

Supplementary Material

Figure S1: Meal sales by experimental week and dish content

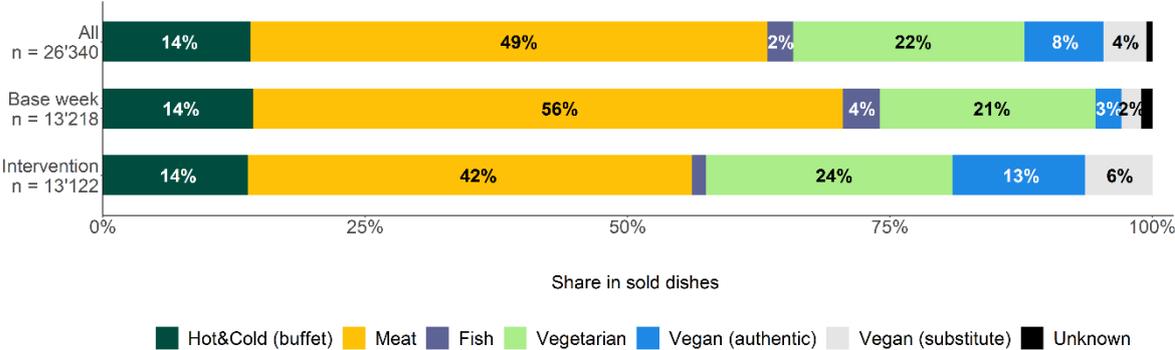


Figure S1. Meal sales by experimental week and dish content (Data set of total meal sales N = 26,340).

Figure S2: Lunch types

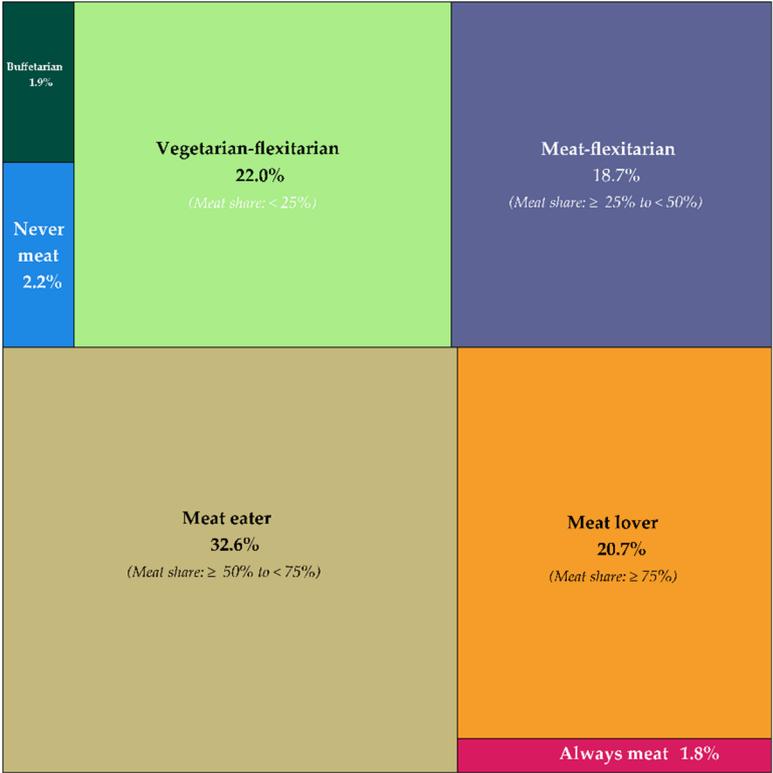


Figure S2. Regular canteen visitors by lunch type (n = 990). According to the frequency with which they purchased meat dishes, regular canteen visitors were categorized into seven lunch types: ‘Buffetarian’ (n = 19), ‘Never meat’ (n = 22), ‘Vegetarian-flexitarian’ (n = 218), ‘Meat-flexitarian’ (n = 185), ‘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.

<b>Gender and University Affiliation</b>	<b>Population of Students and Staff (December 2017)</b> <i>N</i> = 2,219	<b>Regular Canteen Visitors (Autumn Semester 2017)</b> <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%