Table S1. Results of market survey concerning consumers' gender, age, education level, and occupation (*n*= 128).

| Baseline Characteristics | Survey respondents (%) |
|---|---|
| ***Gender*** | |
| Male | 67 |
| Female | 33 |
| Age | |
| 18-30 | 28 |
| 31-45 | 48 |
| 46-64 | 22 |
| >65 | 2 |
| ***Education level*** | |
| First level school leaving certificate (middle school certificate) | 5 |
| Second level secondary school leaving certificate | 40 |
| Bachelor's degree. | 15 |
| Master's degree/specialist degree | 29 |
| PhD/master's degree | 7 |
| ***Occupation*** | |
| Student | 6 |
| Employee | 38 |
| Self-employed | 15 |
| Retired | 5 |
| Unemployed | 3 |
| Researcher | 23 |
| Teacher | 10 |

*General comment on the questionnaires*

The questionnaire administered to the 128 consumers who expressed an acceptability judgment on the beers collected both demographic, cultural and behavioural data related to the consumption of craft beer. The set of responses highlights an interested, aware and selective sample, with an inclination towards local craft beer and strong sensorial motivations.

Socio-demographic profile

- Gender: male prevalence (67% men, 33% women)

- Age: predominant group 31–45 years (48%), followed by 18–30 (28%) and 46–64 (22%)

- Educational qualification: high level of education (29% with master's degree, 15% with bachelor's degree, only 5% with middle school diploma)

- Occupation: mainly employees (38%), followed by researchers (23%) and freelancers (15%)

Table S2. Survey results on knowledge, importance of craft beers, choices, frequency and ways of consuming them (n=128).

| Questions | Survey respondets (%) |
|---|---|
| ***What type of beer (craft or industrial) do you frequently buy?*** | |
| Regional craft beer product | 39.7 |
| Italian craft beers | 33.9 |
| Industrial beers with no importance for their origin | 10.4 |
| I don't pay attention to the typology | 17 |
| ***Do you buy beers produced in your region?*** | |
| Yes, always | 17.4 |
| Yes, whenever I can | 50.7 |
| yes, if they are not too expensive | 9 |
| I don't prefer extra-regional products | 8 |
| I don't choose based on origin | 10 |
| I choose based on quality and not on origin | 4.9 |
| ***How often do you drink craft beers?*** | |
| <Once a month | 38 |
| Twice a month | 5 |
| Every week | 31 |
| More than once a week | 18 |
| Occasionally | 8 |
| ***When you buy a new craft beer, what drives you to do so?*** | |
| I satisfy the desire to experience sensorially | 66.7 |
| desire for knowledge of the sector | 11 |
| I am curious | 3.3 |
| I do it without a particular reason | 9.8 |
| I buy them only if recommended | 9.2 |

The consumer panel is mainly composed of men, well-educated, professionally active and with strong purchasing potential and critical judgment. With regard to behaviors and attitudes towards craft beer, the panel expressed the following behaviors: - Preferred type: 73.6% choose craft beers (local or Italian); only 10% consume industrial beer without paying attention to its origin,- Origin of the product: 68% buy regional beers (always or when they can), - Frequency of consumption: 31% drink craft beer every week, 18% several times a week,

| Questions | Survey respondets (%) |
|---|---|
| ***Are you interested in purchasing/consuming craft beers made with local raw materials (barley, wheat, hops)?*** | |
| yes I approve of this type of choices | 72.1 |
| only if I know the company that produces them | 6.7 |
| I'm skeptical, I think it's a current trend | 5 |
| just to try | 8 |
| I don't know | 6.3 |
| | 1.9 |
| ***What beer style do you prefer and buy?*** | |
| Pils | 36.2 |
| IPA | 40.8 |
| Weisse | 9 |
| Bock | 6 |
| Saison | 3 |
| other styles | 5 |
| ***Where you usually buy craft beer?*** | |
| directly in the brewery | 38 |
| small shops | 11 |
| beer shop | 12 |
| wine shop | 14 |
| bar | 17 |
| internet | 8 |
| ***What sensations do you feel after drinking your favorite beer?*** | |
| relaxation feeling | 26.7 |
| fulfillment/ satisfaction | 59 |
| joy | 4.3 |
| escape | 3.8 |
| serenity | 6.2 |

- Motivation to purchase: 66.7% buy for sensory experience, - Local raw materials: 72.1% approve of the production of beers from local cereals, - Favorite style: IPA (40.8%) and Pils (36.2%) are the most popular, - Purchase channels: 38% buy directly from the brewery, - Sensations: 59% associate consumption with satisfaction/fulfilment, 26.7% with relaxation.

Behaviors and attitudes towards craft beer, - Preferred typology: 73.6% choose craft beers (local or Italian); only 10% consume industrial beer without paying attention to the origin.