Reviewer’s report

Title: Development of the Chilean front-of-package food warning label

Version: 0 Date: 04 Apr 2019

Reviewer: Reviewer 2

Reviewer's report:

PEER REVIEWER ASSESSMENTS:

OBJECTIVE - Full research articles: is there a clear objective that addresses a testable research question(s) (brief or other article types: is there a clear objective)?

No - there are minor issues

DESIGN - Is the current approach (including controls and analysis protocols) appropriate for the objective?

No - there are minor issues

EXECUTION - Are the experiments and analyses performed with technical rigor to allow confidence in the results?

No - there are minor issues

STATISTICS - Is the use of statistics in the manuscript appropriate?

Yes - appropriate statistical analyses have been used in the study

INTERPRETATION - Is the current interpretation/discussion of the results reasonable and not overstated?

Yes - the author's interpretation is reasonable

OVERALL MANUSCRIPT POTENTIAL - Is the current version of this work technically sound? If not, can revisions be made to make the work technically sound?
Probable - with minor revisions

PEER REVIEWER COMMENTS:

GENERAL COMMENTS: The manuscript presents the sequence of events that Chile underwent in choosing a warning label for implementation. The study provides an important insight into the process and the reader is presented with a broad overview. The study would benefit from more specific information and detail and could be better structured to improve readability.

REQUESTED REVISIONS:

The manuscript could benefit from a section highlighting the design aspects of the warning label and why these may explain their ease of use (and perhaps selection instead of the traffic-light labels). Could the authors give the reader more context around how the traffic light labels were replaced by the warning label in the framing of the Chilean Law? The methods section doesn't quite clarify how the design prototypes were selected. Did the audience come up with these options or were they presented to them? What was the Metaplan protocol like? It would be worthwhile including that in the manuscript. The methodology for the phase-wise development of the warning label would need to be made more explicit in the introductory section of the methods.

ADDITIONAL REQUESTS/SUGGESTIONS:

The authors might consider better organizing the methods results and the discussion sections. They could also present information on alternative strategies or methods they explored but did not finally adopt or utilize in their phase-wise study.

Note: This reviewer report can be downloaded - see attached pdf file.

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

No

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

No
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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