Reviewer's report

Title: Impact of different food label formats on healthiness evaluation and food choice of consumers: A randomized-controlled study

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Reviewer: Klaus G. G Grunert

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This paper describes a study in which consumers ability to use different nutrition label formats is investigated. Two tasks are performed: a pairwise comparison task, where respondents had to identify the more healthy of two products within the same category, and a shopping basket composition task. Four label formats are compared with a control group in a between-subjects design. Data are provided by a convenience sample in the Hamburg area.

The study, with its simple and straightforward design, is well-conducted. Randomisation results in no demographic differences between respondents in the various cells. Limitations due to the convenience type of the sample are acknowledged. The study makes a good contribution to the emerging body of evidence on the effects of nutrition labelling. One small limitation that is not mentioned concerns the fact that different interviewers recruited respondents for different cells of the design - since this is a convenience sample (interviewers' friends etc.?) this is a small deviation from complete randomization.

The introduction is too long and could be edited down. Especially the political aspects could be taken out. It will be enough to position the study in the context of previous research on the topic.

The discussion section is too long as well and references some additional material that is not directly linked to the study.

The paper needs editing and a language check.

Level of interest: An article of importance in its field

Quality of written English: Needs some language corrections before being published

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.