

Dear Dr. Baddeley,

Thank you for your interest in our paper, "Tobacco Industry Involvement in the Children's Sugary Beverage Market" (BMJ.2018.044438) and for your offer to consider a revised version as an analysis for BMJ. Attached are the revisions you requested.

This study makes an important contribution to the debate over sugar-sweetened beverages (SSBs) by demonstrating that the tobacco industry fundamentally changed the marketing of these products to youth—practices that persist today even after tobacco companies have left the SSB business. The persistence of these practices helps build the case for applying the same public health practices (taxation, product labeling, advertising restrictions) that have become the norm for tobacco in the UK and much of the world.

The attached manuscript is 3218 words, along with 56 pages of supporting documentation provided in the form of on-line supplements. We request that you allow us to exceed the word limit for analysis articles for the following reasons. In our recent experience publishing food and beverage industry internal documents research, the credibility of our findings and research process have been routinely subjected to attacks by industry stakeholders. Our recent studies in PLoS Medicine, JAMA Internal Medicine, The Annals of Internal Medicine, PLoS One and PLoS Biology have been openly criticized and many industry claims have been amplified by news outlets. Uniformly, these have been attacks on the credibility and scientific independence of our study findings and the outlets publishing them. With respects to the attached study, it is particularly important that we are able to demonstrate that the tobacco marketing practices in question were applied by more than one tobacco company, to more than one SSB brand, so that any single example cannot be attacked as "cherry picking" the evidence.

For the above-stated reasons, we hope that you will accept a longer manuscript than is usually considered for the analysis section of BMJ.

Sincerely,  
Professor Laura A. Schmidt  
UCSF School of Medicine