Reviewer's report

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

Version: 3 Date: 16 May 2011

Reviewer: Brad Appelhans

Reviewer's report:

The revised manuscript is significantly improved over the previous version in terms of clarity and organization. The authors have either modified the manuscript based on my comments, or provided a rationale for not doing so. I think the virtual shopping market is a terrific idea, and I hope the authors continue to refine it in terms of its ability to provide a summary of the nutrition content of food purchases, and to validate the program against actual food purchases. I congratulate the authors on this work.

Level of interest: An article of importance in its field

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'