

File S1 Sensory evaluation by cata method and purchase intention test

Age: _____

Date: _____

Product name: **Panettone**

Sex: M () F ()

Instruccions:

- You will receive four panettone samples with random codes.
- Please try the samples in the order you want and answer the question using the list of words presented.
- Rinse your mouth with a little water between samples.

Sample code: _____

How much do you like this panettone?

| | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I really dislike | | | | It does not matter to me | | | | I really like |

Would you buy this product?

| | | | | |
|-------------------------------------|--------------------------|-------------------------------------|--------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| I wouldn't buy it | | Maybe i would buy it | | Yes, i would |

Mark all the words that you consider appropriate to describe this panettone

SMELL

| | |
|-----------------|--------------------------|
| Alcohol smell | <input type="checkbox"/> |
| Vanilla smell | <input type="checkbox"/> |
| Fruit smell | <input type="checkbox"/> |
| Fermented smell | <input type="checkbox"/> |
| Nutty smell | <input type="checkbox"/> |

COLOR

| | |
|---------|--------------------------|
| Shiny | <input type="checkbox"/> |
| Pale | <input type="checkbox"/> |
| TASTE | |
| Sweet | <input type="checkbox"/> |
| Bitter | <input type="checkbox"/> |
| Sour | <input type="checkbox"/> |
| Strange | <input type="checkbox"/> |

TEXTURE

| | |
|--------------------|--------------------------|
| Spongy | <input type="checkbox"/> |
| Moist | <input type="checkbox"/> |
| Greasy | <input type="checkbox"/> |
| Soft | <input type="checkbox"/> |
| Fibrous | <input type="checkbox"/> |
| Dry/hard | <input type="checkbox"/> |
| Stick (melcochado) | <input type="checkbox"/> |

Comments:

Thank you for your participation!

File S2 Sensory evaluation preference ranking test

Age: _____

Date: _____

Product name: **Panettone**

Sex: M () F ()

Instruccions:

- You will receive four panettone samples with random codes
- Please locate the samples by writing the codes in order from least to most preferred:





Thank you for your participation!

Contingency table built from CATA data:

| Products\Dimensions | Alcohol odor | Vanilla scent | Fruity smell | Fermented smell | Nutty aroma | Brilliant | Pale | Sweet | Bitter | Acid | Strange taste | Fluffy | Wet | Greasy | Gentle | Fibrous | Dry/hard | Sticky |
|---------------------|--------------|---------------|--------------|-----------------|-------------|-----------|------|-------|--------|------|---------------|--------|-----|--------|--------|---------|----------|--------|
| PB | 34 | 46 | 42 | 33 | 45 | 49 | 49 | 66 | 24 | 24 | 24 | 61 | 35 | 27 | 50 | 37 | 35 | 26 |
| PE | 27 | 44 | 49 | 34 | 56 | 36 | 59 | 71 | 18 | 21 | 21 | 59 | 32 | 23 | 50 | 42 | 31 | 21 |
| PMM | 34 | 38 | 55 | 31 | 42 | 33 | 63 | 60 | 16 | 26 | 22 | 51 | 28 | 25 | 50 | 34 | 42 | 21 |
| PC | 44 | 40 | 31 | 35 | 53 | 43 | 48 | 45 | 36 | 28 | 50 | 53 | 29 | 26 | 37 | 43 | 49 | 25 |