Reviewer's report

Title: View the label before you view the movie: A field experiment into the impact of Portion size and Guideline Daily Amounts labelling on soft drinks in cinemas

Version: 2 Date: 4 May 2011

Reviewer: Elizabeth Dunford

Reviewer's report:

Only one discretionary revision - Under "recruitment procedures" the word 'en' should be 'and'

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests