SUPPLEMENTARY DATA

Question number	Dimension	Original questions from Urdapiletta *et al.* (2021) for wine in general	Revised questions to NAS wines particularly	Target panel
Q1	Involvement	Wine has a particularly important place in gastronomy	No added sulphite wines should have a greater place in the wine world than today	Both
Q2		It's hard to imagine a good meal without wine	It's hard to imagine a good meal without no added sulphite wine	Both
Q3		Wine is part of human cultural legacy		Not asked
Q4		For me, wine is of great interest	For me, no added sulphite wines are of great interest	Both
Q5		As soon as it is about wine, I feel interested		Not asked
Q6		Wine is something particularly important to me	No added sulphite wines are particularly important to me	Both
Q7		Wine is significant for me	Not asked	Not asked
Q8		Because I do not feel knowledgeable about wine, I never taste it to see for example, if it's corked	Not asked	Not asked
Q9		My close friends always let me choose the wine	My relatives always let me choose no added sulphite wines **or** My colleagues always asked me to advise or sell wines with no added sulphites	Both, with rephrasing for each
Q10		I know how to recognise a good wine from a poor wine	I know how to recognize a good no added sulphite wine from a poor one	Both
Q11	Knowledge	I buy wine because I know how to do it	I buy no added sulphite wines because I know how and where to choose it **or** I produce, advise, or sell no added sulphite wine because I know how to produce and/or select it	Both, with rephrasing for each
Q12		* I do not know anything about wine	* I know nothing about no added sulphite wines	Both
Q13		* I'm always afraid of being wrong on the quality of wine when I taste it	*When I taste a wine with no added sulphites, I always have doubts about its quality	Both
Q14		* I do not trust my opinion on the choice of wine	* I do not trust myself to choose a no added sulphite wine, **or** I do not trust myself to produce/advise/sell a no added sulphite wine	Both, with rephrasing for each
Q15		Others always insist that I taste the wine when I go to a restaurant	When there is a no added sulphite wine to the restaurant, others always insist that I taste the wine	Consumer
Q16		Compared to others, I know a lot about wine	I have better knowledge about no added sulphite wines compared to other people	Both

Q17		I feel confident when it comes to choosing wine		Not asked
Q18		I buy wine regularly	When I buy wine, I look for "no added sulphites" on the labels	Consumer
Q19		I regularly keep informed about wine (magazines; websites; blog; books)	I regularly keep informed about no added sulphite wines (events, trainings, magazines, websites, blogs, and books)	Both
Q20	Level of practices	I go to exhibitions, events, and tastings about wine	I buy exclusively wines with no added sulphites **or** I produce, advise, sell exclusively wines with no added sulphites	Both, with rephrasing for each
Q21		I frequently discuss wine with my close associates and/or friends	I frequently discuss no added sulphite wine with close friends, family, colleagues.	Both
Q22		* I never go to wine tastings or wine events	* I do not participate in wine fairs, animations, or tastings on no added sulphites wines	Consumer

Table S1. List of the DO revised questions submitted to the panels.