New Zealand adults ≥ 18 years of age, able to understand and read English
- Smartphone owners (models compatible with the app)
- Main regular household shoppers
- Shop in a supermarket at least once a week
- Available for 5 week study period (including run-in/baseline)
- Not currently using/previous used FoodSwitch app

Consent/Registration (via the app)

Excluded:
- Ineligible
- Not willing to consent
- Unable to complete run-in phase

Run-in/Baseline

- Use the smartphone app to record food purchases and photograph the receipts for one week
- Record at least 15 packaged barcoded items

Randomisation

Target n=1500; Computer-based randomisation.
Stratification factors: 1) Ethnicity (Māori/Pacific/Other) 2) Self-reported interest in “healthy eating” (not particularly interested; moderately to very interested)

Intervention

- Traffic-Light label; intervention arm (n=500)
- Health Star Rating; intervention arm (n=500)
- Nutrition Information Panel; control arm (n=500)

- Regular automated reminders to use the Food Label Trial app when shopping
- Participants collect and photograph grocery till receipts
- Participants create lists of purchased grocery items (using the app)

Follow up

- Study completion questionnaire
- Collection of hard copies of grocery till receipts from participants
- Extraction of data collected via the smartphone app

Outcome

Primary: Mean nutrient profiling score for all food and beverage products purchased over the four-week intervention period
Secondary: Difference between trial arms in: 1) Saturated fat, total sugar, sodium and energy content of food purchases; 2) Food expenditure; 3) Labelling profile of food purchases (mean number of Health Star Rating stars and proportion of red, green and amber traffic lights); 4) nutrient profiling score over time; 5) nutrient profiling score of key food categories; 6) Mean nutrient profiling score of the 3 nutrient profiling score criterion food categories; 7) Purchases of unpackaged foods; 8) Self-reported nutrition knowledge; 9) Recorded use of assigned labelling system.