Reviewer's report

Title: Pilot Randomized Controlled Trial Testing the Influence of Front-Of-Pack Sugar Warning Labels on Food Demand

Version: 0 Date: 14 Nov 2018

Reviewer: Gaston Ares

Reviewer's report:

The manuscript deals with the evaluation of warnings in high-sugar products, which are gaining popularity worldwide to improve the eating habits of the population. The experimental design is correct, as well as the interpretation of the results. However, there are several issues that need to be addressed before the manuscript can be accepted for publication.

1) Introduction: The authors should update their literature review on warnings on food labels and expand the introduction. The authors should present the theoretical considerations that support the effectiveness of warnings and discuss more deeply results of published studies.

Line 73: The graphic design of the warning is not identical to the Chilean version. It would be more accurate to say "similar to.." instead of "English version"

Line 81 What do the authors mean by "Given the strongly worded language"?

Lines 83-84: please reward, expand and better explain.

2) Materials and Methods: The authors should expand the description of the site. In particular, the following information is necessary:

- a Figure showing how the site looked like
- the names of all the categories and the number of products within each of them
- the proportion of products high in sugar and qualifying for HCS logo in each category

Line 103: it would be clearer to say "to receive a warning label"

Line 105: The criteria for including warnings is very different from Chile and most of the countries that have implemented warnings. The criteria are always absolute and constant across categories. Please justify the selected approach.
Figure 2: The size of the warnings is very different. The text warning does not allow to see the whole product. This should be better justified in the materials and methods section.

Line 123: Were they asked to keep shopping until the minimum was achieved? Were they asked to remove products?

Line 142: This is not a direct measure. It would be more appropriate to consider expenditure in high sugar products.

Line 145: Why instead of a regular ANOVA comparing experimental conditions?

3) Discussion and Conclusions

The authors do not accurately discuss their results in the light of published studies. They should better explain the results and compare them with other 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?
If not, please explain in your comments to the authors.

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.

I recommend additional statistical review

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

Acceptable
Declaration of competing interests
Please complete a declaration of competing interests, considering the following questions:

1. Have you in the past five years received reimbursements, fees, funding, or salary from an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

2. Do you hold any stocks or shares in an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

3. Do you hold or are you currently applying for any patents relating to the content of the manuscript?

4. Have you received reimbursements, fees, funding, or salary from an organization that holds or has applied for patents relating to the content of the manuscript?

5. Do you have any other financial competing interests?

6. Do you have any non-financial competing interests in relation to this paper?

If you can answer no to all of the above, write 'I declare that I have no competing interests' below. If your reply is yes to any, please give details below.

No conflict

I agree to the open peer review policy of the journal. I understand that my name will be included on my report to the authors and, if the manuscript is accepted for publication, my named report including any attachments I upload will be posted on the website along with the authors' responses. I agree for my report to be made available under an Open Access Creative Commons CC-BY license (http://creativecommons.org/licenses/by/4.0/). I understand that any comments which I do not wish to be included in my named report can be included as confidential comments to the editors, which will not be published.

I agree to the open peer review policy of the journal.