Supplementary material

Figure S1 – Instruction Sheet for Choice Experiment

<u>*PLEASE READ THE TEXT BELOW CAREFULLY BEFORE CLICKING NEXT.*</u>

The next 8 questions will ask you to choose which tea alternative you would prefer to buy as if you were in a real world setting. Try to imagine if you were in a store purchasing tea and you had to decide which tea you would buy. Each tea alternative is a standard box of 18 bags (sachets) of tea (illustrated in the image below).

In each case you will be presented with two options. You will be asked to indicate which of the two items you would purchase, or if you would not purchase either of them.

IMPORTANT: You will also be reminded of the rating you gave the previous two tea samples that you tasted (pre-monsoon and monsoon samples). Please keep these ratings in mind as you decide which tea you would prefer to buy.

Tea samples

Two loose-leaf green teas grown by a farm in Meng-Sung County, Yunnan, China were mailed to the research team in the fall of 2014. One tea was harvested in the spring and the other during the monsoon season; they were identical in all other respects, including production practices and harvest and processing techniques. Once received by the research team, both teas were stored in freezers at -18 °C sealed in plastic bags and wrapped in foil to reduce oxidation and other post-harvest changes.

Consumer tea tasting protocol

A standard brewing protocol was developed from American, British, and Chinese tea consumption standards (British Standards Institution, 1980; Gong Shuying et al., n.d.; Sang, Lambert, Ho, & Yang, 2011). Three grams of dry leaves were placed in a Piao I Teapot (Taiwan Finesse Tea, Inc., Taiwan) in 177 milliliters (mL) of water and rinsed for ten seconds with 90°C water. The rinsing process is a common tea preparation procedure used to remove contaminants or impurities, and to open dried leaves to release flavor. After rinsing, tea leaves were brewed at 90°C in 177 mL of water for three minutes. Tea was served at 68°C, which was deemed a safe temperature for hot liquid service. Digital thermometers were used to ensure brewed tea was at the correct temperature at time of service.

Each participant tasted a 45 mL sample of both the spring and monsoon tea twice, once in the blind condition and once in the labelled condition. Participants were instructed to taste one tea at a time, (e.g. direct taste comparisons were not allowed) and rate it on a one to nine hedonic scale (i.e. 1 "Dislike extremely", 2 "Dislike very much", 3 "Dislike moderately", 4 "Dislike slightly", 5 "Neither like or dislike", 6 "Like slightly, 7 "Like moderately", 8 "Like very much", and 9

"Like extremely"). In both the blind and labeled conditions, consumers were provided *ad libitum* with unsalted saltine crackers and water to cleanse their palate between tasting each tea. Ordering of spring and monsoon tea service was randomized in both the blind and labelled condition to reduce ordering effects that may bias taste ratings. In the blind condition, each sample was labeled with a random number. In the labeled condition participants were served two samples that were labeled as "pre-monsoon" and "monsoon". The term "pre-monsoon" was used to indicate the spring harvested tea in the labeled condition to avoid any positive association with the word "spring" that may bias consumer ratings.

Table S2. AIC, CAIC, and BIC information criteria values for latent class models with 2-6 classes.

Classes	Log likelihood	AIC	CAIC	BIC	Number of parameters
2	-3022.26	6078.51	6164.68	6147.68	17
3	-2954.11	5960.22	6092.00	6066.00	26
4	-2909.87	5889.75	6067.14	6032.14	35
5	-2886.75	5861.49	6084.50	6040.50	44
6	-2850.64	5807.29	6075.92	6022.92	53