

Supplementary file

## Key drivers of consumption, conceptual, sensory, and emotional profiling of cheeses based on origin and consumer familiarity: a case study of local and imported cheeses in Greece.

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**Supplementary Table 1.** Specific hashtags used to collect cheese related posts on Instagram.

local cheeses	hashtags	non-Greek cheeses	hashtags
PDO Ladotyri of Mytilene	ladotyrimytilinis ladotyrimytilinis	Gouda	κασεριgouda

	ladotyrimitylini ladotyri_cheese ladotyrimitylene ladotirimitylene ladotirimitylinis ladotirimitylini λαδοτύριμυτιλήνης λαδοτυριμυτιληνης λαδοτύριμυτιλίνης λαδοτύρι_μυτιλήνης λαδοτύρι_μυτιλλήνης		
Mastelo® of Chios	mastello tyrichiou mastelocheese μαστελο μαστέλο	Edam	ενταμ ένταμ edam edamcheese

	<p>μαστελοχιου</p> <p>μαστελο_χιου</p> <p>μαστελο_χιωτικο</p>		
<p>PDO Kalathaki of Lemnos</p>	<p>kalathakilimnou</p> <p>kalathakilemnos</p> <p>kalathakilemnou</p> <p>kalathaki_limnou</p> <p>kalathakilimnoscheese</p> <p>καλαθακιλημου</p> <p>καλαθάκιλήμνου</p> <p>καλαθάκι_λήμνου</p>	<p>Regatto</p>	<p>ρεγκατο</p> <p>ρεγκάτο</p>
<p>PDO Feta of Lemnos</p>	<p>fetalimnou</p> <p>feta_limnou</p>	<p>Mozzarella</p>	<p>μοτσαρέλα</p> <p>μοτσαρελα</p> <p>μοτσαρέλατυρί</p> <p>motsarela</p>

Anthotyro of Lemnos	anthotyrolimnou anthotirolimnou	Emmental	έμενταλ εμενταλ
PDO Kasseri of Mytilene	κασέρι_μυτιλήνης	Parmesan	παρμεζάνα παρμεζανα
Kefalotyri of Mytilene	κεφαλοτυριμυτιληνης kefalotyrimytilinis	Blue cheese, Roquefort, Gorgonzola	ροκφορ ροκφόρ γκοργκοντζόλα γκοργκοντζολα
Melichloro of Lemnos	melichlorolimnou melichloro_limnou melihloro melihlorocheeselemnosgreece melihlorocheese melixloro melixloro_limnou	Cheddar	τσενταρ τσένταρ

	melichloro μελίχλωρο μελιχλωρο μελιχλωροτυριλημου μελιχλωρολημου		
Kathoura of Icaria	καθούρα καθουρα kathoura kathouracheese	Cottage	κότατζ κοτατζ
Graviera of Mytilene	(no hashtag found)		
Anthotyro of Samos	(no hashtag found)		
Dry Mizithra of Mytilene	(no hashtag found)		
Kaloupaki of Mytilene	(no hashtag found)		
(other hashtags searched for)	anthotyros anthotyro_cheese		

	ανθότυρο		
	ανθοτυρο		
	ανθότυρος		
	ανθοτυρος		
	limnoscheese		
	lemnoscheese		
	chioscheese		
	samoscheese		
	graviera		
	γραβιέρα		
	γραβιερα		
	κεφαλοτυρι		
	κεφαλοτύρι		
	kefalotyri		
	kefalotyricheese		
	kefalotiri		

	kefalotiricheese		
	kefalotiri_cheese		
	myzhthra		
	myzithra		
	myzithracheese		
	myzithra_cheese		
	mizithra		
	mizithracheese		
	mizithra_cheese		
	μυζήθρα		
	μυζηθρα		
	μυζηθραξερη		
	μυζήθραξηρή		
	μυζήθρα_ξερή		
	mytilinicheese		
	τυριάμυτιλήνης		

	cheese mytilini		
	cheese mytilene		
	cheese samos		
	cheese ikaria		
	cheese chios		
	cheese xios		
	cheese limnos		
	cheese lemnos		

**Supplementary Table 2.** The Greek descriptive terms provided by participants during the first session of the Flash Profiling with their English counterpart.

<b>Greek terms</b>	<b>terms in English</b>	<b>Greek terms</b>	<b>terms in English</b>
Αλμυρό/ αλμυρότητα	salty/saltiness	Μουντίλα- γκρι	gloom/grey
Γεύση/ γευστικό	taste/tasty	Διακοπές	vacation
Γλυκιά γεύση/ γλυκά/ γλυκύτητα	sweet taste/sweets/sweetness	Δροσιά/ δροσερό	cool
Γήινη γεύση/ γήινο	earthy taste/earthy	Ήρεμα/ ηρεμία	calm
Όξινο	sour	Χαλάρωση	relaxation
Λευκή σοκολάτα	white chocolate	Μούχλα	mold
Μαλακό/ μαλακά	soft	Υγρασία	moist
Σκληρό	hard	Χαλασμένο	spoil
Μαστιχωτό - λαστιχωτό/ ελαστικότητα	gummy-rubbery/elasticity	Χαλασμένο γάλα	sour milk

Έντονο/ ένταση	intense/intensity	Φρέσκα	fresh
Λιπαρό/ λιπαρά	fatty/fats	Ωμό	raw
Πλαστικό	plastic	Τυρί γιαγιάς	grandma's cheese
Αρωματικό/ αρώματα	aromatic/aromas	Παππούς	grandpa
Μυρωδιά/ μυρωδιές	odour/odours	Μαμά	mum
Φρουτένιο άρωμα/ φρουτώδες	fruity odour/fruity	Γονείς	parents
Απαλό	soft	Παρέα	fellowship
Απαλή υφή	soft texture	Φιλικές βραδιές	nights with friends
Πλούσια υφή	rich texture	Εικόνες	pictures
Λιπώδης υφή	fatty texture	Θάλασσα	sea
Αμμώδης υφή	sandy texture	Νησί	island
Βελούδινες υφές	velvety texture	Καλοκαίρι	summer
Βουτυράτο/ βουτυρένιο	buttery	Καλοκαιρινή σαλάτα	summer salad
Κρεμώδες	creamy	Κατασκήνωση	camp
Γάλα/ γαλακτερά	milk/milky	Πικνικ	picnic
Αγελάδα	cow	Ποδήλατο	bike
Κατσίκια	goat	Εξοχή	countryside
Παιδική ηλικία/ παιδικές μνήμες	childhood/childhood memories	Χόρτα	herbs
Αναμνήσεις/χαρούμενα συναισθήματα/χαρά	memories/happy feelings/joy	Λάσπη	mud
Χωριό/ χωριάτικα	village/country style	Σχολείο	school
Παραδοσιακό	traditional	Ενέργεια	energy
Κλασικό	classic	Ξεγνοιασιά	no worries
Πάσχα	Easter	Ανακούφιση	relief
Αγρόκτημα	farm	Σεβασμός	respect
Σπίτι/ οικία	home/house	Υπομονή	patience
Οικογένεια	family	Σκόνη	dust
Οικογενειακό/ σπιτικό τραπέζι	family/home meal	Πόλεμος	war
Οικείο	familiar	Στρατιωτάκια	soldiers

Τραπέζι	meal	Τζάκι	fireplace
Πρωινό/ πρωινό ξύπνημα	breakfast/early morning wakening	Κερί	wax
Μακαρόνια με κιμά	spaghetti and mince	Εξωτικό	exotic
Μακαρόνια	spaghetti	Ντομάτα	tomato
Τριμμένο	grated	Σαλάμι αέρος	air-dried salami
Γεύση πίτσας/ Πίτσα	pizza flavour/pizza	Μέλι	honey
Fast food	fast food	Λάδι	oil
Μπέργκερ	burger	Κίτρινο	yellow
Τοστ	sandwich	Μεζέδες	meze (appetizers)
Λιώνω	melt	Ψωμί	bread
Κρασί	wine	Φουγανιά	rusk
Τσίπουρο	tsipouro (strong distilled spirit)	Κριτσίνια	breadsticks

**Supplementary Table 3.** Focus groups questions and aggregated responses.

What types of cheeses do you know?	Which cheeses do you recognize without looking at the label?	Which cheeses do you consider the most popular?	How often do you consume cheese products?	Do you consult the nutrition facts table when purchasing cheese?	Where do you focus when reading the nutrition facts label?	Based on what criteria do you purchase cheese?	Which are you favourite cheeses for emotional reasons?	Which are you favourite cheeses for sensory reasons?	Protected designation of Origin: are you familiar with the concept?	PDO: what do you know about the certification process?
hard soft semi-hard white yellow feta graviera	feta white cheddar roquefort graviera anthotyro	feta parmesan cheddar edam mozzarella	almost every day  4-5 times/ week	no (I usually buy cheeses I know)  yes (when trying new)	protein fat energy salt	usage  liking  sensory attributes (taste,	local/ traditional feta ladotyri of Mytilene mizithra kalathaki of	feta cheddar graviera ladotyri mozzarella	entails a certification process  comes from a specified place	checks  prerequisites  content statement

kefalotyri kefalogravi era anthotyro μυζήθρα mizithra mozzarella haloumi parmesan						texture)  price  origin, familiarity, locality  nutritional content for health reasons  know the producer or the company (trust)  eco-friendly company (appreciate d but all should be)  packaging (safe, practical)	Lemnos melichloro of Lemnos graviera mozzarella haloumi plant cheese			process statement  place statement
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Supplementary Table 3. Focus groups questions and aggregated responses. (continued)

PDO: do you know who provides certification?	PDO: Do you know whether the list of certified products is available to the public?	PDO: How much do you care whether a product is PDO or not (rate from 1-5, 5=extremely)	PDO: What do you think it means for a cheese to be PDO?	Do you have any worries when purchasing cheese products?	When do you feel safer when purchasing cheese?	When do you consume non-Greek cheeses?	How often do you consume non-Greek cheeses?	When do you consume local/traditional cheeses?	How often do you consume local/traditional cheeses?	Describe your favorite non-greek cheese.	Describe your favorite local/traditional cheese
no  yes (the European Union)	no  yes (there is a platform but don't remember which)	2.5  range 1-4	expensive  consistent quality  consistent sensory attributes	no  packaging  expiry date  price  ingredients	supermarket  producer I know personally	sandwich > gouda  pasta > parmesan  homemade  pizza > gouda/ mozzarella	every day  often  occasionally	as a side dish/ in a salad > φέτα  with pasta  sandwich > kasseri  on its	every day  occasionally	gummy  creamy  soft  hard  salty  wine	memories  traditions / traditional/ classic  family  granny

				texture saltiness		outing with wine > more expensive (smoked, spicy)		own  with bread  fried		tasty  fragrant  sensual  wintery  Italian  everyday  expensive  pasta	habits  salty  hard  summer  practical/ goes with everything  tasty
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