



UNIVERSITY OF CAMBRIDGE

Public Health and Primary Care
The Primary Care Unit

Outlet Information Sheet:

Wine glass size and sales

Before you decide to take part in this study it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. A member of the team can be contacted if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Purpose of the study

The goal of this study is to explore how changing the glasses in which wine is served affects sales of wine.

Why have I been chosen?

You have been asked, as a representative of an outlet selling wine, to consider whether your outlet would be happy to participate.

Do I have to take part?

Taking part is entirely voluntary. If you do not wish to take part, or withdraw from the study, there will be no penalty or loss, now or in the future.

What will happen to me if I take part?

We will ask you to provide us with information regarding the sales of wine at your outlet throughout an eighteen week study period.

During this time, we will ask you to change the glasses in which you serve wine every two weeks:

Weeks 1-2: Medium-size glass

Weeks 3-4: Larger glass

Weeks 5-6: Medium-size glass

Weeks 7-8: Smaller glass

Weeks 9-10: Medium-size glass

Weeks 11-12: Larger glass

Weeks 13-14: Medium-size glass

Weeks 15-16: Smaller glass

Weeks 17-18: Medium-size glass

Sets of glasses will be chosen to be practical for use within this environment (please ask the researchers if you would like to see these in advance). We would ask you to use these glasses with all wine purchases (by the glass and by the bottle).

What do I have to do?

If you are happy to participate, please contact the researchers, using the details below.

Are there possible disadvantages and/or risks in taking part?

It is possible that sales of wine may decrease (or increase) as a result of the changes to wine glass size over the period when you are using the alternative glasses.

What are the possible benefits of taking part?

As mentioned above, it is possible that sales of wine may increase as a result of the changes to wine glass size. You will also contribute to a better understanding of how wine glasses affect sales.

Will my taking part in this project be kept confidential?

All data will be kept strictly confidential. No personal details will be held by the research team.

What will happen to the results of the research project?

Results will be presented at conferences and written up in journals. We will not identify participating outlets.

You can look at the work done by the Behaviour and Health Research Unit (BHRU) at <http://bhru.iph.cam.ac.uk/>. When this study is written up, the report will be placed on this website.

Who is organising and funding the research?

This research is being led by a team based at the University of Cambridge and funded by the UK Department of Health.

Ethical review of the study

The project has received ethical approval from the Psychology Research Ethics Committee of the University of Cambridge.

Contact for further information

Please contact Prof Theresa Marteau for further information:

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