

Table S1: Valid Preferred Cigarillo Flavors by Participant-Selected Categories

Fruit	Sweet	Mint	Alcohol	Menthol	Tobacco	Other
Apple (4)	Arctic Blast	Blk Smooth	Black	Berry (1)	Blk Smooth	Coffee (1)
Banana	(1)	(1)	Russian (1)	Blue (1)	(1)	Diamond (4)
Smash (2)	Berry Fusion	Grape (1)	Bourbon (2)	Blueberry (1)	Blue (1)	Green Leaf
Berry (5)	(1)	Menthol (1)	Casino (1)	Casino (1)	Diamond (2)	(1)
Black Cherry	Black Sweet	Mint (34)	Dark Stout	Menthol (18)	Gold (1)	Honey (1)
(1)	(1)	Mint Fusion	(1)	White Grape	Grape (1)	Jamaican
Blk Smooth	Blueberry (1)	(1)	Diamond (1)	(1)	Green Sweet	Blaze (1)
(1)	Candy (3)	Peppermint	Irish Cream	Wine (2)	(1)	Jazz (1)
Blue	Chocolate (2)	(6)	(1)		Java Fusion	Regular (2)
Raspberry (5)	Clove (1)		Red Wine (2)		(1)	Russian
Blueberry	French		Russian		Jazz (1)	Cream (1)
(12)	Vanilla (1)		Cream (1)		Red Sweet	Silver (1)
Cherry (17)	Green		Spiked		(1)	Straight up
Diamond (1)	Sweets (1)		Lemonade		Sweet (1)	(1)
Grape (36)	Honey (17)		(1)		Sweet	Sweet (2)
Irish Cream	Honey		White Grape		Aromatic (1)	Sweet
(1)	Bourbon (1)		(1)		Wine (2)	Aromatic (1)
Jazz (1)	Jazz (8)		White			Wine (1)
Mango (17)	Mango (1)		Russian (1)		No Flavor (6)	
Orange (1)	Palma (1)		Wine (25)		/ Non	
Peach (6)	Plain (1)				flavored (2) /	
Pineapple (7)	Russian				Original (2) /	
Raspberry (1)	Cream (3)				Plain (4) /	
Red Berry (4)	Silver (1)				Regular (5) /	
Russian	Sweet (8)				Tobacco (7) /	
Cream (1)	Swirl (2)				Unflavored	
Silver (1)	Vanilla (20)				(2) = Total	
Strawberry	White Cream				(32)	
(29)	(1)					
Strawberry	Wine (2)					
Harvest (1)						
Sweet Cherry						
(1)						
Tropical (2)						
Tropical						
Fusion (1)						
Watermelon						
(2)						
White Grape						
(9)						
White Peach						
(3)						
Wild Berry (1)						
Wine (4)						

Bold indicates concept flavor; participants ($n = 426$) provided and named 66 unique flavors as their preferred flavors, placed across seven flavor categories. The number next to each flavor name indicates the number of participants who placed that flavor in that specific category.