ONLINE SUPPLEMENTARY MATERIALS

Impact of Low Alcohol Verbal Descriptors on Perceived Strength: An Experimental Study

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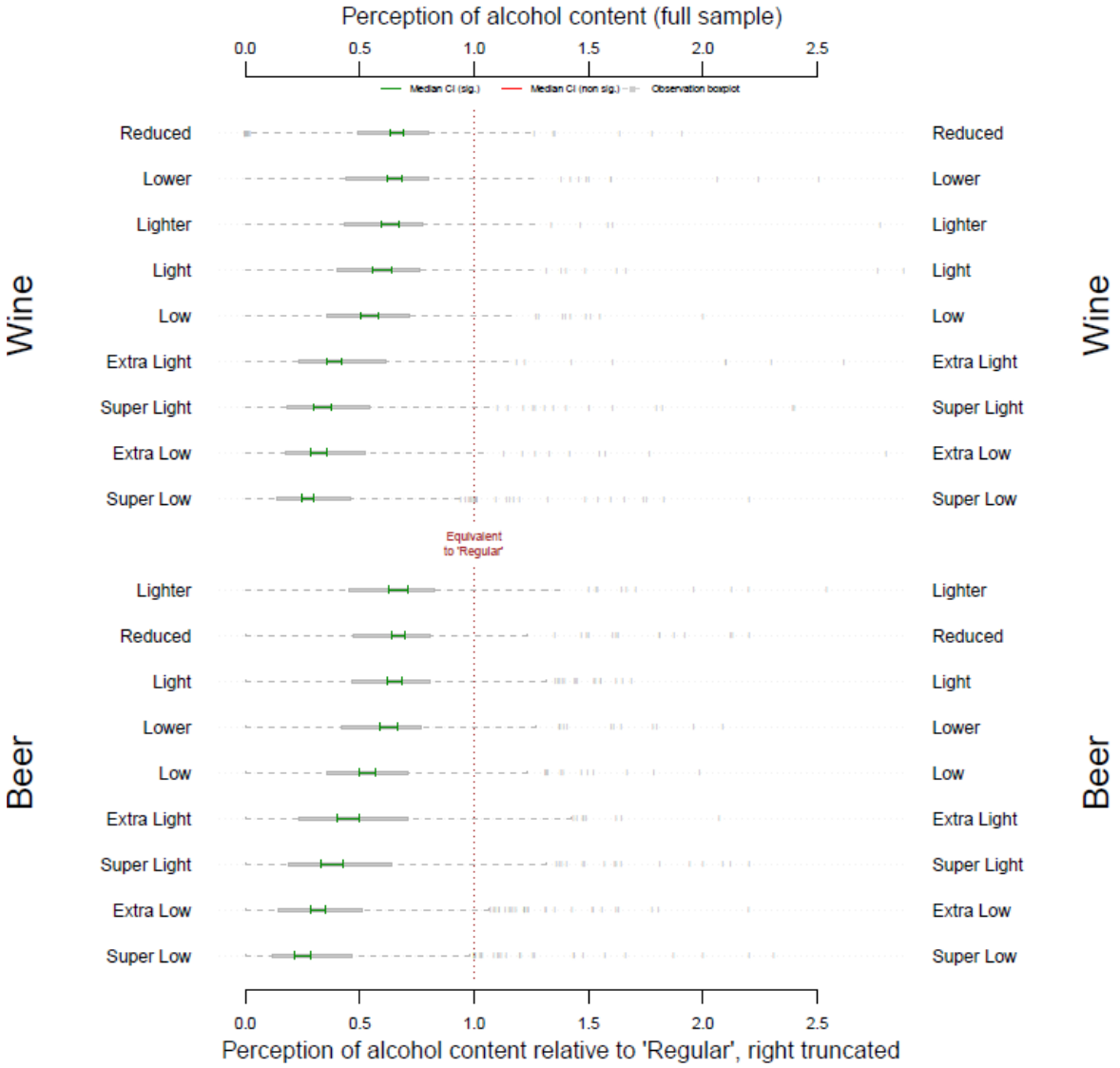


Figure S1: *Perceived strength of low verbal descriptors for the wine and beer samples relative to the Regular verbal descriptor. The boxplots of participants' scores appear in grey. Confidence intervals for the medians appear in green if medians are significantly different 1 (equivalence to Regular) and in red otherwise. The global type I error was set to 0.05. The plot is right truncated owing to the presence of extreme outliers.*

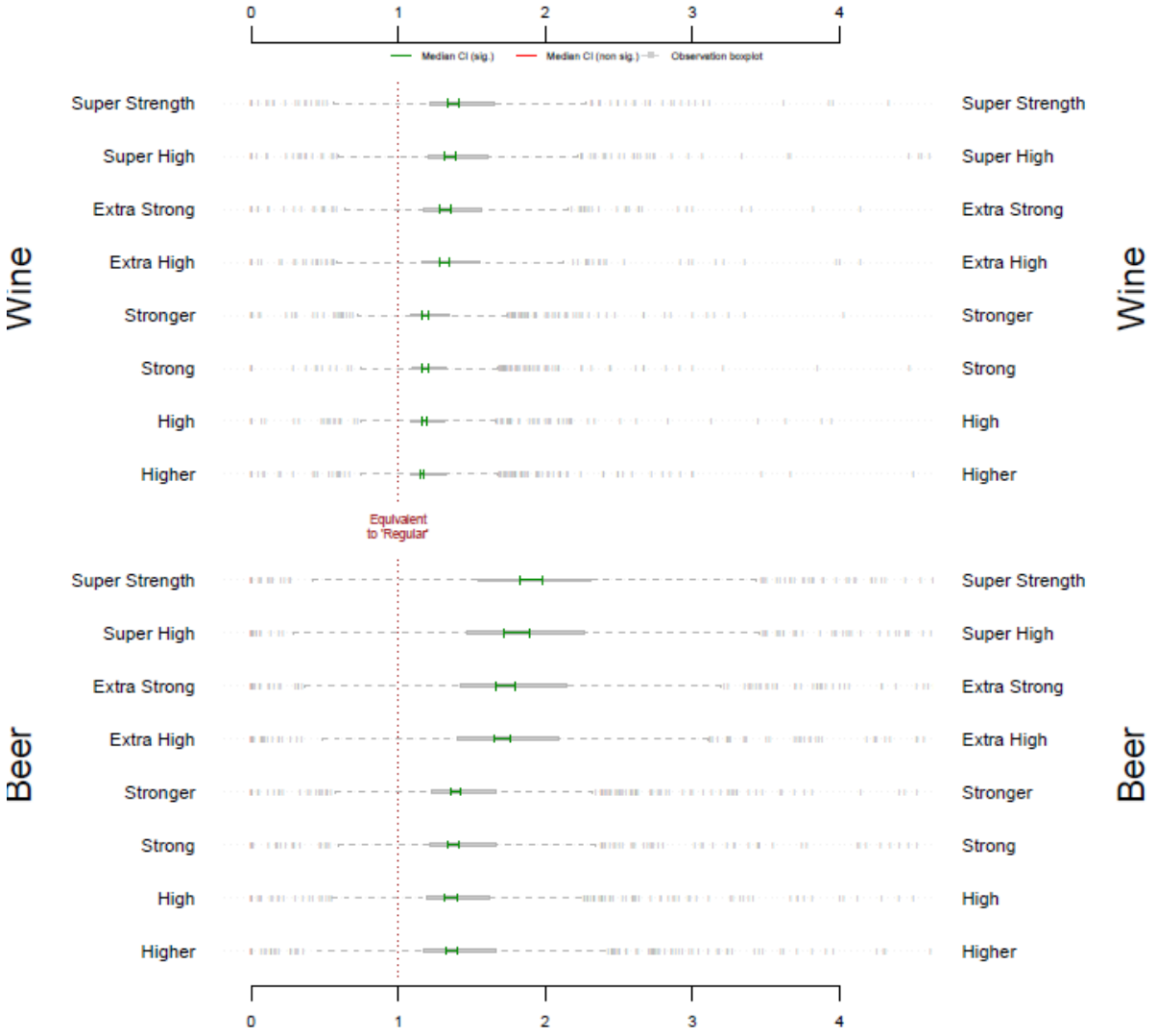


Figure S2: *Perceived strength of high verbal descriptors for the wine and beer samples relative to the Regular verbal descriptor. The boxplots of participants' scores appear in grey. Confidence intervals for the medians appear in green if medians are significantly different 1 (equivalence to Regular) and in red otherwise. The global type I error was set to 0.05. The plot is right truncated owing to the presence of extreme outliers.*

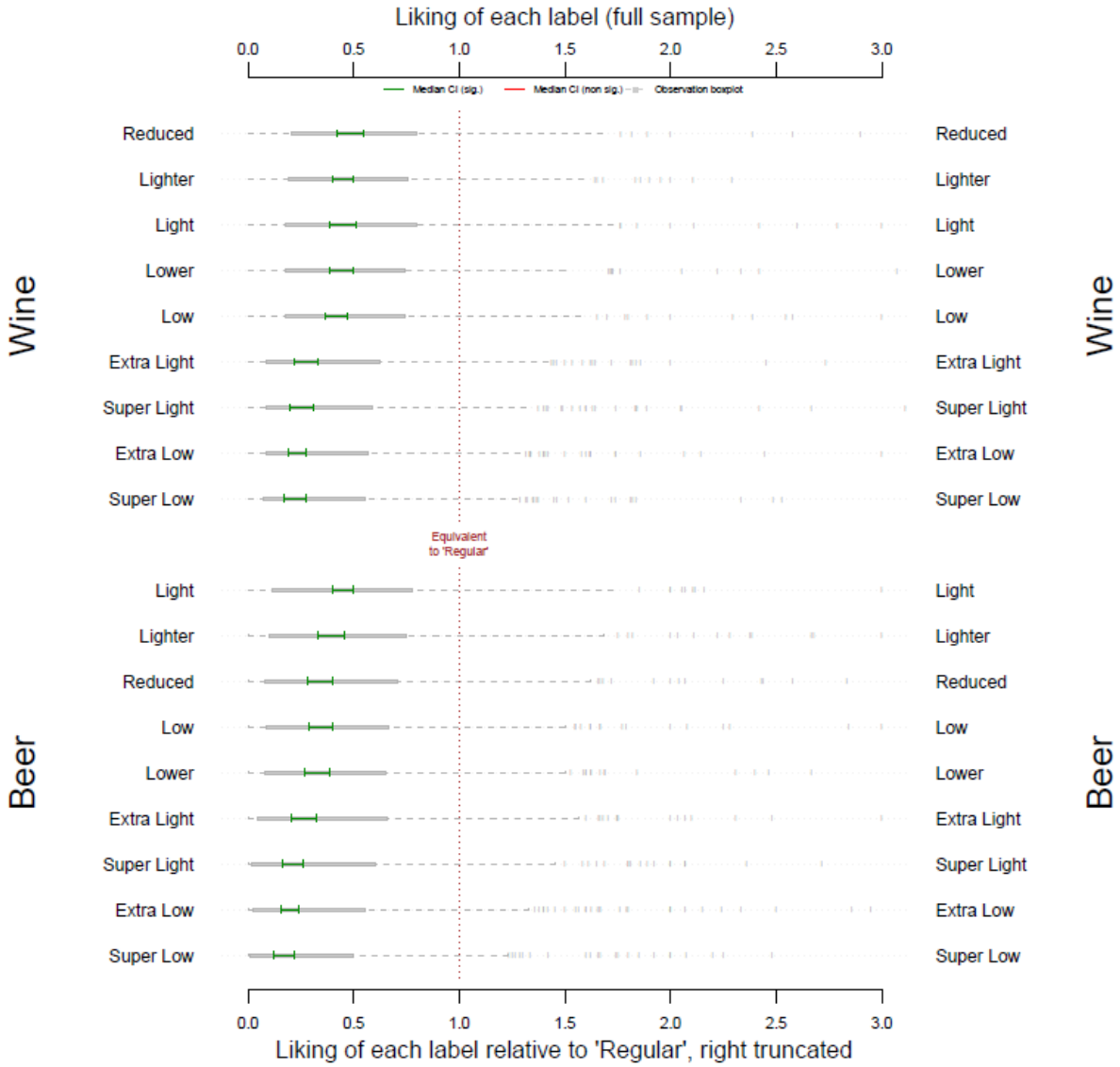


Figure S3: *Liking of low verbal descriptors for the wine and beer samples relative to the Regular verbal descriptor. The boxplots of participants' scores appear in grey. Confidence intervals for the medians appear in green if medians are significantly different from 1 (equivalence to the Regular verbal descriptor) in red otherwise. The global type I error was set to 0.05. The plot is right truncated.*

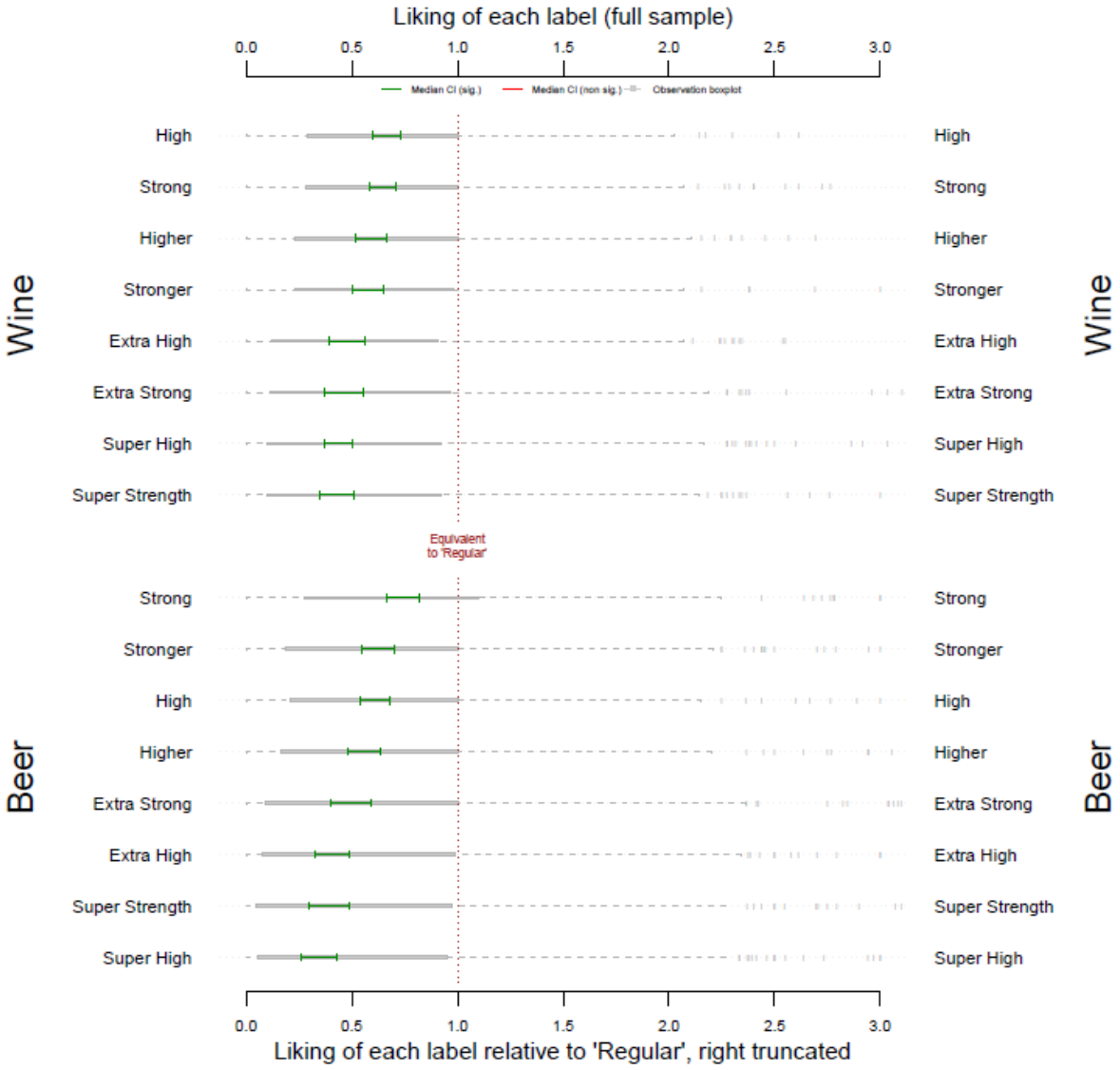
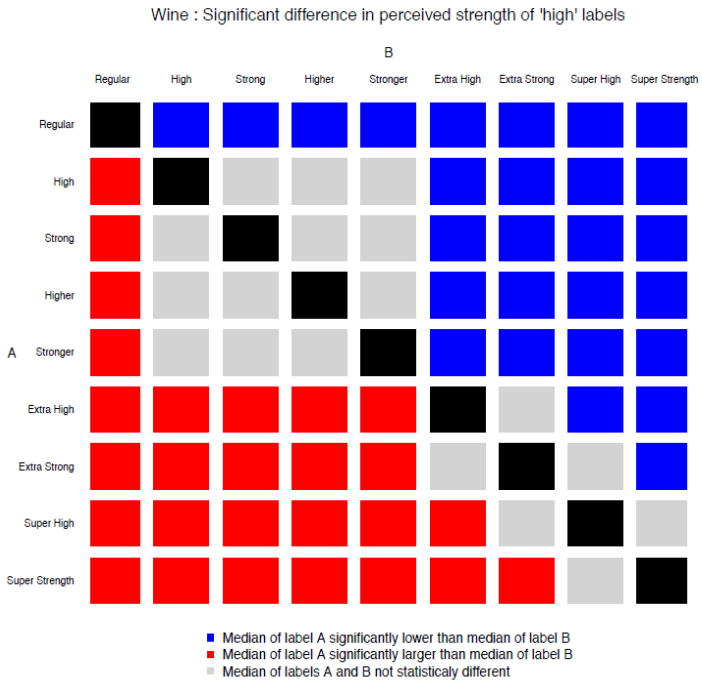


Figure S4: *Liking of high verbal descriptors for the wine and beer samples relative to the Regular verbal descriptor. The boxplots of participants' scores appear in grey. Confidence intervals for the medians appear in green if medians are significantly different from 1 (equivalence to the Regular verbal descriptor) in red otherwise. The global type I error was set to 0.05. The plot is right truncated.*

Figures S5a and S5b respectively show the comparison of the median perceived strengths for all possible pairs of high descriptors for wine and beer. All descriptors were perceived higher in strength when compared to *Regular*. Amongst the cluster of single adjectives, *Stronger* in wine and *Strong* in beer were perceived as most distinct from *Regular* and, amongst the cluster of adjectives paired with intensifiers, *Super Strength* was perceived as most distinct from *Regular* for both wine and beer (with distinctiveness defined as having the highest median). Furthermore, based on the number of significant pairwise comparisons between descriptors, *Super Strength* was the most differentiated verbal descriptor adjective with intensifiers, whereas none of the verbal descriptors in the cluster of single adjectives stood out as being most differentiated.



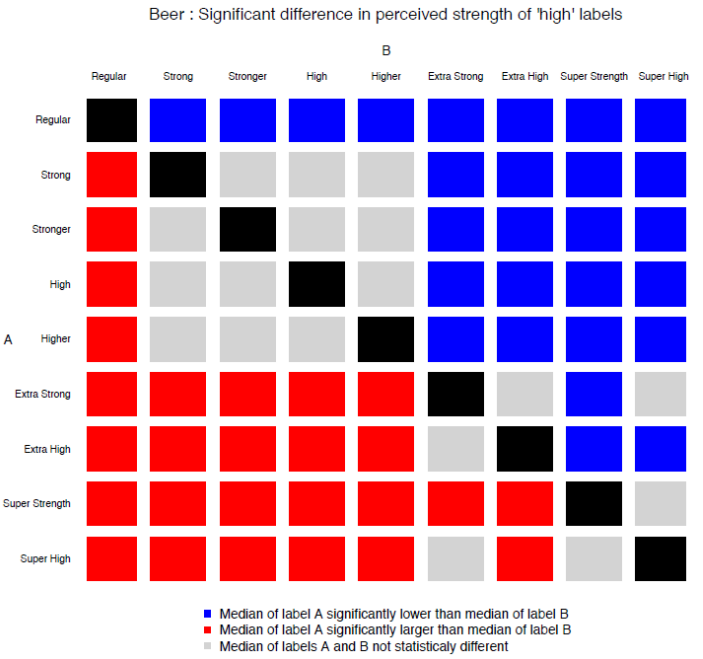


Figure S5a and S5b: *Pairwise comparison of high verbal descriptors for wine and beer. For each pair, statistically different medians appear in colour (blue if median of verbal descriptor A is statistically lower than that of verbal descriptor B and red if larger) and in grey if not statistically different. The global type I error was set to 0.05.*