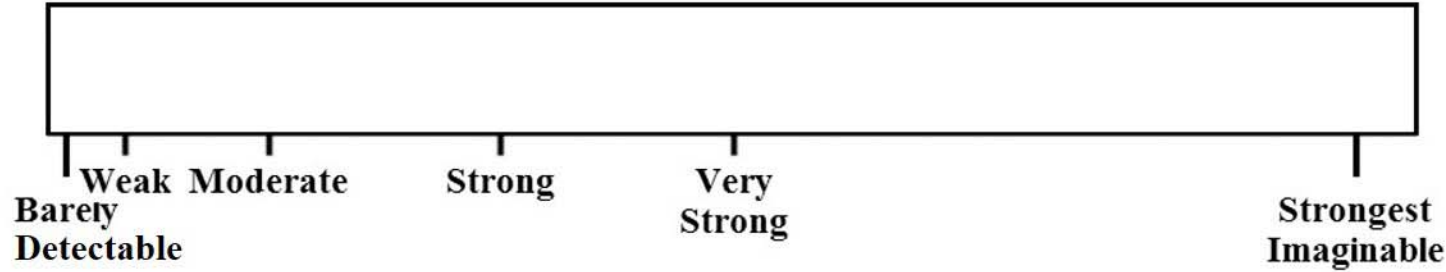


Figure S1. Study Day Timeline

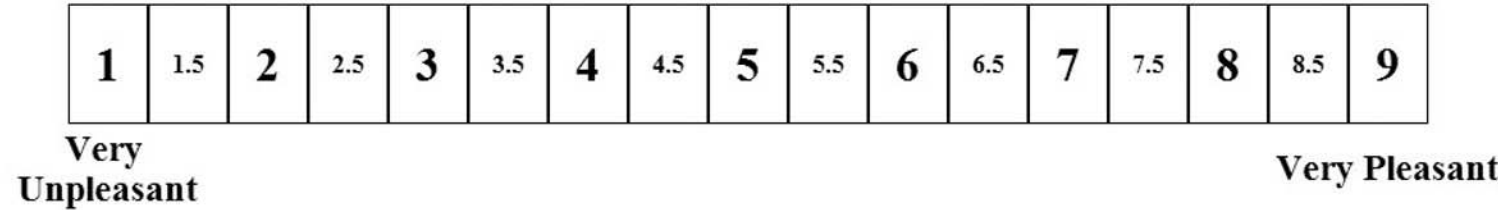
ODOR PERCEPTION SCALES

HUNGER SCALES

INTENSITY



PLEASANTNESS



REPRESENTATIVENESS

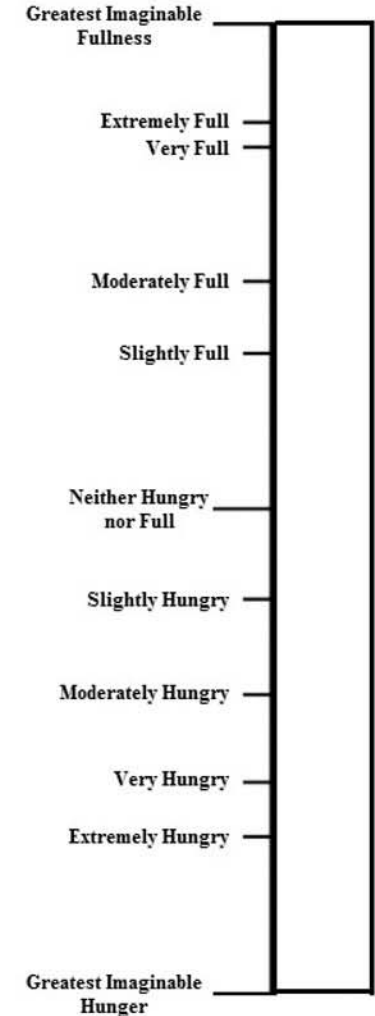
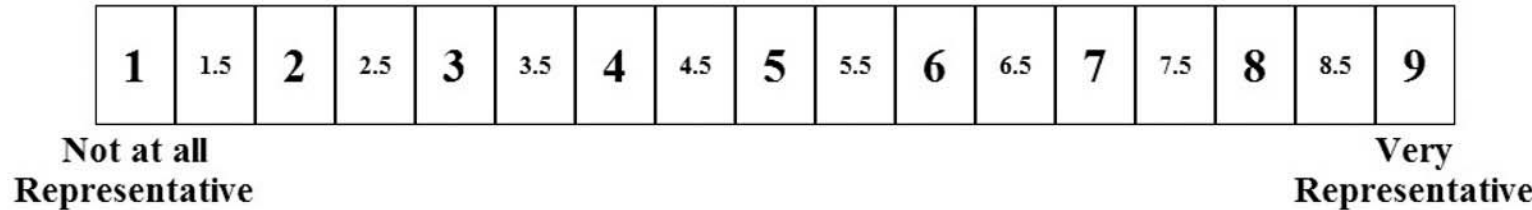
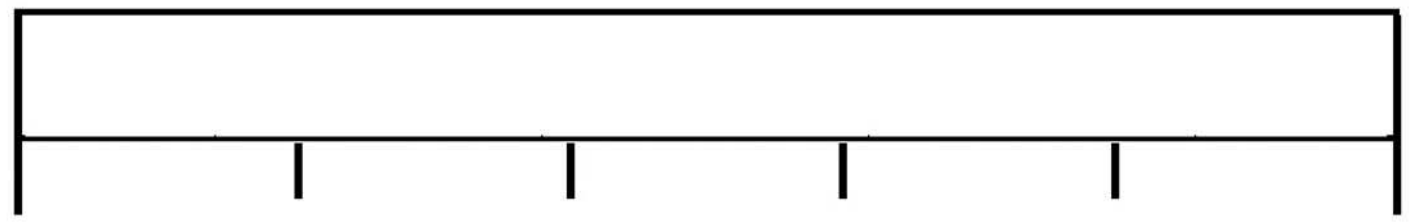


Figure S2. *Odor Intensity* was measured on a horizontally oriented 100mm labeled magnitude scale anchored by “Barely Detectable” and “Strongest Imaginable”. *Odor Pleasantness* was measured on a Likert-like scale in half increments from 1 – 9 anchored at “Very Unpleasant” and “Very Pleasant”. *Odor Representativeness* was measured on a Likert-like scale in half increments from 1 – 9 anchored at “Not at all Representative” and “Very Representative”. Hunger was measured on a vertically oriented 100mm labeled magnitude scale anchored by “Greatest Imaginable Hunger” and “Greatest Imaginable Fullness”. These scales shown are as viewed by the subject through the E-Prime presentation software.

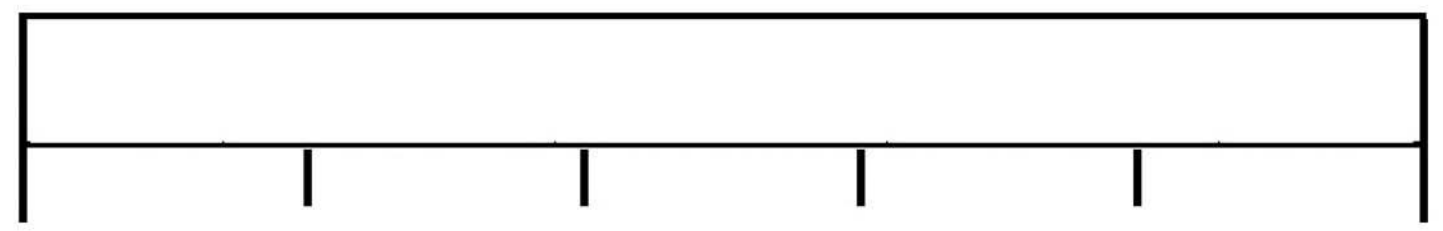
ALCOHOL SUBJECTIVE EFFECTS SCALES



Not At All

Most Ever

ALCOHOL DRINKS SCALES



0

1

2

3

4

5

Figure S3. *Alcohol Subjective Effects* were measured on a horizontally oriented 100mm visual analog scales anchored by “Not At All” and “Most Ever” for perceived Anxiety, Intoxication, Numbness / Tingling, and Feeling High. *Number of Alcohol Drinks* were measured on a similar horizontally oriented 100mm visual analog scale which was anchored by “0” and “5”. These are the scales as viewed by the subjects as presented through E-Prime.

Breakfast

- Turkey Sausage
- French Toast
 - with Syrup
 - with Margarine
- Fruit Cup
- Customary Breakfast Beverage
 - Coffee
 - Tea
 - Soda (diet only)
 - Water

All subjects received a uniform breakfast that included all the items above with each item's portion adjusted such that the entire breakfast accounted for 20% of the subject's daily energy requirement for weight maintenance

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Table S2. BOLD Activation

Region	Cluster Size (<i>k</i>)	Peak Voxel			<i>Z</i>	<i>p</i> _{uncorr}
		MNI Coordinates (mm)				
		<i>x</i>	<i>y</i>	<i>z</i>		
<i>Effect of Odorant Stimulation (n = 35)</i>						
L Amygdala / Piriform Cortex	21346	-25	0	-19	Inf [†]	<0.001
R Amygdala / Piriform Cortex		25	-1	-18	Inf [†]	<0.001
L Hippocampus		-20	-7	-13	7.34 [†]	<0.001
L Orbitofrontal Cortex	45858	-28	34	-11	7.08 [†]	<0.001
Precuneus	6569	-3	-34	34	6.40 [†]	<0.001
Medial Prefrontal Cortex	11361	-5	58	-2	6.06 [†]	<0.001
R Orbitofrontal Cortex	1844	24	27	-16	5.78 [†]	<0.001
<i>FO > IEd (n = 35)</i>						
R Orbitofrontal Cortex	152	41	35	-11	3.96	<0.001
L Precuneus	570	-8	-44	36	3.83	<0.001
R Ventral Striatum / Putamen	164	17	6	-10	3.82*	<0.001
L Dorsolateral Cortex	71	-42	18	52	3.80	<0.001
L Superior Frontal Cortex	174	-19	45	32	3.77	<0.001
L Anterior Cingulate Cortex	407	-4	32	-2	3.75*	<0.001
L Ventromedial Prefrontal Cortex		-7	54	0	3.53*	<0.001
L Amygdala / Piriform Cortex	25	-21	-8	-12	3.51*	<0.001
L Insula	87	-36	10	-13	3.51	<0.001
R Amygdala / Piriform Cortex	50	14	-9	-19	3.47*	<0.001
R Insula	9	40	13	-12	3.29	0.001
L Nucleus Accumbens	7	-3	2	-5	3.27*	0.001
L Ventral Striatum / Putamen	15	-17	6	-9	3.26*	0.001
R Hippocampus	17	24	-8	-16	3.26	0.001

Height threshold, $p \leq 0.001$, $\dagger p_{FWE} \leq 0.05$, corrected for whole brain volume; * $p_{FWE} \leq 0.05$, adjusted for a priori search regions;

Ref 26-28. MNI = Montreal Neurological Institute