



Figure S1 Evoked field analysis on source level. **A** Time courses of activity of voxels surrounding the peak voxel of the most significant cluster for the contrast successful withholds versus hits (rDLPFC). Time courses are shown as mean of both food and toy condition over all subjects, separately for successful and unsuccessful withholds and hits. Dashed line: mean reaction time of hits. **B** Areas with stronger activity for unsuccessful withholds in comparison to hits. Cortical activity was rendered onto the surface of a standard anatomical brain volume (Montreal Neurological Institute). For display, significance threshold was lowered to $P < 0.01$ (uncorrected).

Brain Region	Side	Coordinates			Cluster size (in voxels)	Z	P (uncorr.)
		x	y	z			
Inferior temporal gyrus	r	52	-46	-22	2146	3.72	0.000
Insula	r	36	-16	2	173	3.68	0.000
Middle frontal gyrus	r	34	40	38	325	3.6	0.000
Insula	l	-40	-24	0	106	3.39	0.000
Fusiform gyrus	r	30	-8	-36	166	3.24	0.001