

Supplementary Material

Figure S1: Meal sales by experimental week and dish content

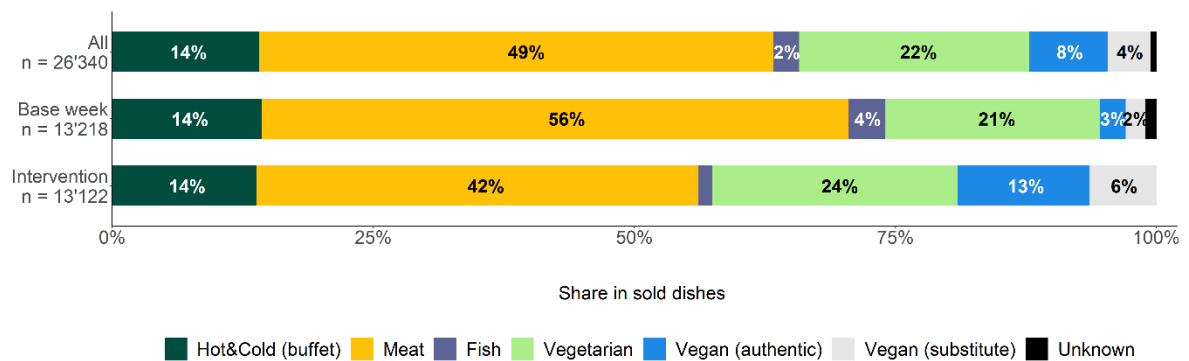


Figure S1. Meal sales by experimental week and dish content (Data set of total meal sales $N = 26,340$).

Figure S2: Lunch types



Figure S2. Regular canteen visitors by lunch type ($n = 990$). According to the frequency with which they purchased meat dishes, regular canteen visitors were categorized into seven lunch types: 'Buffetarian' ($n = 19$), 'Never meat' ($n = 22$), 'Vegetarian-flexitarian' ($n = 218$), 'Meat-flexitarian' ($n = 185$), 'Meat eater' ($n = 323$), 'Meat lover' ($n = 205$) and 'Always meat' ($n = 18$) (Data subset of total meal sales to regular canteen visitors $n = 19,761$).

Table S1: Comparison of regular canteen visitors with university population.

Table S1. Comparison of regular canteen visitors with university population. Among regular canteen visitors, female students are underrepresented and male students and staff overrepresented.

Gender and University Affiliation	Population of Students and Staff (December 2017) <i>N</i> = 2,219	Regular Canteen Visitors (Autumn Semester 2017) <i>n</i> = 990
<i>Students</i>	69.2%	64.5%
Female	32.4%	23.5%
Male	36.8%	41.0%
<i>Staff</i>	30.8%	35.5%
Female	15.5%	17.2%
Male	15.3%	18.3%
All	100.0%	100.0%