Reviewer's report

**Title:** Protocol for a pilot randomised controlled trial of an intervention to increase the use of traffic light food labelling in UK shoppers (the FLICC trial)

**Version:** 2  **Date:** 19 February 2015

**Reviewer:** Natalie Taylor

**Reviewer's report:**

Although the authors have provided a thorough response to the suggestions provided in the review, there are still a number of recommendations I would make to strengthen the manuscript.

1) Include reference to behaviour change literature in the introduction, if for no other reason than to enhance the credibility of the manuscript from the outset.

2) Related to point 1, it would be useful to provide a brief example of what you mean by mechanisms when it is first mentioned on page 4 (line 65) - I appreciate you may know what these are but those not experience in intervention design for behaviour change may. Do you mean intervention components, for example?

**Level of interest:** An article whose findings are important to those with closely related research interests

**Quality of written English:** Acceptable

**Statistical review:** No, the manuscript does not need to be seen by a statistician.

**Declaration of competing interests:**

I declare that I have no competing interests