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SUPPLEMENTARY DATA

Data S1. Post-evaluation questionnaire used to collect demographic information and information on consumption habits.

The survey is almost over. Could you please respond to the following questions on your socio-demographic characteristics and your consumption habits?

1. To which gender do you identify most?
   - ☐ Female
   - ☐ Male
2. What is your age?

   ……. years
3. How long have you been consuming wine for?

   ……. years
4. How would you describe your wine knowledge?
   - ☐ I don't have any knowledge
   - ☐ I am interested in wine, I have a basic knowledge
   - ☐ I am passionate in wine
5. How often do you drink wine?
   - ☐ Several times a week
   - ☐ Once a week
   - ☐ Once a month
   - ☐ Occasionally
   - ☐ Never
6. How often do you drink soft drinks (juice and soda)?
   - ☐ At least once a day
   - ☐ Several times a week
   - ☐ Once a week
   - ☐ Occasionally
   - ☐ Never
7. Had you ever tasted a fully dealcoholized wine before today?
   - ☐ Yes
   - ☐ No
8. Do you watch your sugar intake in your everyday life?
   - ☐ Yes
   - ☐ No

9. In comparison with a standard wine with the same quality, would you spend for a fully dealcoholized wine…

   ☐ Less

   ☐ The same amount

   ☐ More