

Online Supplemental Material

**Table S1.**

Neural responsivity to milkshake receipt (n=151)<sup>1,2</sup>

		<i>x, y, z</i>	<i>k</i>	Peak <i>Z</i> value	Peak <i>r</i>
Postcentral gyrus	R	45, -13, 37	14,609	Inf <sup>3</sup>	> 0.90
	L	-51, -13, 28		Inf	> 0.90
	L	-48, -16, 31		Inf	> 0.90
dlPFC	R	39, 41, 31	21	4.88	0.39
	R	42, 44, 22		3.61	0.29
	R	30, 53, 25		3.37	0.27
Cingulate	L	-12, -16, 40	22	4.09	0.33
	L	-18, -31, -40		3.77	0.31

<sup>1</sup> Significant at  $P < 0.05$  whole brain corrected for multiple comparisons

<sup>2</sup> Milkshake receipt > tasteless solution receipt contrast

<sup>3</sup> T-value = 16.13

Abbreviations - dlPFC = dorsolateral prefrontal cortex, *k* = cluster size, L = left hemisphere, R = right hemisphere

**Table S2.**

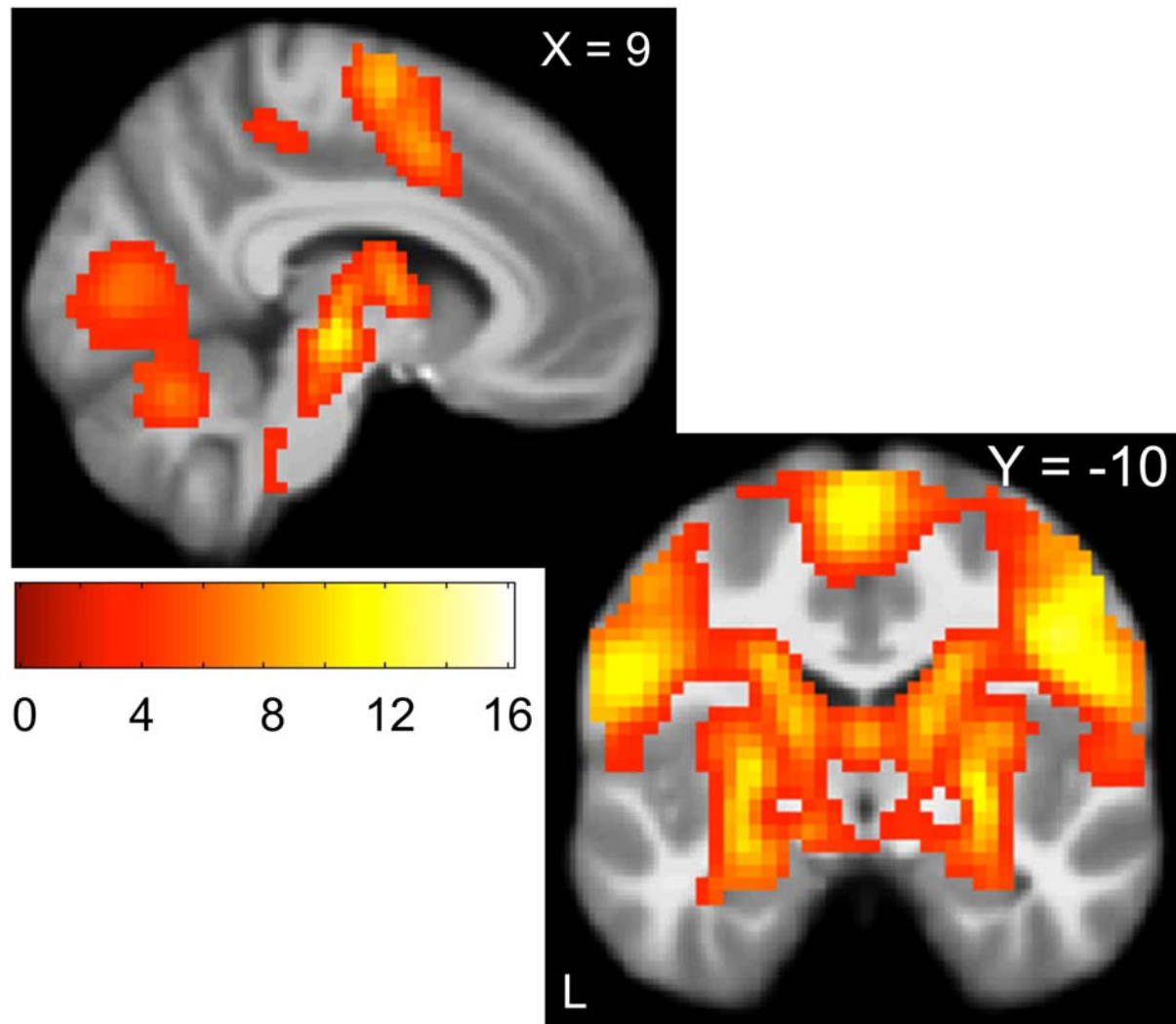
Pearson's correlations among consumption of energy dense foods (n = 151)

	Ice cream consumption	Chocolate candy consumption	Cakes/cookie consumption	Hamburger consumption	French fry consumption
Ice cream consumption	-	0.37*	0.30*	0.17*	0.14
Chocolate candy consumption		-	0.48*	0.21*	0.26*
Cakes/cookie consumption			-	0.24*	0.25*
Hamburger consumption				-	0.54*

\*  $P < 0.05$

**Figure S1.**

Widespread activation in response to milkshake receipt (milkshake receipt > tasteless solution receipt contrast). Both the sagittal (upper left) and coronal (lower right) views are presented and color bars indicate the *T*-value of the activation. Additional information can be seen in Table S1.



**Figure S2.**

Reduced striatal responsivity to milkshake receipt as a function of ice cream consumption (tasteless solution receipt > milkshake receipt). Participants frequency of ice cream intake was associated with reduced responsivity to milkshake receipt in **A)** the bilateral dorsolateral prefrontal cortex (dlPFC; squares; **axial and coronal views**) and anterior cingulate cortex (ACC; circles; **coronal and sagittal views**) and the **B)** right insula (circles; **axial and coronal views**). Color bars indicate the *T*-value of the activation presented. Additional detail can be seen Table 1.

