**Supplementary Material**

Modifications made to the FFQ to include foods consumed frequently in the North East of England:

* Meat and fish category: the option for ‘fish roe, taramasalata’ was removed. In addition, ‘curry’ was added as an example for the options for ‘beef’, ‘pork’, ‘lamb’, ‘chicken, turkey or other poultry’.
* Bread and savoury biscuits category: the option for Crispbread was removed. Three additional options were added: i) ‘Scones, teacakes, crumpets, muffins or croissants’, ii) ‘Pitta bread, naan bread, chapati’ and iii) Garlic bread.
* Potatoes, rice and pasta category: Three additional options were added: i) ‘Yorkshire pudding, pancakes, dumplings’, ii) ‘Tinned pasta e.g. spaghetti, ravioli, macaroni’ and iii) ‘Super noodles, pot noodles, pot savouries’. Furthermore, ‘potato waffles’ were added to the ‘chips’ option and ‘cannelloni’ was added to the ‘Lasagne, moussaka’ option.
* Dairy products and fats: The following four options were added: i) ‘Low calorie, low fat salad cream’, ii) ‘Salad cream, mayonnaise’, iii) ‘French dressing’ and iv) ‘Other salad dressing’. The option for ‘Very low fat spread (less than 30% fat)’ was removed.
* Sweets and snacks category: The two options of ‘home baked’ and ‘ready made’ for ‘Cakes’, ‘Buns, pastries’ and ‘Fruit pies, tarts, crumbles’ were merged to form one option for each food e.g. ‘Cakes e.g. fruit, sponge, sponge pudding’. The option for ‘Sponge puddings’ was removed as a separate entity and added to the ‘Cakes’ option. The options for ‘Chocolates, single or squares’ and ‘Chocolate snack bars’ were merged to produce one option ‘Chocolates (small bar or 0.25lb of chocolates).
* Soups, sauces and spreads category: the following options were added to this section i) ‘Tomato based sauces e.g. pasta sauces’, ii) ‘Low calorie, low fat salad cream or mayonnaise’, iii) ‘Salad cream, mayonnaise’, iv) ‘French dressing’, v) ‘Other salad dressing’, vi) ‘Chocolate spread, chocolate nut spread’ and vii) ‘Dips e.g. hummus, cheese and chive’. The option for ‘Pickles, chutney’ was modified to ‘Relishes e.g. pickles, chutney, mustard’. ‘Syrup’ was added as a food example for the option on ‘Jam, marmalade, honey’.
* Drinks category: The option for ‘Coffee, decaffeinated’ was removed.
* Fruit category: Tangerines and clementines were added as examples to the ‘Oranges, satsumas, mandarins’ option and figs to the ‘Dried fruit’ option.
* Vegetables category: ‘Mixed vegetables’ were added as an option to this category. The ‘Beetroot’ option was modified to ‘Beetroot, radishes’. The option for ‘Broccoli, spring greens, kale’ was modified to ‘Broccoli’.
* Question 5 was modified to include brands for both bread and breakfast cereals
* ‘Olive oil’ was added as an option to question 6 (What kind of fat did you most often use for frying, roasting, grilling, etc?). Further, the option to add the type of vegetable oil used was removed.
* Questions 2, 7, 10, 11, 12 and 15 from the original EPIC Questionnaire were removed
* Additional questions added to the modified FFQ included ‘Do you follow a special diet?’ and ‘Over the last year, how often have you eaten organic foods?’