Reviewer’s report

Title: Less healthy breakfast cereals are promoted more frequently in large supermarket chains in Canada

Version: 1 Date: 01 Jun 2017

Reviewer: Ruopeng An

Reviewer’s report:

I appreciate the opportunity to review this study on the healthfulness of cereals sold in large supermarket chains in Canada. This study confirms findings from other countries, primarily the U.S., that less healthful food items such as cereals are promoted more than healthful food products. The study design is appropriate for the research question, and the manuscript is relatively clearly written. While the topic is not new, as the authors indicate, the main contribution of this work is that it remains the first investigation in Canada.

I have only one comment to make, which pertains to the major limitation of this study understated by the authors. The study is entirely based on the perspective of suppliers, whereas no attention is paid to the consumer side. How likely a consumer is to purchase and consume less healthful cereal products vs. more healthful cereal products? Would promotion make a difference in nudging consumers towards purchasing less healthful cereal products? Answers to these questions might be more policy-relevant than a survey of supermarket shelf displays but demand measures of grocery shopping behavior and dietary intake. The authors may need to at least acknowledge this as a study limitation and warrant future studies.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
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Yes

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

Yes
I am able to assess the statistics

Quality of written English
Please indicate the quality of language in the manuscript:

Acceptable

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