Reviewer's report

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

Version: 1 Date: 07 Jan 2019

Reviewer: Miranda Blake

Reviewer's report:

The authors have addressed the review comments well and I have just a few remaining queries.

Line 38. "4 percent points" should be "4 percentage points"

Lines 227-232. Please clarify whether these previous studies were hypothetical or real-world studies.

Line 255 Suggest replace "proportions" with "dimensions" for clarity

Figure 3. Would participants see all 3 of the versions of a product like this at once? I think not. Figure 2 already demonstrates the differences in on-package labels between arms (and you could potentially add a control example to Figure 2). Could Figure 3 be replaced with an actual hypothetical choice scenario? (e.g. if you search for sour worms what would the range of products displayed look like?)

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 am able to assess the statistics

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

Acceptable

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