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Appendix 1 Sample of questions from the topic guides for caterer and customer focus groups

Caterer focus group topic guide
What are your views about a café-based intervention to support healthy and environmentally friendly food consumption on campus?
For each intervention option:
How feasible do you think this intervention idea is?
How effective do you think this intervention would be?
How easy would this intervention be to implement?
What are the potential barriers to implementing this intervention you foresee?
How can this intervention idea be improved?
Customer focus group topic guide
Purchasing habits (prompts)
What do you generally purchase in university café /canteens?
What factors motivate you to use the university cafés? (Prompt: cost, taste, convenience, healthiness)
Factors influencing food choices
What are the main factors that influence your food choice in the university cafés?
What are the main factors that influence your drink choice in the university cafés?
Is the healthiness of the food/drink item important to you when making choice in the university cafés?
Environmental implications
Are environmental impacts of food associated with food and drinks choices something you consider when choosing food in university café /canteens?
In comparison to the other factors mentioned earlier, how important is the environmental impact of food when choosing food in university cafés?
Strategies to make more environmentally food choices
Do you think the university should encourage consumers to make more environmentally-friendly food choices?
How do you think the university could encourage more environmentally-friendly food choices? (Prompt range of intervention ideas: do labels/posters/screens/GeniUS points influence your food choices? How would you feel if meat options were removed from the shelves completely/ not available on Mondays?)

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