

Does size of wine glasses impact on wine sales? A replication study in bars serving 250ml portions

Submission date 10/05/2018	Recruitment status No longer recruiting	<input type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
Registration date 11/05/2018	Overall study status Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
Last Edited 19/07/2019	Condition category Other	<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 this study is to try to replicate an effect of glass size on purchasing, testing this effect in two bars serving large (250ml) portion sizes of wine by the glass.

Who can participate?

This study takes place in two bars (both belonging to the same chain of bars), one of which 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 nine periods, each lasting two weeks, starting in May 2018. The study measures the effect glass size has on the wine volume (in ml) sold per day in the bars.

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?

The study is being run by the 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?

March 2018 to February 2019

Who is funding the study?

National Institute for Health Research Policy Research Programme (UK)

Who is the main contact?
Dr Rachel Pechey

Contact information

Type(s)
Scientific

Contact name
Dr Rachel Pechey

Contact details
Institute of Public Health
University Forvie Site
Robinson Way
Cambridge
United Kingdom
CB2 0SR

Additional identifiers

Protocol serial number
RG58078_2

Study information

Scientific Title
Does size of wine glasses impact on wine sales? A replication study in bars serving 250ml portions

Study objectives
The size of wine glasses used alters wine sales in bars, with:
a) 350ml wine glasses increasing sales compared with 290ml wine glasses
b) 450ml wine glasses increasing sales compared with 290ml wine glasses
c) 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, 09/05/2017, ref: Pre.2017.035

Study design
Multiple treatment reversal design

Primary study design
Interventional

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 will be altered over fortnightly periods. Portion size will not be altered. Three different wine glass sizes will be used: 290ml, 350ml or 450ml. The study will comprise nine sequential periods lasting two weeks, alternating 350ml glasses (reference glass size) with either larger (450ml) or smaller (290ml) glasses of the same glass design (i.e. the 290ml and 450ml will be used for a total of 4 weeks each, while the 350ml reference glass will be used for a total of 10 weeks).

Intervention Type

Behavioural

Primary outcome(s)

Daily volume (ml) of wine purchased throughout the 18 weeks of the study, obtained from the bars' till records

Key secondary outcome(s))

No secondary outcome measures

Completion date

28/02/2019

Eligibility

Key inclusion criteria

Two bars in Cambridge, UK. One of these bars has previously participated in a study following the same study design, and the other bar is part of the same chain of bars.

Participant type(s)

Other

Healthy volunteers allowed

No

Age group

Adult

Sex

All

Key exclusion criteria

Does not meet inclusion criteria

Date of first enrolment

10/04/2018

Date of final enrolment

10/05/2018

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

Government

Funder Name

National Institute for Health Research Policy Research Programme

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?
Results article	results	17/07/2019	19/07/2019	Yes	No
Participant information sheet	Participant information sheet	11/11/2025	11/11/2025	No	Yes