

The manuscript addresses a very important issue, namely how to communicate information to consumers so that consumers gain knowledge about food (here, new technology), form attitudes towards it and make the best choices for themselves.

A strength of this study is the use of two theoretical frameworks, which makes it possible to see what new contributions the study makes to existing knowledge. The empirical study was prepared and conducted with great care. It is a pity that a video description, including a transcript of the information provided, was not included as a supplement. The information provided in the article on the content presented in the video is quite general.

The study has its limitations, but the authors have written about them. The biggest limitation is that participants' ability to evaluate analytical and narrative information was not taken into account.

My criticism relates primarily to the first paragraph, especially lines 34-35. This is one of many recommendations relating to meat consumption. Most of them encourage a reduction in meat consumption for very different, well-known reasons. The statement is bold and does not take into account those people who consume a great deal of meat and meat products. In my opinion, the rationale for changes in technology is to improve the quality of the food, even if it will be consumed in smaller quantities, and this is how I would run the rationale for this technological change.