**Author's response to reviews**

**Title:** The Virtual Supermarket: An Innovative Research Tool to Study Consumer Food Purchasing Behaviour

**Authors:**

Wilma E Waterlander (wilma.waterlander@falw.vu.nl)
Michael Scarpa (michael@scarpa.name)
Daisy Lentz (daisy_lentz@hotmail.com)
Ingrid H.M. Steenhuis (ingrid.steenhuis@falw.vu.nl)

**Version:** 5  **Date:** 21 July 2011

**Author's response to reviews:** see over
Amsterdam, July 21st 2011

Dear Editor/ Editorial Production Team,

We are very happy that our manuscript “The Virtual Supermarket: An Innovative Research Tool to Study Consumer Food Purchasing Behaviour” (MS: 8699392505092779)” was, in principle, accepted for publication in BMC Public Health.

Hereby we resubmit our manuscript which contains the changes as requested by the Editorial Production Team.

No other changes were made.

We are looking forward to your response.

Sincerely,

Wilma Waterlander

And contributing authors: Michael Scarpa, Daisy Lentz and Ingrid Steenhuis