

S8 Table. Alternative model specifications for selected categories

| Model specification | Prices | | | | | | | |
|---|---|----------------------|----------------------|--------------------|-----------------------|--------------------|-----------------------|-------------------|
| | Absolute difference (versus counterfactual) | | | | R-squared | | | |
| | Ready-to-drink L-SSBs | L-SSB concentrates | Noncarbonated H-SSBs | Carbonated H-SSBs | Ready-to-drink L-SSBs | L-SSB concentrates | Non-carbonated H-SSBs | Carbonated H-SSBs |
| Quadratic time trends and quarterly seasonality | 11.1 (2.2 , 20.0) | -11.0 (-13.6 , -7.6) | 33.3 (13.9 , 52.7) | 14.7 (7.5 , 21.9) | 0.525 | 0.554 | 0.781 | 0.882 |
| Arellano-Bond lagged model | 4.1 (-4.8, 12.3) | -13.5 (-17.1, -9.8) | 4.4 (-7.1, 15.9) | 1.9 (-4.4, 8.1) | - | - | - | - |
| Monthly fixed effects | -0.3 (-7.1, 6.5) | -21.6 (-21.8, -19.5) | 4.9 (-4.3, 14.2) | 4.6 (-0.5, 9.7) | 0.522 | 0.548 | 0.776 | 0.878 |
| Break in intercept and trends (quadratic) | 71.1 (-1.5, 145) | 25.7 (-15.0, 66.4) | 108.7 (20.3, 197.0) | 110.2 (37.4 182.9) | 0.523 | 0.551 | 0.776 | 0.881 |
| Alternative time break (April 2014) | 8.3 (-1.9, 18.6) | -1.1 (-4.3, 2.2) | 15.0 (-1.1, 31.1) | 20.4 (11.9 28.9) | 0.520 | 0.542 | 0.774 | 0.877 |

| Model specification | Quantities (volume) | | | | | | | |
|--|---|--------------------|--------------------|----------------------|------------------------------|--------------------|-----------------------|-------------------|
| | Absolute difference (versus counterfactual) | | | | Akaike information criterion | | | |
| | Ready-to-drink L-SSBs | L-SSB concentrates | Noncarbonated SSBs | H- Carbonated H-SSBs | Ready-to-drink L-SSBs | L-SSB concentrates | Non-carbonated H-SSBs | Carbonated H-SSBs |
| Panel Tobit with correlated random effects | 123 (84 , 162) | 165 (105 , 225) | -41 (-68, -15) | -70 (-142 , 2) | 621,029 | 712,458 | 624,792 | 979,654 |
| Static hurdle model | 94 (38, 151) | 112 (35, 188) | -19 (-46, 8) | -14 (-124, 97) | - | - | - | - |
| Break in intercept and trends (quadratic) | -19 (-291, 252) | -413 (-709, -118) | -42 (-215, 130) | 760 (141, 1,379) | 618,566 | 714,424 | 624,793 | 979,662 |
| Alternative time break (April 2014) | 43 (3, 83) | 50 (-11, 112) | 7 (-16, 31) | -257 (-596, 81) | 619,316 | 714,448 | 624,802 | 979,684 |

For each model, AIC was calculated using the estimated log-likelihood. Model descriptions as follows. Quadratic trends and quarterly seasonality is the preferred specification for prices. Panel Tobit with correlated random effects is the preferred specification for quantities (volume and kcal). Arellano-Bond consistently estimates a model with a lagged dependent variable (R-squared is not defined in dynamic model). Monthly fixed-effects replaces time trends and seasonality with month-by-month indicator variables. Break in intercept and trends allows for different pre and post trends after implementation. Static hurdle model relaxes Tobit specification of common parameters to characterize the censored distribution (AIC not comparable since model is not nested). Alternative time-break tests whether there is significance in a period previous to the implementation of the law (exactly when the bill was introduced to congress).