Supplementary Material

**Taste Attributes Assessment Scale**

Sweet

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0 100

Sour

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0 100

Bitter

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0 100

Enjoyed the experience

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0 100

Enjoyed the sample

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0 100

Strawberry

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Lime

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0 100

**Sense of Presence Assessment Scale (the feeling of ‘being there’) (adapted from Witmer and Singer, 1998)**

1. How present do you feel in the virtual environment?

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2. How much do you feel the visual aspects of the environment involve you?

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3. How much do you feel that you are in the virtual environment?

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4. How natural is your sense of objects moving through space e.g., your hands?

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5. How much did your experiences in virtual reality mirror your real-world experiences?

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6. How much could you predict what would happen next?

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7. How well are you able to inspect objects using the visual sense?

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8. How involved are you in the virtual environment?

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9. How quickly did you adjust to the virtual environment?

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1. 100

10. How well could you concentrate on the eating task rather than on the VR mechanics?

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**Supplementary Figure 1.** Full list of questions that participants were asked while in Virtual Reality. These consisted of three questions around the taste of the samples (Top). Taste was assessed through ratings of sweet, sour, and bitter, flavour through intensity of lime and strawberry flavour, and affective response through the enjoyment of the samples and the overall experience. Bottom: the ten items concerning Sense of Presence (adapted from [Witmer & Singer, 1998](file:///C:\Users\User\AppData\Local\Temp\MicrosoftEdgeDownloads\430eb04e-c63d-4692-813c-28195885dac0\1-s2.0-S1878450X22001615-mmc1.docx#_ENREF_64)). All questions were completed using Virtual Reality sliding scales.