

Table S1. Overview of Food Pleasure Scale profiles of all study participants

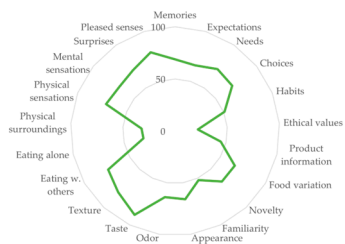
ID	Food Pleasure Scale profile	Most important Food Pleasure Scale items, Questionnaire, 4th quartile*
F1		Needs, Taste, Expectations, Familiarity, Texture
F2		Taste, Texture, Eating w. others, Ethical values, Food variation, Pleased senses, Odor
F3		Taste, Texture, Memories, Pleased senses, Eating w. others
M1		Food variation, Novelty, Odor, Taste, Surprises, Pleased senses
F4		Expectations, Needs, Choices, Ethical values, Product information, Taste, Food variation, Eating w. others, Mental sensations

**M2**



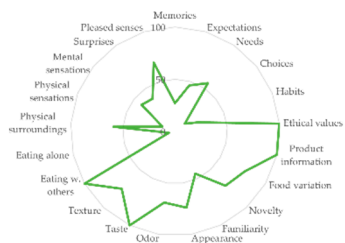
Taste, Texture, Appearance, Odor, Pleased senses

**F5**



Taste, Texture, Pleased senses, Eating w. others, Needs

**F6**



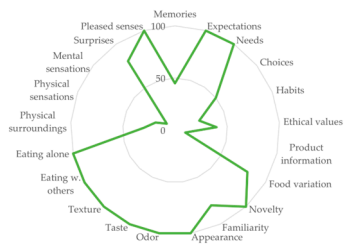
Product information, Ethical values, Taste, Eating w. others, Food variation

**F7**



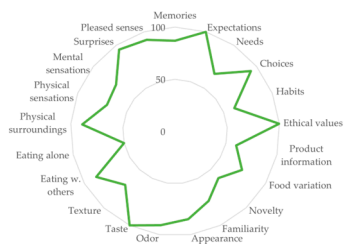
Ethical values, Taste, Pleased senses, Appearance, Novelty

**F8**



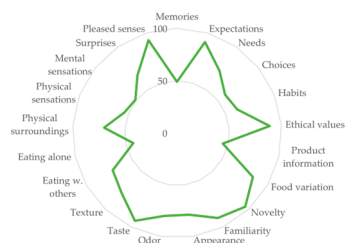
Expectations, Needs, Novelty, Taste, Eating w. others, Appearance, Odor, Texture, Eating alone, Pleased senses

**F9**



Expectations, Taste, Surprises, Ethical values

**F10**



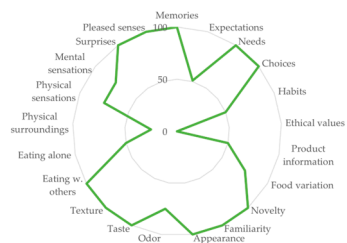
Novelty, Taste, Pleasured senses,  
Expectations, Familiarity

**F11**



Memories, Eating w. others, Pleased  
senses, Appearance, Eating alone

**M3**



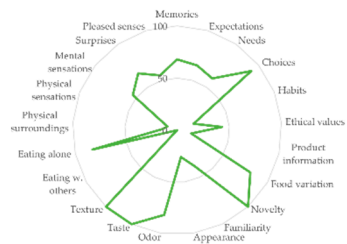
Eating w. others, Familiarity, Novelty,  
Appearance, Taste, Texture, Surprises,  
Pleased senses, Memories, Needs, Choices

**M4**



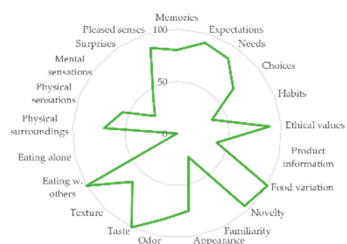
Surprises, Appearance, Physical  
sensations, Ethical values, Habits

**F12**



Novelty, Taste, Texture, Choices, Eating  
alone

**F13**



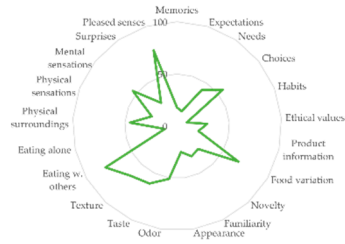
Food variation, Taste, Eating w. others,  
Novelty, Expectations

**F14**



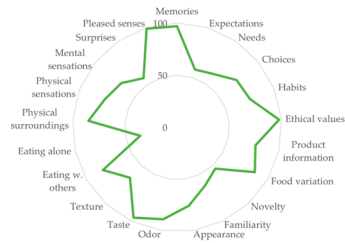
Needs, Taste, Pleasured senses, Expectations,  
Odor, Texture

**M5**



Eating w. others, Pleasured senses, Food  
variation, Texture, Taste

**F15**



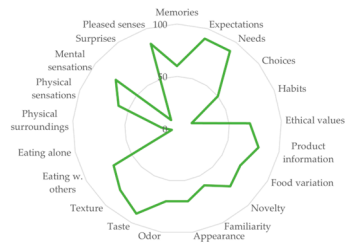
Pleasured senses, Ethical values, Memories,  
Taste, Odor

**F16**



Pleasured senses, Texture, Taste, Odor,  
Appearance

**M6**



Expectations, Needs, Taste, Pleasured senses,  
Product information, Texture

\*4<sup>th</sup> Quartile: Items with the 25% highest importance ratings on the FPS Visual Analogue Scale.