

# Does size of wine glasses impact on restaurant wine sales? A replication study

<b>Submission date</b> 29/03/2018	<b>Recruitment status</b> No longer recruiting	<input type="checkbox"/> Prospectively registered
		<input type="checkbox"/> Protocol
<b>Registration date</b> 17/04/2018	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan
		<input checked="" type="checkbox"/> Results
<b>Last Edited</b> 19/07/2019	<b>Condition category</b> Nutritional, Metabolic, Endocrine	<input type="checkbox"/> Individual participant data

## Plain English summary of protocol

Background and study aims:

Previous research has suggested that wine glass size might affect purchasing of wine in bars and restaurants, with larger glasses leading to more wine being purchased. The aim of the current study is to try to directly replicate an effect of glass size on purchasing, testing this effect in the same restaurant as in a previous study.

Who can participate?

This study takes place in one independent restaurant that has previously taken part in a similar study.

What does the study involve?

Depending on the study period, the size of the wine glass provided differs (being either 290ml, 350ml or 450ml). Portion sizes of wine are not altered. The study consists of thirteen periods, each lasting two weeks, starting in April 2018. In sequential order, the restaurant offers: 290ml glasses; 350ml glasses; 290ml glasses; 450ml glasses; 290ml glasses; 350ml glasses; 290ml glasses; 450ml glasses; 290ml glasses; 350ml glasses; 290ml glasses; 450ml glasses; 290ml glasses. We examine the effect of glass size on the wine volume (in ml) sold per day in the restaurant.

What are the possible benefits and risks of participating?

The results from this study will help to establish the reproducibility and size of any effect of wine glass size on purchasing. Sales of wine may increase or decrease as a result of participating in the study.

Where is the study run from?

Behaviour and Health Research Unit at the University of Cambridge (UK)

When is the study starting and how long is it expected to run for?

February 2018 to December 2018

Who is funding the study?

Department for Health (UK)

Who is the main contact?  
Dr Rachel Pechey (scientific)

## Contact information

**Type(s)**  
Scientific

**Contact name**  
Dr Rachel Pechey

**Contact details**  
Behaviour and Health Research Unit, Institute of Public Health, Forvie Site  
Cambridge  
United Kingdom  
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## Additional identifiers

**Protocol serial number**  
RG58078

## Study information

**Scientific Title**  
Impact of wine glass size on restaurant wine sales: A replication study

**Study objectives**  
The size of wine glasses used will alter wine sales in the restaurant, with:  
1. 350ml wine glasses increasing sales compared with 290ml wine glasses  
2. 450ml wine glasses increasing sales compared with 290ml wine glasses  
3. 450ml wine glasses increasing sales compared with 350ml wine glasses

**Ethics approval required**  
Old ethics approval format

**Ethics approval(s)**  
University of Cambridge Research Ethics Committee (Pre.2017.035), approved 9/5/17

**Study design**  
A multiple treatment reversal design will be used, to alter the size of wine glasses in one restaurant. The study will comprise thirteen sequential periods lasting two weeks: A (290ml glasses); B (350ml glasses); A (290ml glasses); C (450ml glasses); A (290ml glasses); B (350ml glasses); A (290ml glasses); C (450ml glasses); A (290ml glasses); B (350ml glasses); A (290ml glasses); C (450ml glasses); A (290ml glasses)

**Primary study design**  
Other

**Study type(s)**

Other

**Health condition(s) or problem(s) studied**

Alcohol consumption

**Interventions**

The size of the wine glass in which all portions of wine served in the restaurant is altered over fortnightly periods. Portion size is not altered. Three different wine glass sizes is used: 290ml, 350ml or 450ml. The 350ml and 450ml is used for a total of 6 weeks each, while the 290ml reference glass is used for a total of 14 weeks. The study comprises thirteen sequential periods lasting two weeks (i.e. 26 weeks in total): A (290ml glasses); B (350ml glasses); A (290ml glasses); C (450ml glasses); A (290ml glasses); B (350ml glasses); A (290ml glasses); C (450ml glasses); A (290ml glasses); B (350ml glasses); A (290ml glasses); C (450ml glasses); A (290ml glasses).

**Intervention Type**

Behavioural

**Primary outcome(s)**

Daily volume (ml) of wine purchased throughout the 26 weeks of the study is obtained from the restaurant's till records

**Key secondary outcome(s)**

None planned

**Completion date**

31/12/2018

**Eligibility****Key inclusion criteria**

One restaurant in Cambridge, UK, that has previously participated in a study following the same study design

**Participant type(s)**

Other

**Healthy volunteers allowed**

No

**Age group**

Adult

**Sex**

All

**Key exclusion criteria**

N/A

**Date of first enrolment**

01/03/2018

**Date of final enrolment**

31/03/2018

## Locations

**Countries of recruitment**

United Kingdom

England

**Study participating centre**

**Behaviour and Health Research Unit**

University of Cambridge

Cambridge

United Kingdom

CB2 0SR

## Sponsor information

**Organisation**

University of Cambridge

**ROR**

<https://ror.org/013meh722>

## Funder(s)

**Funder type**

Not defined

**Funder Name**

Department of Health Policy Research Programme (Policy Research Unit in Behaviour and Health [PR-UN-0409-10109])

## Results and Publications

Individual participant data (IPD) sharing plan

The datasets generated during and/or analysed during the current study are not expected to be made available because they are commercially sensitive and provided on condition that they are not shared beyond the research team

### IPD sharing plan summary

Not expected to be made available

### Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Results article</a>	results	17/07/2019	19/07/2019	Yes	No