Content of Supplementary Material

1. Stimuli description

1.1. Picture stimuli used in the Go/No-Go association task (GNAT)

The experimental stimuli for the study consisted of pictures depicting eight fruits and vegetables, furtherly subdivided in familiar (*carrot*, *tomato*, *peach* and *apple*) and unfamiliar items (*Buddha hand citron*, *jackfruit*, *guava* and *starfruit*, see Fig. S1a). In condition P0 the fruits and vegetables were presented raw and whole. In condition P1, they were presented raw and cut into familiar shapes (e.g., slices for tomato, quarters for peach). In condition P2, they were presented cooked and pureed, without any container.

Pictures of 24 different kitchen utensils (8 per condition) matched for overall shape, size and color of the food pictures were used for distractor picture stimuli (see Fig. S1b). In condition P2, we used overall round and simply colored kitchen utensils to account for the simpler shapes and colors of cooked pureed foods. Note that we used kitchen utensils that are not obviously dangerous like knives.

These pictures were used in the Go/No-Go association task (GNAT). The GNAT began with four training blocks with 6 trials each. In the training blocks participants had to respond to only one stimuli category. Following the training blocks, participants completed three conditions consisting of two experimental blocks each: Block *Safety* and Block *Toxicity*. In Block *Safety* participants had to respond to food images and words related to safety. In Block *Toxicity*, participants had to respond to food images and words related to toxicity. One separate Block *Safety* and Block *Toxicity* per condition were created based on our experimental manipulation of the food stimuli namely: whole foods (condition P0), cut foods (condition P1) and cooked foods (condition P2). See Video S1 for a demonstration section of the GNAT task. In the video S1, the four trainings, followed by the first condition (here condition P0) are shown (the next two conditions are not shown to avoid a long demonstration video, but only the pictures shown on the screen differ across conditions, see Fig. S1).

Figure S1: Full picture stimulus set used in the Go / No-Go association task (GNAT).

a)

	Familiar	Unfamiliar
Condition P0 (Raw whole foods)		
Condition P1 (Raw cut foods)		
Condition P2 (Cooked pureed foods)		

b)

	Kitchen utensils
Condition P0	
Condition P1	
Condition P2	

1.2. Food pictures ratings

After having completed the Go / No-Go association task (GNAT), participants rated all the 24 food images presented in the GNAT on different dimensions by selecting their response along a Visual Analog Scale (VAS). The VAS scale was positioned below the images which measured 1920×1080 pixels, and picture presentation order was randomized across participants. For the analysis, VAS distances were converted to a scale ranging from 0 to 100, although this was not explicitly displayed to the participants. Participants rated the images on the following five dimensions: *safety*, *valence*, *wanting*, *healthiness* and *frequency of consumption* (see Fig. S2).

Figure S2: Example of a food image (whole apple) with the Visual Analog Scale for the five dimensions.

VALENZA (quanto positivo/negativo è per te)

Molto negativa — Molto positiva

SICUREZZA (quanto sicuro/pericoloso è ingerire tale cibo)

Per nulla sicuro — Molto sicuro

SALUTARE (sano/buono per la salute)

Per nulla salutare — Molto salutare

DESIDERIO (quanto vorresti mangiarlo in questo momento)

Non desidero mangiarlo adesso — Desidero mangiarlo adesso

FREQUENZA (con quale frequenza mangi tale cibo)

Non mangio mai questo cibo — Molto spesso mangio questo cibo

2. Results

2.1. Go/No-Go association task (GNAT): Reaction Times (RTs)

2.1.1. Participant's RTs depending of Explicit Safety ratings (main model)

Participants' RTs have been analyzed, using a Linear Mixed-effects Model approach (LMM, Bates et al., 2015) using the *lmer* function (*lme4* package; cran.rproject.org/web/packages/lme4/index.html).

Our full model with RTs in response to target food stimuli as a dependent variable comprised the following fixed effects: Block (Block *Safety* and Block *Toxicity*), Condition (P0, P1 and P2), the five covariates Food familiarity (familiar and unfamiliar), BMI (continuous variable), FNS (continuous variable), Hunger levels (continuous variable), and Explicit Safety ratings (continuous variable), as well as the interaction between Block, Condition and covariates. Participants served as a random effect to account for shared variances within subjects. Main and interaction effects of the full model are presented in Table S1.

The full model had a better fit that the null model (containing no predictors) as shown with a significant drop in AIC ($\chi 2(35) = 327.20$, $p < .001$, marginal R2 = .026, conditional R2 = .24).

As can be seen in Table S1, in the full model the following effects were significant: Block, Condition, Explicit Safety ratings, Condition*Food familiarity interaction and Block*Condition*BMI interaction.

Table S1: Complete ANOVA results for linear mixed-effect model for participants' Reaction Times (RTs) in the Go / No-Go association task (GNAT) with Explicit Safety ratings.

Effects	$\chi 2$	*df*	*p*
Block	**63.09**	**1**	**< .001** ***
Condition	**175.96**	**2**	**< .001** ***
Food familiarity	2.35	1	.125
BMI	1.16	1	.281
FNS	0.22	1	.639
Hunger	0.90	1	.343
Safety ratings	**10.79**	**1**	**.001** **
Block*Condition	0.77	2	.681
Block*Food familiarity	0.50	1	.479
Condition*Food familiarity	**14.25**	**2**	**.001** ***
Block*BMI	0.73	1	.394
Condition*BMI	0.88	2	.644
Block*FNS	0.04	1	.839
Condition*FNS	0.54	2	.763
Block*Hunger	3.16	1	.076
Condition*Hunger	1.76	2	.415
Block*Safety ratings	0.17	1	.681
Condition*Safety ratings	2.62	2	.270
Block*Condition*Food familiarity	0.87	2	.647
Block*Condition*BMI	**9.94**	**2**	**.007** **
Block*Condition*FNS	3.12	2	.210
Block*Condition*Hunger	3.50	2	.174
Block*Condition*Safety ratings	1.83	2	.400

Note. $\chi 2$-values for effects using Type II Wald chi-square tests. FNS = Participants' food neophobia scores. P-values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

Post hoc comparisons for the significant interaction effect of Condition*Food familiarity revealed that participants were significantly faster in responding to familiar foods compared to unfamiliar foods, only in condition P0 where the foods were whole. For familiar foods only, participants were slower in responding to cut foods (condition P1) compared to raw foods (condition P0). Finally, for unfamiliar foods only, participants were slower in responding to cut foods (condition P1) compared to whole foods (condition P0) and slower to respond to whole foods (condition P0) compared to cooked foods (condition P2). Table S2 displays the full description of the contrasts revealed from the interaction effect of Condition*Food familiarity.

Table S2: Post hoc comparisons from the interaction effect between Condition and Food Familiarity in the LMM described in Table S1 (GNAT RTs results). Multiple comparisons were controlled for using the Tukey's method.

Condition	**Food familiarity**	
P0	**Familiar**	**Unfamiliar (*b* = -7.71, *SE* = 1.94, *z* = -3.98, *p* = .0010) ****
P1	Familiar	Unfamiliar (*b* = -.47, *SE* = 1.83, *z* = -.26, *p* = .99)
P2	Familiar	Unfamiliar (*b* = 1.31, *SE* = 1.49, *z* = .88, *p* = 95)

Note. The table reads as follows: (First row) In the condition P0, adults were faster to respond to familiar foods compared to unfamiliar foods (*b* = -7.71, *SE* = 1.94, *z* = -3.98, *p* = .0010). P values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

Food familiarity	Condition	
Familiar	P0	**P1 (*b* = -12.22, *SE* = 1.73, *z* = -7.10, *p* < .001) *****
		P2 (*b* = .59, *SE* = 1.65, *z* = .36, *p* = .99)
	P1	**P2 (*b* = 1 2.81, *SE* = 1.64, *z* = 7.81, *p* < .001)*****
Unfamiliar	P0	**P1 (*b* = -4.98, *SE* = 1.65, *z* = -3.03, *p* = .030) ***
		P2 (*b* = 9.62, *SE* = 1.60, *z* = 5.99, *p* < .001)***
	P1	**P2 (*b* = 14.60, *SE* = 1.56, *z* = 9.35, *p* < .001)*****

Note. The table reads as follows: (First row) For familiar foods, adults were faster to respond to whole foods (condition P0) compared to cut foods (condition P1) (*b* = -12.22, *SE* = 1.73, *z* = -7.10, *p* < .001). P values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

2.1.2. Participant's RTs depending of Explicit Valence ratings (secondary model)

Our full model with RTs in response to target food stimuli as a dependent variable comprised the following fixed effects: Block (Block *Safety* and Block *Toxicity*), Condition (P0, P1 and P2), the five covariates Food familiarity (familiar and unfamiliar), BMI (continuous variable), FNS (continuous variable), Hunger levels (continuous variable), and Explicit Valence ratings (continuous variable), as well as the interaction between Block, Condition and covariates. Participants served as a random effect to account for shared variances within subjects. Main and interaction effects of the full model are presented in Table S3 and Table S4 shows the correlation between the five explicit ratings.

The full model had a better fit that the null model (containing no predictors) as shown with a significant drop in AIC ($\chi 2(35) = 322.12$, $p < .001$, marginal R2 = .025, conditional R2 = .24).

As can be seen in Table S3, in the full model the following main effects were significant: Block, Condition and Food familiarity. The following interaction effects were significant: Condition*Food familiarity, Block*Condition*BMI and

Block*Condition*Valence. These results closely match the results found for our main model with Explicit Safely ratings.

Table S3: Complete ANOVA results for linear mixed-effect model for participants' Reaction Times (RT) in the Go / No-Go association task (GNAT) with Explicit Valence ratings.

Effects	$\chi 2$	*df*	*p*
Block	**62.95**	**1**	**< .001 *** **
Condition	**166.66**	**2**	**< .001 *** **
Food familiarity	**6.31**	**1**	**.012 ***
BMI	1.12	1	.291
FNS	0.32	1	.570
Hunger	1.04	1	.308
Valence ratings	0.44	1	.508
Block*Condition	0.76	2	.685
Block*Food familiarity	0.78	1	.378
Condition*Food familiarity	**18.47**	**2**	**< .001 *** **
Block*BMI	0.80	1	.371
Condition*BMI	1.24	2	.537
Block*FNS	0.04	1	.842
Condition*FNS	0.48	2	.785
Block*Hunger	3.43	1	.064
Condition*Hunger	2.19	2	.335
Block*Valence ratings	0.16	1	.692
Condition*Valence ratings	3.73	2	.155
Block*condition*Food familiarity	0.40	2	.820
Block*Condition*BMI	**10.34**	**2**	**.006 ** **
Block*Condition*FNS	2.12	2	.346
Block*Condition*Hunger	2.76	2	.252
Block*Condition*Valence	**6.03**	**2**	**.049 ***

Note. $\chi 2$-values for effects using Type II Wald chi-square tests. FNS = Participants' food neophobia scores. P-values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

Table S4: Correlation between explicit ratings.

	Valence	Safety	Healthiness	Wanting	Frequency of consumption
Valence	1	**.72**	**.69**	**.65**	**.64**
Safety		1	**.79**	**.48**	**.53**
Healthiness			1	**.47**	**.51**
Wanting				1	**.60**
Frequency of consumption					1

Note. Significant coefficients in bold. All p-values <.001.

2.2. Go/No-Go association task (GNAT): Errors

Participants' errors to the GNAT have been analyzed, using a Linear Mixed-effects Model approach (LMM, Bates et al., 2015) using the *lmer* function (*lme4* package; cran.rproject.org/web/packages/lme4/index.html).

Our full model with the rate of misses (incorrect responses in Go trials) as the dependent variable comprised the following fixed effects: Block (Block *Safety* and Block *Toxicity*), Condition (P0, P1 and P2), the three participant covariates BMI (continuous variable), FNS (continuous variable) and Hunger levels (continuous variable), as well as the interaction between Block, Condition and covariates. Participants served as a random effect to account for shared variances within subjects. Main and interaction effects of the full model are presented in Table S5.

The full model had a better fit that the null model (containing no predictors) as shown with no significant drop in AIC ($\chi 2(23) = 39.47$, $p = .018$, marginal R2 = .046, conditional R2 = .63).

As can be seen in Table S5, in the full model the following effects were significant: Block and Condition. The effect of BMI approached significance.

Our full model with the rate of false alarms (incorrect responses in No-Go trials) as the dependent variable comprised the following fixed effects: Block (Block *Safety* and Block *Toxicity*), Condition (P0, P1 and P2), the three participant covariates BMI (continuous variable), FNS (continuous variable) and Hunger levels (continuous variable), as well as the interaction between Block, Condition and covariates. Participants served as a random effect to account for shared variances within subjects. Main and interaction effects of the full model are presented in Table S5.

The full model had a better fit that the null model (containing no predictors) as shown with no significant drop in AIC ($\chi 2(23) = 35.21$, $p = .049$, marginal R2 = .047, conditional R2 = .23).

As can be seen in Table S5, in the full model the following effects were significant: Condition and Block*FNS interaction.

Table S5: Complete ANOVA results for linear mixed-effect models for participants' error rates in the Go / No-Go association task (GNAT).

	Model with Miss Error			**Model with False Alarm Error**		
Effects	**Chisq**	***df***	***p***	**Chisq**	***df***	***p***
Condition	**9.21**	**2**	**.010**	**10.55**	**2**	**.005**
Block	**12.71**	**1**	**< .001**	0.54	1	.464
BMI	**3.53**	**1**	**.060**	1.60	1	.206
FNS	0.02	1	.899	1.07	1	.301
Hunger	1.00	1	.318	0.57	1	.452
Condition*Block	1.12	2	.571	0.64	2	.727
Condition*BMI	3.04	2	.219	3.99	2	.136
Block*BMI	0.45	1	.504	0.47	1	.494
Condition*FNS	3.70	2	.157	1.76	2	.415
Block*FNS	0.14	1	.710	**4.81**	**1**	**.028**
Condition*Hunger	1.51	2	.470	2.20	2	.333
Block*Hunger	1.66	1	.198	0.34	1	.558
Condition*Block*BMI	0.27	2	.873	0.00	2	.998
Condition*Block*FNS	0.61	2	.739	5.69	2	.058
Condition*Block*Hunger	0.25	2	.884	0.71	2	.702

Note. χ2-values for effects using Type II Wald chi-square tests. FNS = Participants' food neophobia scores. P-values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

2.3. Explicit evaluations: food pictures ratings

2.3.1. Safety ratings (main model)

Participants' Explicit food picture ratings have been analyzed, using a Linear Mixed-effects Model approach (LMM, Bates et al., 2015) using the *lmer* function (*lme4* package; cran.rproject.org/web/packages/lme4/index.html).

Our first full model including the Explicit Safety ratings in response to food stimuli as a dependent variable comprised the following fixed effects: Degree of processing (whole foods, cut foods, cooked foods), the four covariates Food familiarity (familiar and unfamiliar), BMI (continuous variable), FNS (continuous variable), and Hunger levels (continuous variable), as well as the interaction between Degree of processing and the covariates. Participants served as a random effect to account for shared variances within subjects. Main and interaction effects of the full model are presented in Table S6.

The full model had a better fit that the null model (containing no predictors) as shown with a significant drop in AIC ($\chi2(14) = 4919.50$, $p < .001$, marginal R2 = .29, conditional R2 = .50).

As can be seen in Table S6, in the full model the following effects were significant: Degree of processing, Food familiarity, FNS. All the 2-way interactions were significant: Degree of processing*Food familiarity, Degree of processing*BMI, Degree of processing*FNS, and Degree of processing*Hunger levels.

Table S6: Complete ANOVA results for linear mixed-effect model for participants' Explicit Safety ratings in response to food stimuli.

Effects	$\chi2$	*df*	*p*
Degree of processing	**456.28**	**2**	**< .001*** **
Food Familiarity	**3,519.50**	**1**	**< .001 *** **
BMI	0.73	1	.394
FNS	**18.41**	**1**	**< .001 *** **
Hunger	3.23	1	.072
Degree of processing*Food familiarity	**1,694.44**	**2**	**< .001 *** **
Degree of processing*BMI	**83.92**	**2**	**< .001 *** **
Degree of processing*FNS	**187.31**	**2**	**< .001 *** **
Degree of processing*Hunger	**56.20**	**2**	**< .001 *** **

Note. $\chi2$-values for effects using Type II Wald chi-square tests. FNS = Participants' food neophobia scores. P-values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

2.3.2. Valence ratings (secondary model)

Our second full model including the Explicit Valence ratings in response to food stimuli as a dependent variable comprised the following fixed effects: Degree of processing (whole foods, cut foods, cooked foods), the four covariates Food familiarity (familiar and unfamiliar), BMI (continuous variable), FNS (continuous variable), and Hunger levels (continuous variable), as well as the interaction between Degree of processing and the covariates. Participants served as a random effect to account for shared variances within subjects. Main and interaction effects of the full model are presented in Table S7.

The full model had a better fit that the null model (containing no predictors) as shown with a significant drop in AIC ($\chi2(14) = 4861.90$, $p < .001$, marginal R2 = .30, conditional R2 = .47).

As can be seen in Table S7, in the full model the following effects were significant: Degree of processing, Food familiarity, FNS. All the 2-way interactions were significant: Degree of processing*Food familiarity, Degree of processing*BMI, Degree of processing*FNS, and Degree of processing* Hunger levels. These are the same significant effects as in the main model with Explicit Safety ratings.

Table S7: Complete ANOVA results for linear mixed-effect model for participants' Explicit Valence ratings in response to food stimuli.

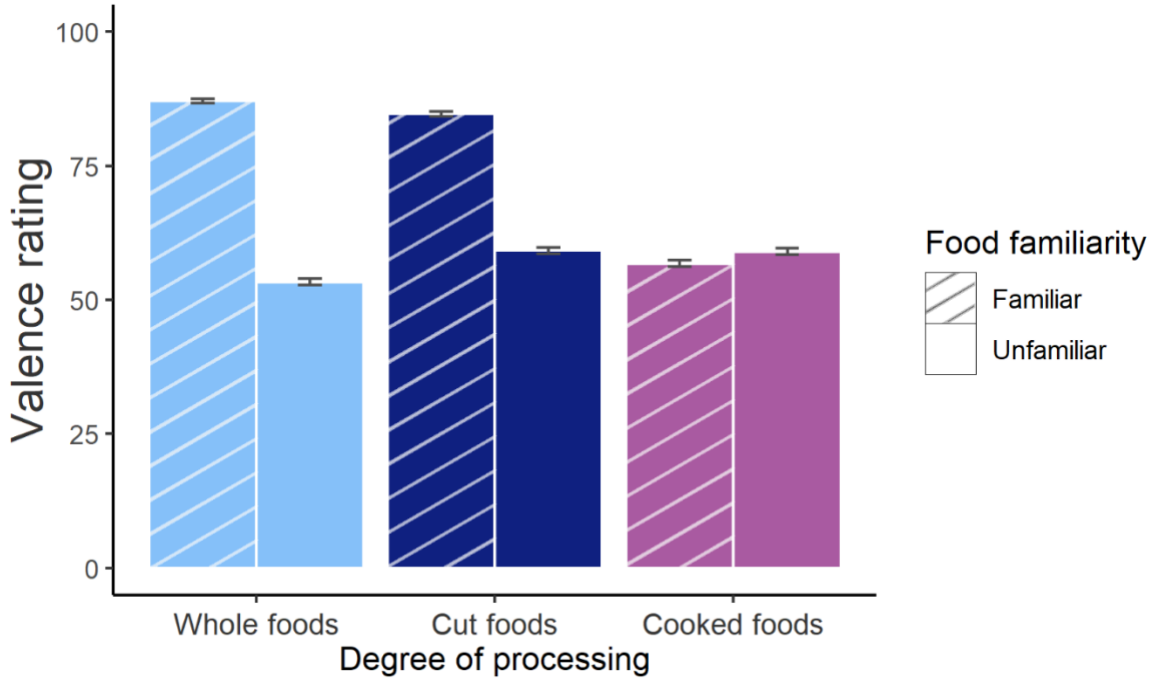
Effects	**$\chi2$**	***df***	***p***
Degree of processing	**1,191.97**	**2**	**< .001*** **
Food familiarity	**2,731.74**	**1**	**< .001 *** **
BMI	0.10	1	.757
FNS	**26.08**	**1**	**< .001 *** **
Hunger	0.04	1	.836
Degree of processing*Food familiarity	**1,803.56**	**2**	**< .001 *** **
Degree of processing*BMI	**13.09**	**2**	**.001 ** **
Degree of processing*FNS	**52.65**	**2**	**< .001 *** **
Degree of processing*Hunger	**102.70**	**2**	**< .001 *** **

Note. $\chi2$-values for effects using Type II Wald chi-square tests. FNS = Participants' food neophobia scores. P-values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

In the post hoc comparisons for the 2-way Degree of processing*Food familiarity interaction, the only difference with the main model (Explicit Safety ratings as dependent variable) was that participants rated more positively familiar whole foods compared to familiar cut foods (b = 2.13, SE = .63, z = 3.14, p = .008, see Figure S3). In the main model, safety ratings for these two foods did not differ.

Post hoc comparisons for the other interaction effects revealed the same results as in the main model.

Figure S3: Participants' Explicit Valence ratings depending on Degree of processing and Food familiarity.



Note. Raw means and standard errors of participants' explicit ratings of valence.

2.3.3. Wanting ratings (secondary model)

Our full model including the Explicit Wanting ratings in response to food stimuli as a dependent variable comprised the following fixed effects: Degree of processing (whole foods, cut foods, cooked foods), the four covariates Food familiarity (familiar and unfamiliar), BMI (continuous variable), FNS (continuous variable), and Hunger levels (continuous variable), as

well as the interaction between Degree of processing and the covariates. Participants served as a random effect to account for shared variances within subjects. Main and interaction effects of the full model are presented in Table S8.

The full model had a better fit that the null model (containing no predictors) as shown with a significant drop in AIC ($\chi2(14) = 2594.10$, $p < .001$, marginal R2 = .18, conditional R2 = .47).

As can be seen in Table S8, in the full model the following effects were significant: Degree of processing, Food familiarity, FNS. The following 2-way interactions were significant: Degree of processing*Food familiarity and Degree of processing*Hunger levels.

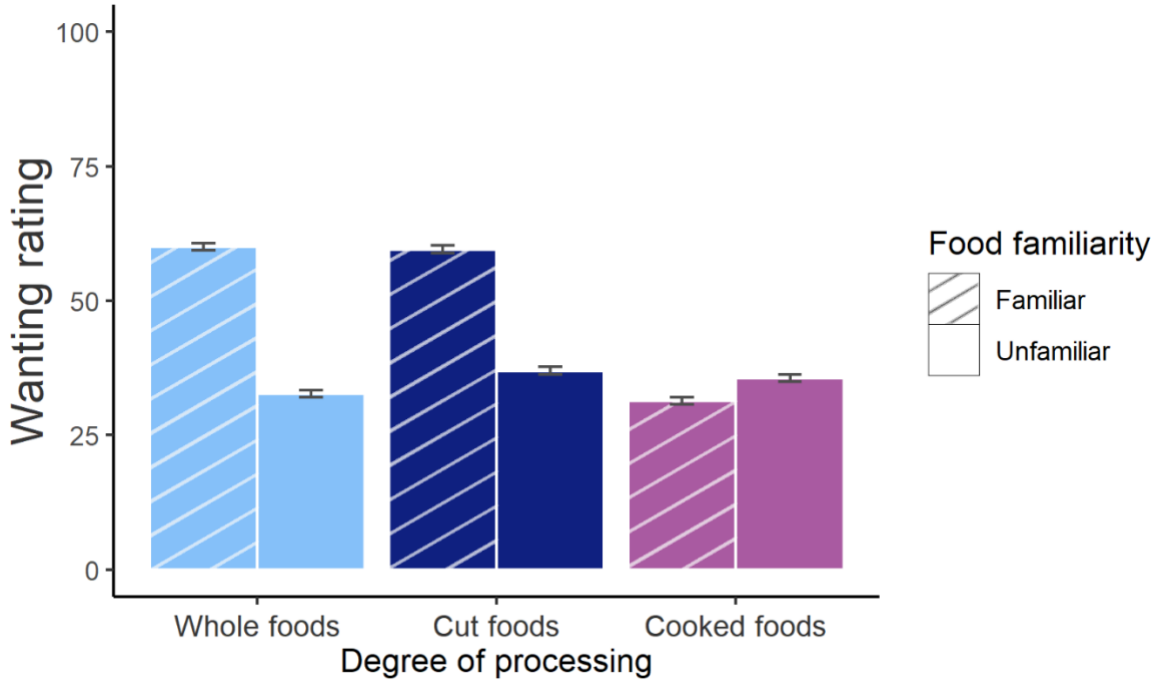
Table S8: Complete ANOVA results for linear mixed-effect model for participants' Explicit Wanting ratings in response to food stimuli.

Effects	**$\chi2$**	***df***	***p***
Degree of processing	**825.25**	**2**	**< .001 *****
Food familiarity	**1,097.81**	**1**	**< .001 *****
BMI	0.68	1	.408
FNS	**16.00**	**1**	**< .001 *****
Hunger	0.53	1	.468
Degree of processing*Food familiarity	**901.25**	**2**	**< .001 *****
Degree of processing*BMI	1.93	2	.381
Degree of processing*FNS	1.84	2	.398
Degree of processing*Hunger	**18.95**	**2**	**< .001 *****

Note. $\chi2$-values for effects using Type II Wald chi-square tests. FNS = Participants' food neophobia scores. P-values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

In the post hoc comparisons for the 2-way Degree of processing*Food familiarity interaction, there were no difference with the main model (Explicit Safety ratings as dependent variable, see Figure S4). Post hoc comparisons for the other interaction effect also revealed the same result as in the main model.

Figure S4: Participants' Explicit Wanting ratings depending on Degree of processing and Food familiarity.



Note. Raw means and standard errors of participants' explicit ratings of wanting.

2.3.4. Healthiness ratings (secondary model)

Our full model including the Explicit Healthiness ratings in response to food stimuli as a dependent variable comprised the following fixed effects: Degree of processing (whole foods, cut foods, cooked foods), the four covariates Food familiarity (familiar and unfamiliar), BMI (continuous variable), FNS (continuous variable), and Hunger levels (continuous variable), as well as the interaction between Degree of processing and the covariates. Participants served as a random effect to account for shared variances within subjects. Main and interaction effects of the full model are presented in Table S9.

The full model had a better fit that the null model (containing no predictors) as shown with a significant drop in AIC ($\chi 2(14) = 5714.20$, $p < .001$, marginal R2 = .33 conditional R2 = .51).

As can be seen in Table S9, in the full model the following effects were significant: Degree of processing, Food familiarity, BMI, FNS. All the 2-way interactions were significant: Degree of processing*Food familiarity, Degree of processing*BMI, Degree of processing*FNS, and Degree of processing*Hunger levels.

Table S9: Complete ANOVA results for linear mixed-effect model for participants' Explicit Healthiness ratings in response to food stimuli.

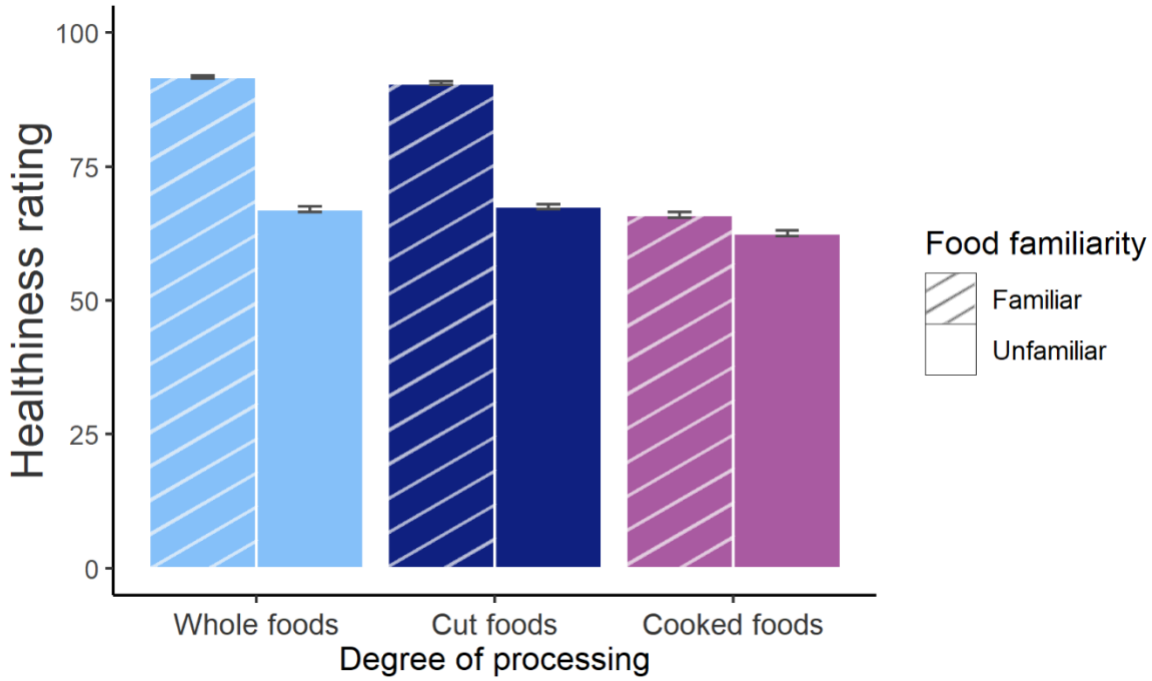
Effects	**Chisq**	***df***	***p***
Degree of processing	**2,364.20**	**2**	**< .001*** **
Food familiarity	**3,413.04**	**1**	**< .001*** **
BMI	**4.12**	**1**	**.042***
FNS	**13.78**	**1**	**< .001*** **
Hunger	1.97	1	.160
Degree of processing*Food familiarity	**1,143.24**	**2**	**< .001*** **
Degree of processing*BMI	**99.83**	**2**	**< .001*** **
Degree of processing*FNS	**115.63**	**2**	**< .001*** **
Degree of processing*Hunger	**57.75**	**2**	**< .001*** **

Note. $\chi 2$-values for effects using Type II Wald chi-square tests. FNS = Participants' food neophobia scores. P-values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

In the post hoc comparisons for the 2-way Degree of processing*Food familiarity interaction, the first difference with the main model (Explicit Safety ratings as dependent variable) was that participants rated more healthy familiar cooked foods compared to unfamiliar cooked foods (b = 3.26, SE = .50, z = 6.50, p < .001, see Figure S5). In the main model, safety ratings for these two foods did not differ. The second difference with the main model was that participants rated less healthy unfamiliar cooked foods compared to unfamiliar cut foods (b = 5.12, SE = .50, z = 10.12, p < .001, see Figure S5). In the main model, participants rated *more* safe unfamiliar cooked foods compared to unfamiliar cut foods. The last difference with the main model was that healthiness ratings between unfamiliar whole foods and unfamiliar cut food did not differ (b = .091, SE = .51, z = 1.77, p = .49, Figure S5). In the main model, participants rated *more* safe unfamiliar cut foods compared to unfamiliar whole foods. Overall, it appears that for healthiness ratings, cooked foods, regardless of their familiarity, were rated less healthy than whole and cut foods.

Post hoc comparisons for the other interaction effects revealed the same results as in the main model.

Figure S5: Participants' Explicit Healthiness ratings depending on Degree of processing and Food familiarity.



Note. Raw means and standard errors of participants' explicit ratings of valence.

2.3.5. Frequency of consumption ratings (secondary model)

Our full model including the Explicit Frequency of consumption ratings in response to food stimuli as a dependent variable comprised the following fixed effects: Degree of processing (whole foods, cut foods, cooked foods), the four covariates Food familiarity (familiar and unfamiliar), BMI (continuous variable), FNS (continuous variable), and Hunger levels (continuous variable), as well as the interaction between Degree of processing and the covariates. Participants served as a random effect to account for shared variances within subjects. Main and interaction effects of the full model are presented in Table S10.

The full model had a better fit that the null model (containing no predictors) as shown with a significant drop in AIC ($\chi 2(14) = 9395.90$, $p < .001$, marginal R2 = .50 conditional R2 = .59).

As can be seen in Table S10, in the full model the following effects were significant: Degree of processing, Food familiarity, FNS. The following 2-way interactions were

significant: Degree of processing*Food familiarity, Degree of processing*FNS, and Degree of processing*Hunger levels.

Table S10: Complete ANOVA results for linear mixed-effect model for participants' Explicit Frequency of consumption ratings in response to food stimuli.

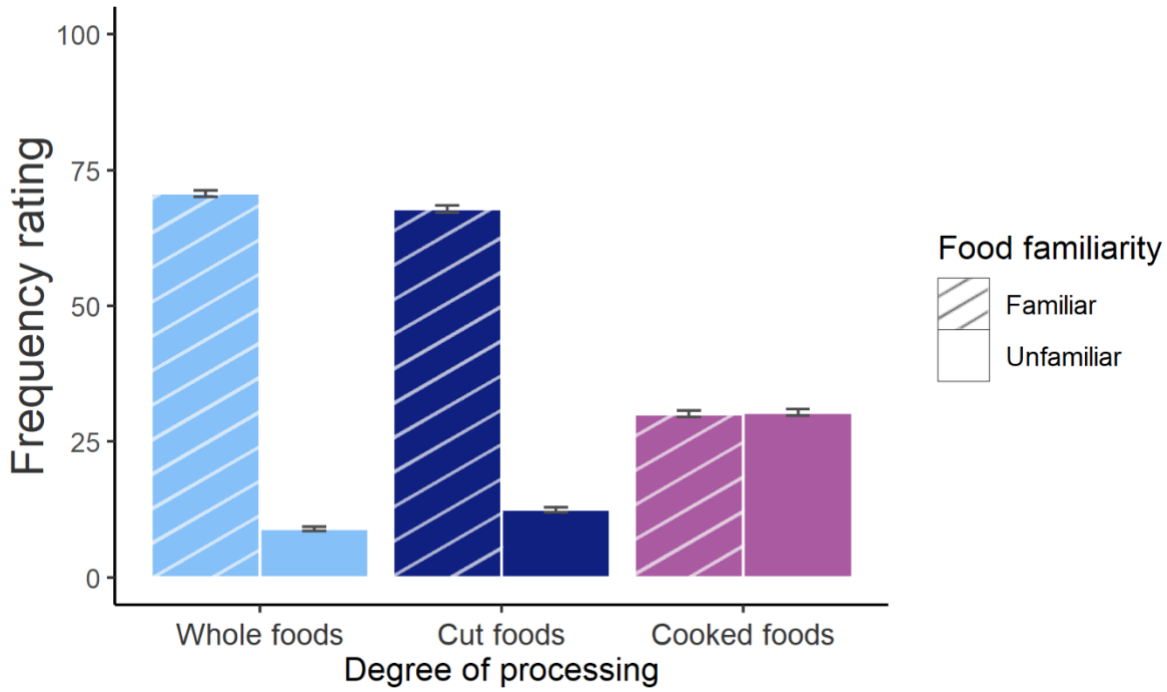
Effects	Chisq	*df*	*p*
Degree of processing	**504.37**	**2**	**< .001*** **
Food familiarity	**8,940.78**	**1**	**< .001 *** **
BMI	0.00	1	.952
FNS	**21.30**	**1**	**< .001 *** **
Hunger	0.22	1	.642
Degree of processing*Food familiarity	**4,596.53**	**2**	**< .001 *** **
Degree of processing*BMI	1.13	2	.568
Degree of processing*FNS	**25.59**	**2**	**< .001 *** **
Degree of processing*Hunger	**36.72**	**2**	**< .001 *** **

Note. $\chi 2$-values for effects using Type II Wald chi-square tests. FNS = Participants' food neophobia scores. P-values < .001 are marked with ***, p values < .01 with ** and p values < .05 with *. Significant effects in bold.

In the post hoc comparisons for the 2-way Degree of processing*Food familiarity interaction, the only difference with the main model (Explicit Safety ratings as dependent variable) was that participants reported to eat more frequently familiar whole foods compared to familiar cut foods (b = 2.83, SE = .71, z = 4.00, p < .001, see Figure S6). In the main model, safety ratings for these two foods did not differ.

Post hoc comparisons for the other interaction effects revealed the same results as in the main model.

Figure S6: Participants' Explicit Frequency of consumption ratings depending on Degree of processing and Food familiarity.



Note. Raw means and standard errors of participants' explicit ratings of valence.