

**Supplemental 1 for Figure 1.** Preference for the devalued milk flavor (devalued)/(devalued +non-devalued) is shown for the two days of pre-exposure (P1-2), the five days of conditioning (C1-5, red background) and the final choice test (T). A value of 0.5 indicates equal preference while a value of 0.0 indicates an aversion to the devalued flavor. ANOVA for consumption over the five days of conditioning with session, flavor (choc vs. van) and treatment (control vs. devalue) found a significant session x treatment interaction ( $F_{4,28} = 10.91$ , p < 0.05) but no effect of or interaction with flavor. Asterisks indicate significance of a one-sample t test comparing % Devalue Preference to 0.5.