Reviewer's report

Title: Using 'may contain' labelling to inform food choice: a qualitative study of nut allergic consumers

Version: 1 Date: 1 August 2011

Reviewer: Nadine McCrea

Reviewer's report:

Major compulsory revisions:
none; overall, this paper is well written and clearly presented with a wealth of related references.

Minor essential revisions:
1) Results, 2. Using may contain labelling, Interpreting 'may contain; labelling, para 5 (end of Results section): add a brief synthesis of 'results' section and create a transition to 'discussion' section.

2) Discussion, para 2: refer to value of triangulation (reference) of data for adding meaning and 'thicker description'(reference).

3) Discussion, para 6: Extend or re-word this paragraph to acknowledge your qualitative approach and relevant number of research participants with literature support. Use more of references provided at end of paper. But, do not apologise for your research or research approach by saying 'weaknesses'; qualitative research differs - briefly explore how, why, so what...

4) Conclusions, para 1: Create a couple of paragraphs here and in the second one flesh-out more about each of the four people and their related issues/options beyond what is presented here: allergic individuals; food producers; policy officials; and, clinicians.

Discretionary revisions:
1) Methods, study population, para 2: I suggest that the use of three research tasks be further explained and supported this by noting the practice of 'triangulation' of data sources with reference.

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.