

Table S1. Conditional logit estimation results, main-effects model.

	Control		LABELS		LABELS+ENV	
	Parameter	Clust. SE	Parameter	Clust. SE	Parameter	Clust. SE
Price	-0.853***	0.116	-0.964***	0.115	-0.768***	0.106
Purchase (Pur.)	0.826	0.627	2.604***	0.562	1.552**	0.621
Organic	0.326**	0.138	0.137	0.124	0.278**	0.133
Juice	-0.012	0.291	0.087	0.288	-0.128	0.278
Ice cream	-0.085	0.220	-0.234	0.203	0.022	0.239
Preserves	-0.673***	0.206	-0.720**	0.294	0.161	0.247
Frozen berries	0.043	0.267	-0.550*	0.281	0.317	0.240
No label	-0.494**	0.213	-0.896***	0.295	-0.423	0.286
Expired 9 days	-2.283***	0.391	-2.555***	0.381	-1.338***	0.347
Expired 1 day	-1.095***	0.277	-1.472***	0.233	-0.520**	0.225
Expires in 15 days	0.553***	0.146	0.732***	0.238	0.625***	0.220
Pur. × Female	1.612***	0.441	0.739	0.576	-0.272	0.453
Pur. × Risk love	0.062***	0.016	0.040***	0.015	-0.002	0.010
Pur. × Protects environment	1.418***	0.502	0.027	0.438	0.306	0.472
Pur. × Checks expiration dates in store	-0.923**	0.440	-0.444	0.429	-0.978**	0.466
Pur. × Income in thousands of dollars	-0.012**	0.005	-0.015**	0.006	0.007	0.006
Number of usable obsv.	N=510		N=440		N=460	
Log-Likelihood	-563.11		-511.79		-548.12	

***, **, * Indicate statistical significance at the 1%, 5%, and 10% levels, respectively.

Note: For each treatment, the label expiring in 7 days is used as base.

Table S2: Conditional logit estimation results.

	Control		LABELS		LABELS+ENV	
	Parameter	Clust. SE	Parameter	Clust. SE	Parameter	Clust. SE
Price	-0.811***	0.127	-0.943***	0.142	-0.718***	0.120
Purchase (Pur.)	1.362**	0.657	3.149***	0.600	2.000***	0.655
Organic	0.430***	0.153	0.277*	0.145	0.266	0.162
Juice	-0.773	0.609	-0.742	0.658	-0.725	0.603
Ice cream	-0.778	0.483	-0.638	0.462	-0.888*	0.469
Preserves	-1.867***	0.698	-1.907**	0.806	-0.629	0.631
Frozen berries	-0.544	0.573	-0.991**	0.460	-0.327	0.425
Frozen foods × No label	-0.534*	0.282	-1.171***	0.382	-0.185	0.329
Frozen foods × Expired 1 day	-1.324**	0.525	-1.998***	0.499	0.021	0.456
Frozen foods × Expired 9 days	-1.281**	0.633	-1.804***	0.673	-0.315	0.513
Frozen foods × Expires in 15 days	0.296	0.250	0.364	0.294	0.599***	0.231
Semi-perishables × Expired 1 day	-0.613	0.506	-0.872*	0.526	-0.189	0.415
Semi-perishables × Expired 9 days	-2.280***	0.594	-2.353***	0.501	-1.382**	0.548
Semi-perishables × Expire in 15 days	1.047***	0.323	1.274***	0.406	0.954**	0.462
Perishables × No label	-1.540***	0.504	-1.715***	0.573	-1.249***	0.455
Perishables × Expired 1 day	-1.636***	0.515	-2.025***	0.521	-1.067**	0.441
Perishables × Expired 9 days	-3.383***	0.749	-3.734***	0.714	-1.784***	0.602
Pur. × Female	1.642***	0.447	0.748	0.582	-0.272	0.454
Pur. × Risk love	0.064***	0.016	0.040***	0.015	-0.002	0.010
Pur. × Protects environment	1.444***	0.513	0.028	0.443	0.306	0.473
Pur. × Checks expiration dates in store	-0.939**	0.450	-0.450	0.434	-0.980**	0.467
Pur. × Income in thousands of dollars	-0.012**	0.005	-0.015**	0.006	0.007	0.006
Number of usable obsv.	N=510		N=440		N=460	
Log-Likelihood	-558.55		-508.27		-545.24	

***, **, * Indicate statistical significance at the 1%, 5%, and 10% levels, respectively.

Note: For each treatment and product category, the interaction with the label expiring in 7 days is used as base.