Supplemental material for

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

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TABLE S1 Survey constructs and corresponding literature.

	 3. My purchase habits are affected by my concern for our environment 4. I am concerned about wasting the resources of our planet 5. I would describe myself as
	environmentally responsible 6. I am willing to be inconvenienced in order to take actions that are more environmentally friendly

^{a)} Likert-based scale from (1) "I do not agree at all" to (5) "I fully agree."

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