Supplemental Information

Table S1. Stimuli

Condition 1	chocolate in the mouth + gray visual stimulus
Condition 2	picture of chocolate
Condition 3	chocolate in the mouth + a picture of chocolate
Condition 4	strawberry in the mouth + gray visual stimulus
Condition 5	picture of moldy strawberries
Condition 6	strawberry in the mouth + a picture of moldy strawberries
Rinse condition	tasteless rinse control solution + gray visual stimulus
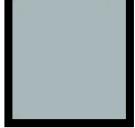
Notes: The term 'chocolate in the mouth' refers to the intra-oral delivery through a teflon tube of 0.5 ml of a fine liquid chocolate, which was identical for all such trials, and which could not be seen by the subject. The term 'strawberry in the mouth' refers to the intra-oral delivery of 0.5 ml of an unpleasant strawberry flavored drink through a tube that also could not be seen by the subject. The term 'picture of chocolate' refers to a picture of a bar of brown (i.e., milk chocolate) shown on the display screen, and the term 'picture of moldy strawberries' to a picture of moldy strawberries.

TABLE S2. Subjective state ratings before and after 7 days of treatment with citalopram, reboxetine or placebo. There were no significant effects of treatment group on any of the measures.

Measure	Citalopram (*n*=15)		Reboxetine (*n*=15)		Placebo (*n*=15)	
	Mean (SD)		Mean (SD)		Mean (SD)	
	Pre-treat	Post-treat	Pre-treat	Post-treat	Pre-treat	Post-treat
Alertness	65.8 (12.2)	54.6 (26)	71.6 (12.5)	58.6 (22)	63.8 (18)	57.5 (28)
Disgust	12.3 (14.4)	9.8 (16.9)	8.1(6.5)	14.3 (27.5)	5.58 (6.4)	6.1 (7.2)
Drowsiness	29.6 (23)	9 (6.4)	27.3 (21.4)	27 (34)	27.4(20)	16.8 (15.5)
Anxiety	11.8 (7.2)	15.5 (16)	13.7 (12.6)	16.3 (24.6)	14.2 (22)	7.8 (8.8)
Happiness	7.8 (7.3)	12.7 (9.5)	4.9 (9.3)	15.6 (28.6)	3.6 (2.9)	4.5 (5.4)
Nausea	71 (13.7)	60 (19)	76.3 (14)	66.8 (14)	77.4 (13)	72.8 (12.6)
Sadness	12.5 (14.3)	9.9 (13.2)	8.4 (9.24)	12.5 (18.8)	7 (5.8)	6.8 (6)
State Anxiety	32.5 (6.7)	36.3 (10.2)	32.4 (10.6)	34.6 (13.5)	31 (8.5)	27.7 (6.6)

SD, standard deviation; Repeated measures ANOVAs all $p> 0.1$

TABLE S3. Regions showing main effect of task irrespective of treatment for all subjects.

Brain Region	Montreal Neurological Institute (MNI) Coordinates			Z-score	Significance (*p*-value)
	X	**Y**	**Z**		
Chocolate in the mouth					
Ventral striatum	-10	14	-4	6.33	<0.001
Anterior insula	-34	16	0	6.63	<0.001
Mid OFC	22	36	-14	4.67	0.007
Pregenual cingulate	-4	20	44	5.88	<0.001
Frontal pole	-38	46	12	5.57	<0.001
Sight of chocolate					
Caudate	-10	12	0	6.01	<0.001
Anterior insula	-32	12	2	7.1	<0.001
	34	24	2	6.24	<0.001
Middle OFC	26	34	-12	5.68	<0.001
Frontal pole	-36	50	24	6.16	<0.001
Strawberry in the mouth					
Lateral OFC/Insula	34	24	-4	7.4	<0.001
Caudate	10	14	0	6.06	<0.001
Ventral striatum	10	12	-6	6.06	<0.001
Pregenual cingulate	4	20	42	7.11	<0.001
Sight of moldy strawberries					
Insula	-32	18	6	6.93	<0.001
	40	20	-2	6.72	<0.001
Superior frontal gyrus	2	20	60	5.75	<0.001

OFC, orbitofrontal cortex; *p*-values clusters whole brain fully corrected (FWE)

Table S4. Subjective ratings of pleasantness, intensity and wanting for each of the 6 conditions taken during the scanning session for citalopram, reboxetine and placebo groups

PLEASANTNESS

	Citalopram	Reboxetine	Placebo		Citalopram	Reboxetine	Placebo
CHOC TASTE	1.04	1.10	1.14	**STRAW TASTE**	-0.93	-0.68	-0.94
STDEV	0.54	0.41	0.32	STDEV	0.81	-0.68	0.60
SEM	0.14	0.10	0.08	SEM	0.21	0.26	0.15
CHOC PIC	0.97	1.07	1.13	**STRAW PIC**	-1.16	-1.13	-1.06
STDEV	0.58	0.57	0.32	STDEV	0.48	-1.13	0.42
SEM	0.15	0.15	0.08	SEM	0.12	0.14	0.11
CHOC BOTH	1.23	1.35	1.28	**STRAW BOTH**	-1.21	-1.19	-1.37
STDEV	0.51	0.50	0.37	STDEV	0.62	-1.19	0.33
SEM	0.13	0.13	0.10	SEM	0.16	0.17	0.09

INTENSITY

	Citalopram	Reboxetine	Placebo		Citalopram	Reboxetine	Placebo
CHOC TASTE	1.77	1.80	2.00	**STRAW TASTE**	2.07	1.99	2.05
STDEV	0.66	0.71	0.73	STDEV	0.72	0.71	0.74
SEM	0.17	0.18	0.19	SEM	0.19	0.18	0.19
CHOC PIC	1.57	0.61	1.29	**STRAW PIC**	1.71	1.78	1.43
STDEV	0.72	0.81	0.61	STDEV	0.86	0.92	0.71
SEM	0.19	0.21	0.16	SEM	0.22	0.24	0.18
CHOC BOTH	2.15	2.25	2.24	**STRAW BOTH**	2.31	2.38	2.57
STDEV	0.75	0.89	0.78	STDEV	0.79	0.91	0.69
SEM	0.19	0.23	0.20	SEM	0.20	0.24	0.18

WANTING

	Citalopram	Reboxetine	Placebo		Citalopram	Reboxetine	Placebo
CHOC TASTE	0.98	0.96	1.01	**STRAW TASTE**	-1.05	-0.87	-1.11
STDEV	0.55	0.52	0.43	STDEV	0.82	0.93	0.50
SEM	0.14	0.13	0.11	SEM	0.21	0.24	0.13
CHOC PIC	0.98	0.94	1.08	**STRAW PIC**	-1.24	-1.23	-1.15
STDEV	0.58	0.69	0.41	STDEV	0.45	0.59	0.47
SEM	0.15	0.18	0.10	SEM	0.12	0.15	0.12
CHOC BOTH	1.14	1.22	1.13	**STRAW BOTH**	-1.29	-1.32	-1.44
STDEV	0.56	0.61	0.52	STDEV	0.48	0.57	0.31
SEM	0.14	0.16	0.13	SEM	0.13	0.15	0.08

Choc, chocolate; straw, strawberry; STDEV, standard deviation; SEM, standard error of the mean