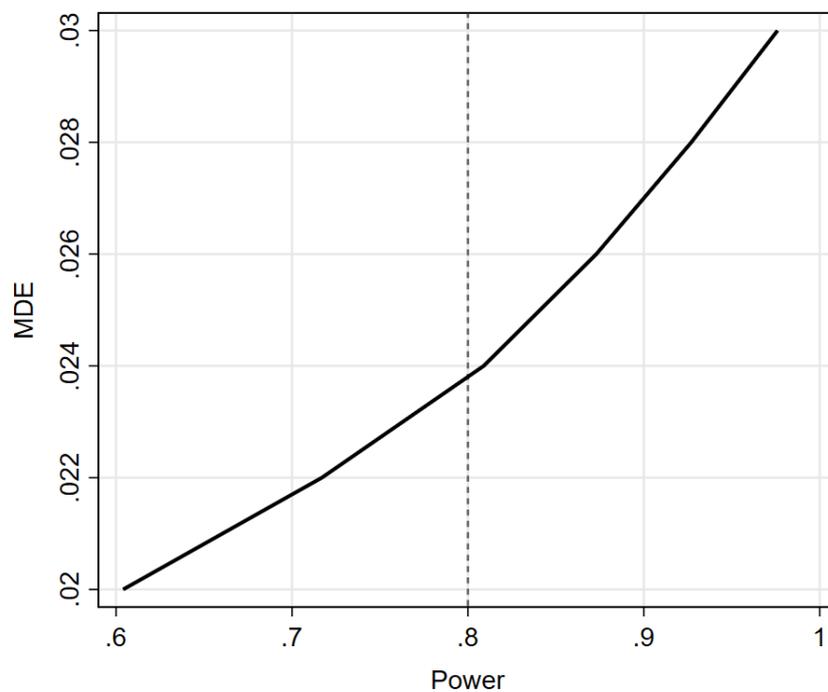


Power calculations

We follow best-practices for power calculations with panel data discussed in Burlig et al. (2020). Using 16 weeks of baseline data (assuming 8 pre and 8 post periods) for the 16 restaurants in our sample (50% assigned to treatment) we estimate the Minimum Detectable Effect Size (MDE) by simulation for a standard two-way fixed effects specification with restaurant and time-unit fixed effects using the Stata package `pcpanel` (Burlig et al. 2020). The MDE at 80% power ($\alpha = 0.05$) is approximately equivalent to a 2.4 percentage point change in the share of vegan-swap sales (aggregated across all swap options).



References

- Burlig, F., Preonas, L., & Woerman, M. (2020). Panel data and experimental design. *Journal of Development Economics*, 144(August 2019), 102458. <https://doi.org/10.1016/j.jdeveco.2020.102458>