3 to 5**	3	4
	5	4	8
	5 to 10	7	0
	10	5	3
	>10	0	1
	Don't know	1	1
Did you change your exercise habits as a result of information received in program?			
	Yes	11	14
	No	9	3
Opinion on the length of the program: *Adequate*		14	10
Too short		6	6
Too long		0	1
Adequate number of face-to-face visits: *Adequate*		15	11
Not enough		5	6
Could you have completed this program without the face to face visits?			
	Yes	3	5
	No	17	11
Usefulness of the online food frequency questionnaire and feedback:			
	Extremely helpful	4	0
	Very helpful	11	4
	Helpful	0	13
	Not that helpful	3	0
	Unhelpful	2	0
Ability to maintain lifestyle changes in the long-term: *Yes*		9	12
	Not sure	10	5
	No	1	0

Did you sign-up for the 'Get Healthy' Service?		
	Yes	15
	No	2
How many calls do you receive from the Get Healthy Service?		
	0	1
	1	3
	2	2
	3	4
	5	1
	6	1
	>10	2

Evaluation of the Partial **Meal Replacement** Program

The virtual consultation on the website was useful	
Strongly agree	2
Agree	6
Disagree	7
Strongly disagree	5
Virtual consultation was motivating: ***Agree***	7
Disagree	8
Strongly disagree	5
Virtual consultation was user friendly: ***Strongly agree***	2
Agree	8
Disagree	7
Strongly disagree	3
Content on the forums were beneficial: ***Agree***	9
Disagree	9
Strongly disagree	2
Content on the website was beneficial: ***Strongly agree***	3
Agree	12
Disagree	5
Were the Classic days with meal replacements, snacks and a high protein meal easy to follow?	
Strongly agree	3
Agree	14
Disagree	3

Were the Control days with meal replacements and a vegetable meal easy to follow?		
	Strongly agree	1
	Agree	8
	Disagree	1
Did you enjoy the *ad lib* day as part of plan?	*Strongly agree*	10
	Agree	10
Did you enjoy the taste of the meal replacements?		
	Strongly agree	9
	Agree	10
	Disagree	1
Were the meal replacements satisfying?	*Strongly agree*	7
	Agree	13
There was enough variety of flavours in the shake *r*ange:	*Strongly agree*	7
	Agree	11
	Disagree	2
Would you recommend shakes to other people based on taste?		
	Strongly agree	9
	Agree	10
	Disagree	1
Did you use recipes from the program recipe book:	*Strongly agree*	3
	Agree	7
	Disagree	9
	Strongly disagree	1
Did you enjoy recipes from the recipe book:	*Strongly agree*	3
	Agree	8
	Disagree	9
Did you feel there was enough content in the guide to understand and follow the program?		
	Strongly agree	4
	Agree	14
	Disagree	2
Would you like to continue with the program:	*Strongly agree*	7
	Agree	7
	Disagree	5
	Strongly disagree	1
Would you prefer face-to-face consultations instead of virtual consultations:	*Strongly agree*	11
	Agree	7
	Disagree	2

Supplementary Table S2: Changes in dietary intake pre and post intervention

Dietary measure from AES*	Baseline		14 weeks ±1 month post-program	
	Dietary advice	Meal replacements	Dietary advice	Meal replacements
% daily energy intake by food group	n= 22	n=25	n=11	n=7
Carbohydrate	42.8 ± 6.7	44.1 ± 6.6	38.8 ± 7.8	47 ± 8.0
Protein**	18.2 ± 3.4	17.6 ± 3.0	21.4 ± 3.4	18.4 ± 4.5
Fats	38 ± 4.1	36.2 ± 4.8	38.1 ± 5.1	33.3 ± 5.9
Saturated fats	14.5 ± 1.9	13.4 ± 2.4	14 ± 2.9	11.1 ± 2.8
Core foods	63 ± 15.1	64.2 ± 13.4	74.7 ± 11.1	79.4 ± 13
Non-core foods	37 ± 15.1	35.8 ± 13.4	25.3 ± 11.1	20.6 ± 13.1
Vegetables	7.4 ± 4.0	10.4 ± 4.8	10.7 ± 5.8	14 ± 5.9
Fruit	5.1 ± 3.8	7.4 ± 5.7	8.4 ± 4.8	14 ± 9.3
Meat	17.4 ± 9.9	13.9 ± 7.6	22.3 ± 8.8	16.3 ± 12.2
Pre-packaged snacks	3.9 ± 2.9	3.4 ± 3.9	2.4 ± 2.2	1.4 ± 2.5
Confectionary	6.9 ± 3.6	6.2 ± 5.0	3.4 ± 3.6	3.9 ± 2.5
Takeaway	10.6 ± 6.6	9.6 ± 5.7	7.1 ± 4.7	5.6 ± 4.6
ARFS ±Australian Recommended Food Score				
	31.8 ± 9	36.4 ± 8.7	36.1 ± 6.3	37 ± 9.9

** difference pre/post significant p = 0.036