Reviewer’s report

Title: Marketing messages accompanying online selling of low/er and regular strength wine and beer products in the UK: A content analysis

Version: 0 Date: 21 Jul 2017

Reviewer: Gerard Hastings

Reviewer's report:

This a well-written and clearly presented paper reporting on a simple but elegant and valuable study. It perfectly illustrates the gulf between the corporate affairs and marketing functions in business: the former will say whatever they need to please the stakeholder (in this case government); the latter will get on with the job of shifting the product in the most effective way. This happens not out of any badness or deceit, but because it is simply how business works. The paper thereby reminds us that great caution is needed in managing the relationship between public health and industry. The only suggestion i have is that the conclusions section be expanded a little to make these implications more explicit.

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

Yes

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Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes

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