

Supplemental material for

“A European Quality Term for Mountain Wines? An Online Experimental Auction with Italian Consumers”, by Isabel Schäufole-Elbers, Elena Claire Ricci, and Katia Laura Sidali, published in *Mountain Research and Development* 44(2), 2024. (See <https://bioone.org/toc/mred/44/2>)

TABLE S1 Survey constructs and corresponding literature.

Construct surveyed in the questionnaire	Previous studies on perceptions of mountain products (general)	Previous studies on perceptions of mountain wine	Survey items^{a)}
Mountain products consist of local/raw material	Schjøll et al (2010)	Oliveira et al (2022)	Viticulture in mountain areas should use local varieties
Mountain products are healthier	Zuliani et al (2018)	Oliveira et al (2022)	Wine producers in mountain areas should use fewer additives
Mountain products are produced on small-sized farms	Schermer et al (2010), Schjøll et al (2010)	Oliveira et al (2022)	Grapes for mountain wines must be grown on small farms
Mountain products preserve the mountain setting	Tebby et al (2010)	Oliveira et al (2022)	Agriculture should preserve the mountain environment
Mountain products are produced at a small scale	Schermer et al (2010)	Oliveira et al (2022)	The total volume of wine production should be limited in mountain areas
Mountain products are set in the typical environment with terraces		Oliveira et al (2022)	Mountain vineyards must be terraced
Mountain products are labor-intensive	Schjøll et al (2010)	Oliveira et al (2022)	Mountain wine should be made using more manual labor
Mountain products are produced at high elevations		Oliveira et al (2022)	Mountain vineyards should be at high elevations
Mountain products have a mountain aroma	Sidali and Scaramuzzi (2014)	Oliveira et al (2022)	Wines from mountain areas must be more delicate in terms of aromas and flavors
Green behavior	Haws et al (2014)		1. It is important to me that the products I use do not harm the environment 2. I consider the potential environmental impact of my actions when making many of my decisions

			<p>3. My purchase habits are affected by my concern for our environment</p> <p>4. I am concerned about wasting the resources of our planet</p> <p>5. I would describe myself as environmentally responsible</p> <p>6. I am willing to be inconvenienced in order to take actions that are more environmentally friendly</p>
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^{a)} Likert-based scale from (1) “I do not agree at all” to (5) “I fully agree.”

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