

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

Submission date 29/03/2018	Recruitment status No longer recruiting	<input type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
Registration date 17/04/2018	Overall study status Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
Last Edited 19/07/2019	Condition category 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
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United Kingdom
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Additional identifiers

EudraCT/CTIS number

IRAS number

ClinicalTrials.gov number

Secondary identifying numbers
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

Secondary study design

Study setting(s)

Other

Study type(s)

Other

Participant information sheet

No participant information sheet available

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 measure

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

Secondary outcome measures

None planned

Overall study start date

01/02/2018

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

Age group

Adult

Sex

Both

Target number of participants

One independent restaurant

Key exclusion criteria

N/A

Date of first enrolment

01/03/2018

Date of final enrolment

31/03/2018

Locations**Countries of recruitment**

England

United Kingdom

Study participating centre

Behaviour and Health Research Unit

University of Cambridge

Cambridge

United Kingdom

CB2 0SR

Sponsor information**Organisation**

University of Cambridge

Sponsor details

16 Mill Lane

Cambridge

England
United Kingdom
CB2 1SB

Sponsor type
University/education

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

Publication and dissemination plan

1. Planned submission of the main results of this study for publication in peer-reviewed journal
2. Presentation of results at academic conferences
3. Dissemination of the results to the public, policy makers and other researchers through targeted social media

Intention to publish date
01/09/2019

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?
Results article	results	17/07/2019	19/07/2019	Yes	No