

SUPPLEMENTARY MATERIAL

Table S1. Consumer questionnaire items

I. DEMOGRAPHIC CHARACTERISTICS				
1. Gender:	a. male	b. female	c. neuter	
2. Age:	a. < 18 years	b. 18-40 years	c. 41-60 years	d. > 60 years
3. Monthly income:	a. < 1800 lei	b. 1800-3000 lei	c. 3000-5000 lei	d. >5000 lei
4. Education:	a. no education	b. primary/general	c. high school	d. University degree
5. Family members:	a. 1 member	b. 2 members	c. 3-5 members	d. >5 members
6. Occupation			
II. SWISS CHEESE CONSUMPTION				
1. Are you a Swiss cheese consumer? (if the answer is no, the questionnaire ends here):				
YES		NO		
2. How often do you eat Swiss cheese?				
a. once a week	b. once a month	c. sometimes in a year	d. once a yeas	e. never
3. How important are the following aspects when buying a type of Swiss cheese?				
3.1. price:				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.2. taste and flavor:				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.3. appearance/texture:				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.4. producer:				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.5. product history:				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.6. benefits for health				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.7. mood				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.8. ingredients				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.9. product notoriety and advertising				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.10. commodity				
a. not at all	b. a little	c. neutral	d. much	e. very much
3.11. nutritional value				
a. not at all	b. a little	c. neutral	d. much	e. very much
Others.....				
4. How much Swiss cheese do you usually buy?				
a. I don't buy	b. 100-200 g	c. 200-500 g	d. 0.5-1 kg	e. > 1kg
5. How much would you be willing to pay for 1 kg of Swiss cheese?				
a. < 50 lei	b. 50-75 lei	c. 75-100 lei	d. 100-125 lei	e. >125 lei
6. Where do you prefer to buy Swiss cheese?				
a. Agro-food market	b. supermarket/hypermarket	c. local store	d. dairy store	
e. particular houses	f. online			

Table S2. Producer questionnaire items

1. What year did you start the production of Swiss cheese? Were there any discontinuities during this period?				
2. What is the current production volume?				
3. Do you want to expand your business? If so, how exactly?				
4. What are the points of sale of the Swiss product you sell?				
5. List the most important difficulties encountered in the production of Swiss cheese.				
6. How important are the following aspects related to the production and the Swiss:				
6.1. hygienic-sanitary / physico-chemical parameters of the raw materials				
a. not at all	b. a little	c. neutral	d. much	e. very much
6.2. staff training				
a. not at all	b. a little	c. neutral	d. much	e. very much
6.3. equipment				
a. not at all	b. a little	c. neutral	d. much	e. very much
6.4. the quality of packaging and auxiliary materials				
a. not at all	b. a little	c. neutral	d. much	e. very much
6.5. hygiene				
a. not at all	b. a little	c. neutral	d. much	e. very much
6.6. raw materials availability				
a. not at all	b. a little	c. neutral	d. much	e. very much
6.7. origin of raw materials				
a. not at all	b. a little	c. neutral	d. much	e. very much
6.8. utilities				
a. not at all	b. a little	c. neutral	d. much	e. very much
6.9. environmental protection				
a. not at all	b. a little	c. neutral	d. much	e. very much
6.10. legislation				
a. not at all	b. a little	c. neutral	d. much	e. very much
Others				
7. How important are the following aspects related to the marketing of Swiss cheese:				
7.1. advertising				
a. not at all	b. a little	c. neutral	d. much	e. very much
7.2. taste and flavor				
a. not at all	b. a little	c. neutral	d. much	e. very much
7.3. nutritional value				
a. not at all	b. a little	c. neutral	d. much	e. very much
7.4. appearance and texture				
a. not at all	b. a little	c. neutral	d. much	e. very much
7.5. quality label				
a. not at all	b. a little	c. neutral	d. much	e. very much
7.6. product notoriety				
a. not at all	b. a little	c. neutral	d. much	e. very much
7.7. availability and access for consumers				
a. not at all	b. a little	c. neutral	d. much	e. very much
7.8. price				
a. not at all	b. a little	c. neutral	d. much	e. very much
7.9. ingredients				
a. not at all	b. a little	c. neutral	d. much	e. very much
7.10. product history				
a. not at all	b. a little	c. neutral	d. much	e. very much
Others				
8. What is the average daily amount of Swiss cheese sold?				

Table S3. Description of the sensory analysis scale

Characteristic	Score	Description
Appearance and shape - crust; - section.	5	- Smooth, uniform, yellowish crust, without cracks. - Uniform fermentation meshes, of different sizes, smooth and shiny meshes inside, large fermentation meshes predominate, under the crust there is a compact area of about 2 cm.
	4	- Smooth, slightly thickened, uniform crust, yellow to brown in color, 1-2 cracks not penetrating the core and not covered by mold. - More numerous meshes, unevenly distributed pattern starting closer to the crust, with elongated holes.
	3	- Yellow or brown crust, superficial cracks not covered by mold and not penetrated into the core, small bumps on the surface. - Several meshes, of different sizes, some joined together or poor in design, meshes with a walnut crust appearance.
	2	- Rough crust, yellow in color, not attacked by pests, bumps / chamfers / deep cracks, no black mold, no holes. - Small, many and dense meshes, with different format (oval, fringed, walnut shell), united meshes that form a pattern that is too large, with cracks or rare caverns.
	1	- Rough or slightly wet crust, with spots of a different color, frequent deep cracks, with holes caused by pests, rotten areas, detached bark, with mold. - Paste without fermentation voids or spongy, ballooned, with several caverns, with large and dense cracks.
Color	5	Straw yellow to yellow, uniform, with a darker shade towards the crust.
	4	With small deviations from the specification, with a darker shade towards the crust on a larger portion, rare small white dots, without impurities, are allowed.
	3	Yellow to grey, slightly marbled, small brown dots (colonies of propionic bacteria) are allowed.
	2	Chalky white, dirty yellow-gray, marbled, with spots around the cracks.
	1	Uneven, intensely marbled, with brown, greenish, reddish spots.
Consistency	5	Elastic, homogeneous, non-crumbling paste, when masticated it should not be hard and should melt in the mouth.
	4	Slightly inelastic, slightly rubbery or slightly crumbly, denser paste.
	3	Crumbly, slightly sandy, floury, hard, dry paste.
	2	Hard, chalky, sandy or too soft, slightly sticky paste, with fat removal.
	1	Very dry, very hard or very soft, very sticky paste.
Smell	5	Pleasant, with a well-expressed specific aroma, without extraneous nuances.
	4	Pleasant, less expressed aroma, without extraneous nuances, slightly sour.
	3	Weak aroma, with a slight smell of yeast, sour.
	2	Unflavored, with slight foreign nuances, slightly rancid, sour, from yeasts, from butyric fermentation.
	1	Non-specific, rancid, foreign fermentations.
Taste	5	Pleasant, slightly sweet, with the characteristic aroma of walnut kernels, without any foreign taste.
	4	Slightly highlighted, slightly salty, slightly sour, slightly bland.
	3	Bland, slightly willowy, too salty, slightly spicy, slightly yeasty, slightly foraged, slightly cloying, slightly oxidized, slightly smoky, slightly bitter, sour.
	2	Slightly non-specific, willowy, spicy, yeasty, foraged, smoky, bitter, rancid, slightly musty.
	1	Non-specific, very rancid, slightly rotten, easy to soap, very sour, strong fodder, bitter, moldy.