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| Journal Name: | [**Asian Journal of Food Research and Nutrition**](https://journalajfrn.com/index.php/AJFRN) |
| Manuscript Number: | **Ms\_AJFRN\_131214** |
| Title of the Manuscript: | **YOUTH PREFERENCES OF FORTIFIED PRODUCTS IN LUCKNOW CITY: EXPLORING CONSUMPTION PATTERN AND BARRIERS** |
| Type of the Article | **Original research article** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | This paper provides in-depth and valuable insights into the issues related to child eating habits and malnutrition, especially in Lucknow city. It provides analytical information on energy expenditure and its determinants for policy makers, scientists and researchers. By comparing media opinion and influence, awareness about nutrition and nutritional adequacy of conventional foods, encouraging the consumption of nutritious foods can reduce the public health risks associated with obesity in the future. | This paper provides insight into public awareness, accessibility and consumption pattern of fortified foods, with a specific focus on Lucknow city. It examines participant’s perceptions, preferences, and safety concerns regarding food fortification. Additionally, the study highlights knowledge gaps and the need for further educational efforts to promote fortified foods. By analysing survey data, the paper offers valuable information for policy makers, health organisations, and the food industry to enhance awareness initiatives and encourage the adoption of fortified foods as a strategy to combat nutritional deficiency. |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Yes. |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | The summary is quite comprehensive and clearly presents the main points of the study—methods, findings, and implications. However, some additional details can further increase its clarity and depth:  1. Summarizing the significance of the research (why it is important), its context can be clearer. 2. To make the summary more balanced, if there are any limitations, a short mention can be added. | The limitation of the study has also been included in the introduction section. |
| Is the manuscript scientifically, correct? Please write here. | The manuscript appears to be scientifically sound and robustly constructed overall, with appropriate references to relevant literature and clear research methodology. The concepts of food security, micronutrient deficiencies and their impact on public health are well established in the literature and are very accurately explained in the context of the research. However, some important aspects can be taken into account:  1. While the sample size of 170 participants is quite reasonable for a cross-sectional survey, the generalizability of the findings could be more firmly established if a larger or more diverse sample were studied. 2. The research focus on young people and their choices in the context of revitalization is appropriate and relevant, but a deeper analysis of demographic diversity within the youth population—e.g., age, socioeconomic status, etc.—would be able to provide more valuable insights. 3. The discussion regarding the influence of the media on consumer choices is relevant and appropriate, but it would strengthen scientific rigor and credibility if it examined these effects in detail, citing previous research, in relation to food intake. | In the final manuscript, the characteristics and description of the total participants have been elaborated in the methodology section. Additionally, the discussion section has been expanded to provide greater depth to the study. |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Yes, it is recent and sufficient. | Three additional references have been added as per the suggestion. |
| Is the language/English quality of the article suitable for scholarly communications? | There are multiple grammatical and spelling errors throughout the paper. I would encourage the authors to have this paper reviewed by a writing centre or English professor/teacher before re-submission. | The grammatical and spelling errors have been corrected. |
| Optional/General comments | 1. In the conclusion section, it would be a very useful step to discuss the potential policy implications of the findings, which would further deepen and broaden the relevance of the study.  2. The paper has explained the findings very thoroughly, but a brief acknowledgement of any limitations would have enriched the work. For example, although the sample size of 170 people is sufficient for a cross-sectional survey, there may still be some limitations with the convenience sampling method. Suggestions could be made on how these limitations could be addressed in future studies—such as using a random sampling method or conducting the study with a larger and more diverse sample.  3. When discussing the influence of media on food choices (as in Figure 5), it would make the discussion stronger and scientifically sound if the authors referred to specific studies that have explored this relationship in more detail. This would increase the credibility of the manuscript and reveal a deeper and broader understanding of the field. |  |

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| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |