




1 **S2. Table. Choice sets main experiment.**

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Unhealthy choice set

	Target	Competitor	Decoy
			
	M&M's (choco flavour)	Bonbons	Sweets
Taste rating:	8,0	6,0	8,0
Quality of ingredients:	30	40	20

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Healthy choice set

			
	Snack tomatoes	Unsalted cashews	Granola cookies
Taste rating:	6,0	8,0	6,0
Quality of ingredients:	40	30	20

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Mixed choice set

			
	White grapes	Chocolate Chip cookies	Carrots
Taste rating:	6,0	8,0	6,0
Quality of ingredients:	40	30	20

Source information of the pictures:

M&M's (choco flavour): DocStorage. M7MBerg [Image on the internet]. 2019 [cited 2021 Oct 25]. Available from: <https://www.docstorage.nl/docstorage-nieuws/gratis-mms/>. Bonbons: picture is taken by first author. Sweets: Le diable@gueur. Le bonbon Napoléon [Image on the internet]. 2014 [cited 2021 Oct 25]. Available from: <https://lediabloqueur.blogspot.com/2014/06/la-belgique-gourmande.html>. Snack tomatoes: Aldi. Cherrytomaten [Image on the internet]. Publication date or year unknown [cited 2021 Oct 25]. Available from: <https://www.aldi.nl/producten/aardappels-groente-fruit/groenten/cherrytomaten-6232-1-0.article.html>. Unsalted cashews: Noten & Zo. [Image on the internet]. Publication date or year unknown [cited 2021 Oct 25]. Available from: <https://www.notenzenzo.nl/blog/schijnvrucht>. Marloes/Optima Vita. Granola-repen3 [Image on the internet]. 2015 [cited 2021 Oct 25]. Available from: <https://www.optimavita.nl/voeding/review-granola-repen-van-de-aldi/>. Beste.nl. Witte-druiven-proef [Image on the internet]. 2016 [cited 2021 Oct 25]. Available from: <https://www.beste.nl/20299942/deen-witte-druiven-bak-400-gram-of-snoeptomaten-beker-200-gram-voor-euro1-50/>. Chocolate Chip cookies: picture is taken by first author. Carrots: Capital City Fruit. Carrots Baby [Image on the internet]. Publication date or year unknown [cited 2021 Oct 25]. Available from: <https://capitalcityfruit.com/shop/carrots-baby-1-lb/>.