

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 S1. 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

	ladotyrimytilini ladotyri_cheese ladotyrimytilene ladotirimytilene ladotirimitilinis ladotirimitilini λαδοτύριμυτιλήνης λαδοτυριμυτιληνης λαδοτύριμυτιλίνης λαδοτύρι_μυτιλήνης λαδοτύρι_μυτιλλήνης		
Mastelo® of Chios	mastello tyrichiou mastelocheese μαστελο μαστέλο	Edam	ενταμ ένταμ edam edamcheese

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

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	τσένταρ 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		
	μτζήθρα		
	μτζηθρα		
	μτζηθραξερη		
	μτζήθραξηρή		
	μτζήθρα_ξερή		
	mytilinicheese		
	τυριάμυτιλήνης		

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

Supplementary Table S2. The Greek descriptive terms provided by participants during the first session of the Flash Profiling with their English counterpart.

Greek terms	terms in English	Greek terms	terms in English
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
Κλασσικό	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	Φρυγανιά	rusk
Τσίπουρο	tsipouro (strong distilled spirit)	Κριτσίνια	breadsticks

Supplementary Table S3a. 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 S3a. 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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Supplementary Table S3b. Responses to question: Group the cheeses shown in the pictures provided after reaching a consensus. There are no correct answers. There are no specified criteria for the groupings.

	Graviera of Mytilene	PDO Kasseri of Mytilene	PDO Ladotyri of Mytilene	PDO Kalathaki of Lemnos	Kaskavali of Lemnos	Melichloro of Lemnos	Regatto	Gouda	Cheddar
group 1	A	A	B	B	B	A	C	C	C
group 2	A	C	A	B	B	B	C	C	C
group 3	A	B	A	D	A	A	B	B	C
regatto- gouda	3	ladotyri- kaskavali	2	regatto- cheddar	2	kasseri- regatto	2	kasseri- gouda	2

graviera-ladotyri	2	ladotyri-melichloro	2	kaskavali-melichloro	2	graviera-melichloro	2	gouda-cheddar	2
kaskavali-kalathaki	2	ladotyri-kalathaki	1	graviera-kaskavali	1	graviera-kasseri	1	kasseri-cheddar	1
kasseri-melichloro	1	melichloro-kalathaki	1						

Groupings of cheeses by the three focus groups (group 1, group 2, group 3). A, B, C, and D stand for the groupings of cheeses created by each group of participants. Aggregated pairings of cheeses follow, i.e., how many times specific pairs of cheeses were formed by participants. The pairs not mentioned in the table were not formed while grouping the cheeses.