Supplementary Materials, Appendix B

Themes, sub-themes, codes, sub-codes.

product/composition/added components (flavour)

product/composition/additive

product/composition/calories - energy

product/composition/easy to digest

product/composition/in products

product/composition/natural

product/composition/nutritional aspects/

product/composition/nutritional aspects/fat

product/composition/nutritional aspects/protein

product/composition/nutritional component - ingredient

product/composition/nutritional component – ingredient/protein

product/composition/nutritional component – ingredient/fat

product/composition/nutritional component – ingredient/natural sugar

product/composition/nutritional component – ingredient/sugar

product/composition/nutritional component – ingredient/probiotics

product/composition/nutritional content

product/non-sensory/health benefits

product/non-sensory/artificial

product/non-sensory/craft - handmade

product/non-sensory/feeling full

product/non-sensory/filling

product/non-sensory/fresh

product/non-sensory/health claims

product/non-sensory/healthy

product/non-sensory/homemade

product/non-sensory/local

product/non-sensory/local producer

product/non-sensory/market

product/non-sensory/market - farmer

product/non-sensory/not easy to use

product/non-sensory/origins

product/non-sensory/origin/France

product/non-sensory/origin/outside France

product/non-sensory/processed

product/non-sensory/processing

product/non-sensory/production

product/non-sensory/production/craft, handmade (not at home)

product/non-sensory/production/fresh

product/non-sensory/production/homemade

product/non-sensory/production/local

product/non-sensory/production/processed

product/non-sensory/quality

product/non-sensory/raw

product/non-sensory/source/animal

product/non-sensory/source/different animals

product/non-sensory/source/plant based

product/non-sensory/tasty over healthy

product/non-sensory/thirst-quenching

product/non-sensory/top quality - high standard

product/non-sensory/useful

product/non-sensory/versatility

product/sensory/aging

product/sensory/appearance

product/sensory/aroma

product/sensory/characteristic taste (distinctive)

product/sensory/complexity

product/sensory/complexity/well balanced

product/sensory/coolness

product/sensory/edible wax - inedible rind

product/sensory/flavour

product/sensory/milky taste

product/sensory/organoleptic perception

product/sensory/organoleptic perception/refreshment (freshness)

product/sensory/organoleptic perception/fatty, smooth (rich)

product/sensory/organoleptic perception/astringency

product/sensory/organoleptic perception/spicy

product/sensory/palatability

product/sensory/refreshing

product/sensory/smell

product/sensory/smell intensity

product/sensory/taste

product/sensory/taste/acidic

product/sensory/taste/bitter

product/sensory/taste/neutral (no strong taste)

product/sensory/taste/pure

product/sensory/taste/salty

product/sensory/taste/sour

product/sensory/taste/spiciness

product/sensory/taste/sweet

product/sensory/taste intensity

product/sensory/texture

product/sensory/texture/airy

product/sensory/texture/creamy

product/sensory/texture/dry

product/sensory/texture/fatty (smooth, rich)

product/sensory/texture/light

product/sensory/texture/melting

product/sensory/texture/rubbery

product/sensory/texture/soft

product/sensory/texture/sparkling

product/sensory/unappealing

product/sensory/visual aspects

individual/attitude and concerns/attitude

individual/attitude and concerns/awareness

individual/attitude and concerns/biased

individual/attitude and concerns/choice

individual/attitude and concerns/commitment

individual/attitude and concerns/conscious

individual/attitude and concerns/curiosity

individual/attitude and concerns/disinterest

individual/attitude and concerns/effort

individual/attitude and concerns/environmental benefits

individual/attitude and concerns/environmental concerns

individual/attitude and concerns/environmental concerns/animal welfare

individual/attitude and concerns/environmental concerns/animal welfare/ok to eat the products

individual/attitude and concerns/expectations

individual/attitude and concerns/expectations/dissatisfying

individual/attitude and concerns/expectations/liking

individual/attitude and concerns/expectations/taste doesn't change

individual/attitude and concerns/exposure

individual/attitude and concerns/food waste

individual/attitude and concerns/global concerns

individual/attitude and concerns/indecision

individual/attitude and concerns/intention to reduce

individual/attitude and concerns/local support

individual/attitude and concerns/mindset

individual/attitude and concerns/no effort

individual/attitude and concerns/no interest

individual/attitude and concerns/no symptoms = healthy

individual/attitude and concerns/nostalgic

individual/attitude and concerns/open mind

individual/attitude and concerns/open to opportunity

individual/attitude and concerns/opportunity

individual/attitude and concerns/proactive

individual/attitude and concerns/scepticism

individual/attitude and concerns/trust

individual/attitude and concerns/tying it

individual/attitude and concerns/uncertainty

individual/attitude and concerns/unsure about taste

individual/attitude and concerns/unusual

individual/attitude and concerns/wary of trying

individual/attitude and concerns/waste - perishability

individual/attitude and concerns/weight concerns

individual/attitude and concerns/weight control/muscle diet

individual/attitude and concerns/weight loss

individual/attitude and concerns/weird

individual/attitude and concerns/willing to try

individual/attitude and concerns/worth

individual/knowledge/personal beliefs

individual/knowledge/personal beliefs/beliefs

individual/knowledge/personal beliefs/environment

individual/knowledge/personal beliefs/ethics/animal welfare

individual/knowledge/food scandals

individual/knowledge/health beliefs

individual/knowledge/homemade treatment

individual/knowledge/knowledge

individual/knowledge/knowledge/assumption

individual/knowledge/knowledge/nutritional

individual/knowledge/recommended consumption

individual/knowledge/suggested consumption

individual/mode of consumption/additive - necessary

individual/mode of consumption/balance

individual/mode of consumption/change of taste in recipes

individual/mode of consumption/leftover

individual/mode of consumption/meal

individual/mode of consumption/meal/as a dessert

individual/mode of consumption/meal/breakfast

individual/mode of consumption/meal/aperitif

individual/mode of consumption/meal/during the meal

individual/mode of consumption/meal/end of the meal

individual/mode of consumption/meal/snack

individual/mode of consumption/meal/side

individual/mode of consumption/mode of consumption

individual/mode of consumption/mode of consumption/addition

individual/mode of consumption/mode of consumption/combination

individual/mode of consumption/mode of consumption/combination/complementary

individual/mode of consumption/mode of consumption/combination/reaction - not working

individual/mode of consumption/mode of consumption/cooking

individual/mode of consumption/mode of consumption/melted

individual/mode of consumption/mode of consumption/on its own

individual/mode of consumption/mode of consumption/savoury

individual/mode of consumption/mode of consumption/sweet

individual/mode of consumption/mode of consumption/topping

individual/mode of consumption/mode of consumption/with bread

individual/mode of consumption/mode of consumption/with cakes or other desserts

individual/mode of consumption/mode of consumption/with chocolate, cocoa

individual/mode of consumption/mode of consumption/with fruits

individual/mode of consumption/mode of consumption/with typical food

individual/mode of consumption/mode of consumption/with tea, coffee

individual/mode of consumption/mode of consumption/with wine

individual/mode of consumption/planning to use

individual/mode of consumption/seasonality

individual/mode of consumption/seasonality/summer

individual/mode of consumption/seasonality/winter

individual/mode of consumption/sharing

individual/mode of consumption/snack

individual/mode of consumption/spread

individual/mode of consumption/temperature

individual/mode of consumption/temperature/cold

individual/mode of consumption/temperature/frozen

individual/mode of consumption/temperature/warm

individual/mode of consumption/unnecessary

individual/needs or cravings/comfort

individual/needs or cravings/cravings

individual/needs or cravings/feeling/good - better

individual/needs or cravings/feeling/healthy

individual/needs or cravings/feeling/sleep better

individual/needs or cravings/feeling/ideas

individual/needs or cravings/guilt

individual/needs or cravings/hunger

individual/needs or cravings/hydration

individual/needs or cravings/indulgence

individual/needs or cravings/indulgence over symptoms

individual/needs or cravings/needs

individual/needs or cravings/regret

individual/needs or cravings/reward

individual/needs or cravings/treat

individual/personal preferences/aversion

individual/personal preferences/disgust

individual/personal preferences/enjoy

individual/personal preferences/liking

individual/personal preferences/personal preferences

individual/personal preferences/tasty

individual/personal reasons/adulthood

individual/personal reasons/all life

individual/personal reasons/buy by mistake

individual/personal reasons/canteen

individual/personal reasons/change with age

individual/personal reasons/change with time

individual/personal reasons/changing habits

individual/personal reasons/childhood

individual/personal reasons/constraints

individual/personal reasons/context - situation

individual/personal reasons/diet

individual/personal reasons/effects

individual/personal reasons/family influences

individual/personal reasons/frequency

individual/personal reasons/genetic

individual/personal reasons/habits

individual/personal reasons/health

individual/personal reasons/health reasons

individual/personal reasons/intolerance - allergies

individual/personal reasons/lifestyle

individual/personal reasons/memory

individual/personal reasons/moment of the day

individual/personal reasons/no constraint/restrictions

individual/personal reasons/no reason

individual/personal reasons/occasion/event

individual/personal reasons/occasionally

individual/personal reasons/partner

individual/personal reasons/personal characteristics

individual/personal reasons/personal experiences

individual/personal reasons/personal situation

individual/personal reasons/physical consequences

individual/personal reasons/physical symptoms

individual/personal reasons/physical symptoms/digestion

individual/personal reasons/physical symptoms/nausea

individual/personal reasons/physical symptoms/negative consequences

individual/personal reasons/physical symptoms/pain

individual/personal reasons/physical symptoms/skin - appearance

individual/personal reasons/physical symptoms/sleepy

individual/personal reasons/physical symptoms/toothache

individual/personal reasons/physical symptoms/with all products except cheese

individual/personal reasons/predisposition

individual/personal reasons/previous experiences

individual/personal reasons/quality of life

individual/personal reasons/religion - be sure no pork

individual/personal reasons/tolerance

individual/personal reasons/upbringing

individual/personal reasons/weekend

culture/categorisation/categorisation

culture/categorisation/concept/idea

culture/categorisation/everyday cheese

culture/categorisation/fake cheese

culture/categorisation/fauxmages

culture/categorisation/idea of being milk

culture/categorisation/idea/concept

culture/social norms/cultural norms

culture/social norms/fancy

culture/social norms/fashion

culture/social norms/media

culture/social norms/media/advertising

culture/social norms/media/social media/tv

culture/social norms/media/video YouTube

culture/social norms/peer influences

culture/social norms/social norms

culture/social norms/social pressure

culture/social norms/trending

culture/structure/end a meal with sweet taste

culture/structure/meal structure

culture/structure/more a cheese than a dessert

culture/use/function in the meal

culture/use/addition to main food or meal

culture/use/Christmas time

culture/use/common - popular practice

culture/use/cultural aspects

culture/use/cultural influences

culture/use/familiarity

culture/use/family tradition

culture/use/structure of the dish

culture/use/tradition

culture/use/traditional recipe

culture/use/use/how to

culture/use/used to

market/alternative/alternative

market/alternative/comparison of products

market/alternative/different

market/alternative/new

market/alternative/new products

market/alternative/options

market/alternative/similarity

market/alternative/substitute

market/alternative/substitute (there is nothing else)

market/alternative/substitute to butter

market/alternative/substitute to fish

market/alternative/substitute to meat

market/alternative/substitute to milk

market/alternative/suitability

market/alternative/swap

market/alternative/type of product

market/alternative/variety

market/alternative/variety type same product

market/availability/always same products

market/availability/availability

market/availability/availability/city

market/availability/availability/selling point

market/packaging/brands

market/packaging/drink

market/packaging/easy to drink

market/packaging/easy-to-go

market/packaging/label

market/packaging/labelling

market/packaging/packaging

market/packaging/portion size

market/packaging/ready-to-go

market/packaging/shelf-life

market/packaging/single consumption

market/packaging/quantity

market/value for money/convenience

market/value for money/cost-efficiency

market/value for money/price

market/value for money/quality related to selling point

market/value for money/support local economies

market/value for money/value for money