

















## Supplemental data

**Supplemental table 1: Images shown to participants.** Some images were used twice for both the AD and PBA version to support the idea of AD mimicry.

<p><b>Meatballs AND Plant-based meat balls</b></p> 	<p><b>Sausage AND Plant-based sausage</b></p> 	<p><b>Chicken nugget AND plant-based chicken nuggets</b></p> 	<p><b>Chicken breasts</b></p> 
<p><b>Plant-based burger</b></p> 	<p><b>Hamburger</b></p> 	<p><b>Yogurt AND plant-based yogurt</b></p> 	<p><b>Plant-based chicken</b></p> 
<p><b>Cheese/plant-based cheese</b></p> 	<p><b>Milk AND Plant-based milk</b></p> 	<p><b>Tofu</b></p> 	<p><b>Rice</b></p> 
<p><b>Beef steak</b></p> 	<p><b>Black-bean/Veggie burger</b></p> 	<p><b>Refried beans</b></p> 	<p><b>Black beans</b></p> 

**Supplemental table 2: Descriptor endorsement frequency of reference foods (n = 271)**

Descriptor	Tofu	Veggie burger	Black beans	Refried beans	Beef steak	Rice
Tasty	15.9	33.6	45.4	52.4	67.9	53.5
Bland	49.1	14.0	19.9	43.5	6.3	28.4
Healthy	58.3	52.8	76.4	26.9	22.9	44.3
Protein	53.5	53.1	68.3	7.0	79.0	5.5
Unhealthy	2.6	3.3	0.0	22.1	14.4	2.6
Natural	26.6	17.0	69.7	6.6	44.3	57.6
Unnatural	10.3	12.5	0.4	2.6	0.7	0.4
Processed	22.1	38.0	1.5	51.3	4.4	4.8
Wholesome	22.5	19.9	43.2	1.5	20.7	43.2
Eco-friendly	31.0	39.5	19.9	50.2	1.8	14.0
Cheap	19.9	5.5	62.0	4.8	3.0	71.6
Expensive	15.9	34.3	0.4	12.9	56.1	0.4
Convenient	21.0	25.8	39.1	18.8	16.2	58.3
Familiar	22.5	15.5	58.3	48.7	64.2	72.3
Adventurous	13.3	24.0	3.0	15.1	4.4	0.7
Boring	29.2	11.8	18.5	60.9	8.1	25.5
Modern	21.0	48.0	3.3	20.3	7.0	5.9
Traditional	22.9	2.2	56.5	17.7	68.3	70.8

**Supplemental table 3: Correspondence analysis of contingency table from CATA data.** Dim = coordinate value; ctr = contribution (%); cos2 = cosine squared value.

Rows	Dimension 1			Dimension 2			
	Dim.1	ctr	cos2	Dim.2	ctr	cos2	
PBchz	0.946	10.723	0.895	Bbean	0.456	12.045	0.424
PBchkn	0.857	9.73	0.955	Tofu	0.418	7.916	0.471
Pbnug	0.736	7.347	0.901	Rice	0.319	5.638	0.163
PBmbll	0.711	6.681	0.955	Chkn	0.301	5.173	0.231
PBsasg	0.708	6.643	0.954	Yog	0.27	3.72	0.253
PBburg	0.7	6.735	0.974	Mlk	0.262	3.472	0.174
PByog	0.673	5.733	0.844	Pbyog	0.229	2.033	0.098
PBmlk	0.527	3.681	0.775	Vburg	0.175	1.367	0.088
Vburg	0.466	3.166	0.62	PBmlk	0.167	1.133	0.078
Tofu	0.174	0.447	0.081	PBburg	0.056	0.132	0.006
Nug	-0.192	0.612	0.069	Stk	0.006	0.002	0
Stk	-0.338	1.809	0.229	PBchkn	-0.042	0.07	0.002
Yog	-0.378	2.382	0.495	PBmbll	-0.061	0.151	0.007
Sasg	-0.398	2.399	0.256	Rbean	-0.092	0.392	0.024
Mball	-0.402	2.333	0.451	PBchz	-0.11	0.441	0.012
Chz	-0.439	3.032	0.544	PBsasg	-0.144	0.847	0.04
Rbean	-0.459	3.155	0.588	PBnug	-0.175	1.272	0.051
Bbean	-0.467	4.126	0.444	Burg	-0.289	4.212	0.197
Chkn	-0.494	4.555	0.621	Chz	-0.303	4.438	0.26
Mlk	-0.496	4.07	0.622	Mball	-0.383	6.46	0.408
Burg	-0.543	4.886	0.698	Nug	-0.627	19.997	0.735
Rice	-0.564	5.753	0.51	Sasg	-0.641	19.09	0.666

Columns	Dimension 1			Dimension 2			
	Dim.1	ctr	cos2	Dim.2	ctr	cos2	
Unnatural	1.033	9.816	0.866	Healthy	0.526	21.058	0.854
Eco.friendly	0.9	10.976	0.888	Natural	0.476	12.337	0.584
Adventurous	0.889	4.75	0.85	Wholesome	0.339	5.2	0.354
Modern	0.858	13.645	0.955	Boring	0.334	3.175	0.443
Expensive	0.805	11.848	0.786	Bland	0.334	3.967	0.221
Processed	0.472	5.762	0.459	Eco.friendly	0.238	2.347	0.062
Bland	0.427	2.125	0.362	Adventurous	0.094	0.163	0.01
Boring	0.172	0.276	0.118	Cheap	0.055	0.132	0.003
Healthy	0.092	0.209	0.026	Modern	-0.005	0.001	0
Protein	-0.124	0.475	0.099	Protein	-0.023	0.05	0.003
Unhealthy	-0.139	0.175	0.018	Expensive	-0.03	0.049	0.001
Convenient	-0.225	1.346	0.412	Traditional	-0.056	0.233	0.005
Natural	-0.334	1.99	0.288	Familiar	-0.097	0.811	0.024
Wholesome	-0.388	2.237	0.465	Convenient	-0.145	1.714	0.172
Tasty	-0.392	4.541	0.697	Tasty	-0.189	3.241	0.163
Familiar	-0.611	10.522	0.941	Unnatural	-0.237	1.577	0.045
Cheap	-0.659	6.148	0.483	Processed	-0.474	17.76	0.463
Traditional	-0.74	13.16	0.921	Unhealthy	-0.97	26.184	0.862

**Supplemental table 4: Correlations between PBA purchase intention (PI) and person-related factors.** All outcomes were rated on a 7-point scale with the exception of self-reported consumption, which used a 6-point scale. Pearson correlation values and accompanying p-values are shown.

Characteristic	Pearson correlation	p-value (2-tailed)
AD PI	-0.099	0.102
Self-reported consumption of PBA	0.623	<.001
Self-reported consumption of AD	-0.312	<.001
Health values	0.211	<.001
Green consumer values	0.417	<.001
Meat reduction attitudes	-0.375	<.001
Fear of food technology	-0.551	<.001
Trust in the food system	0.316	<.001
Age	-0.095	0.120
Income	-0.034	0.573
Education	0.087	0.154

**Supplemental table 5: Correlations between animal-derived image descriptor endorsement and PBA purchase intention.**

	Spearman's rho	p-value
Wholesome	-0.166	0.006
Healthy	-0.158	0.009
Expensive	-0.093	0.125
Modern	-0.082	0.179
Natural	-0.076	0.213
Tasty	-0.073	0.231
Convenient	-0.04	0.508
Protein	-0.039	0.518
Processed	-0.035	0.566
Bland	-0.034	0.577
Adventurous	-0.02	0.749
Unhealthy	-0.008	0.896
Familiar	0.034	0.576
Boring	0.042	0.489
Cheap	0.044	0.47
Eco-friendly	0.057	0.352
Traditional	0.058	0.345
Unnatural	0.084	0.17