

**Consumer preferences for organic and welfare labelled meat: A natural field experiment  
conducted in a high class restaurant**

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**Abstract**

This paper describes a natural field experiment conducted at a high-class restaurant. We discuss some of the challenges of incorporating a state of the art choice experiment in the daily running of the restaurant without affecting the customers' restaurant experience. The case we explore is how credence attributes like organic and animal welfare affects real customer choices in the restaurant.

**Keywords:** animal welfare, choice experiment, consumer preferences, organic meat, restaurant

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