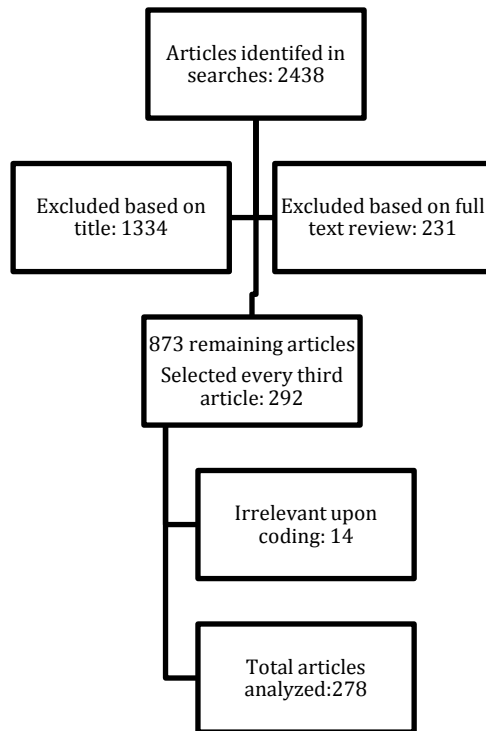


Supplementary Appendix

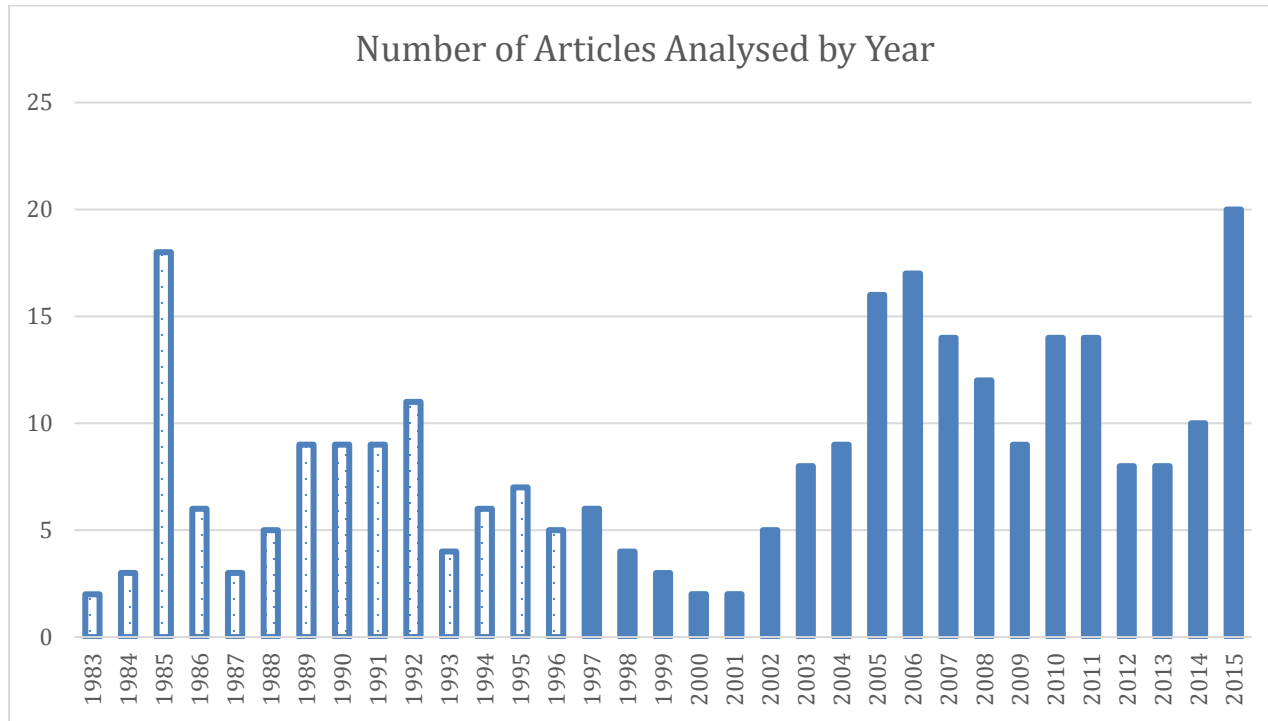
Supplementary Appendix, Table 1: Newspapers and years searched by search string

Newspaper	Year Full Text First Available from in Database	Search String
Chicago Sun Times	1992	(BODY((reformulat! AND (food OR product OR beverage OR drink OR soda OR menu OR serving OR obesity OR heart disease OR diabetes OR hypertension))) AND NOT (SUBJECT(Cosmetics OR PHARMACEUTICALS INDUSTRY OR POISONINGS OR PHARMACEUTICALS PRODUCT DEVELOPMENT)))
Chicago Times	1985	
Daily News	1995	
Denver Post	1993	
Los Angeles Times	1985	
New York Post	1997	
New York Times	1980	
USA Today	1989	
Washington Post	1977	
Wall Street Journal	1997	Product and reformulation and food Reformulate and (food or beverage) Reformulation and (food or beverage) Reformulate and obesity

Supplementary Appendix, Figure 1: Article Selection Process



Supplementary Appendix, Figure 2: Number of Articles Analyzed by Year. Note: pre-1997 number are not complete due to missing sources in the Nexis database.



Supplementary Appendix, Figure 3: Reformulation Described by Period

