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Straight-sided glasses for alcohol reduction

Submission date
19/11/2019

Recruitment status
No longer recruiting

Registration date
05/12/2019

Overall study status
Completed

Last Edited
08/11/2022

Condition category
Other

[_] Prospectively registered
[X] Protocol
[X] Statistical analysis plan
[X] Results
[_] Individual participant data

Plain English summary of protocol

Background and study aims
In a previous laboratory study, social alcohol drinkers consumed a pint of lager more slowly from a straight-sided glass than from a curved glass. Reduced drinking speed may lead to lower overall alcohol consumption, but this needs to be tested in a real-world setting. The aim of this study is therefore to find out what will happen to people's alcohol consumption if public houses and bars change the shape of their pint and half pint glasses from curved to straight-sided.

Who can participate?
Twenty-four public houses and bars in the UK will take part in this study. A public house or bar will be able to take part if:
1. It sells more than 160 pints (i.e., 90 litres) of lager, ale and cider per week
2. 75% or more of its usual pint and half pint glasses are curved (i.e., the width of the glass is not consistent from top to bottom)
3. It has an EPOS till system (or an equivalent) to record itemised sales for all drinks

What does the study involve?
All venues will perform two intervention periods (A) and two control periods (B) in a random order: 1) BABA; 2) BAAB; 3) ABBA; or 4) ABAB. During each intervention period, lager, ale and cider will be served in straight-sided pint and half pint glasses for two weeks. During each control period, lager, ale and cider will be served in the venue's usual (curved) pint and half pint glasses for two weeks. The venues will share their drinks sales data throughout the study and the volume of lager, ale and cider sold will be compared between intervention and control periods.

What are the possible benefits and risks of participating?
Participating public houses and bars will receive an optional financial reimbursement of £500 for taking part in the study, free glasses, and optional publicity. Participating public houses and bars may sell less lager, ale and cider when these drinks are served in straight-sided glasses.

Where is the study run from?
University of Bristol (UK)

When is the study starting and how long is it expected to run for?
March 2018 to November 2019

Who is funding the study?
Wellcome Trust (UK)

Who is the main contact?
Dr Laura Brocklebank
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Contact information

Type(s)
Scientific

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Additional identifiers

Study information

Scientific Title
Straight-sided glasses for alcohol reduction: a randomised crossover trial in public houses and bars

Study objectives
A lower volume of lager, ale and cider will be sold when public houses and bars serve these alcoholic drinks in straight-sided glasses compared to their usual glasses.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Approved 13/08/2018, Faculty of Science Research Ethics Committee at the University of Bristol (Mr Liam McKervey, Research Governance and Ethics Officer, University of Bristol, 1 Cathedral Square, Bristol, BS1 5DD, UK; Tel: +44 (0) 117 428 4051; Email: liam.mckervey@bristol.ac.uk), ref: 73621

Primary study design
Interventional

Study design
Randomised multi-period crossover trial

Study type(s)
Prevention

Health condition(s) or problem(s) studied
Excessive alcohol consumption

Interventions
All participating venues (n = 24) will perform two intervention periods (A) and two control periods (B) in a random order. The random order for the four periods will be generated at the start of the study using a computer-generated list of random numbers. Blocked randomisation will be used to ensure that an equal number of venues (n = 6) are assigned to each of the four possible orders: 1) BABA; 2) BAAB; 3) ABBA; or 4) ABAB.

During the intervention condition, lager, ale and cider will be served in straight-sided pint and half pint glasses for two weeks. These glasses will be provided by the research team.

During the control condition, lager, ale and cider will be served in the venue's usual pint and half pint glasses for two weeks (i.e., usual practice).

Intervention Type
Behavioural

Primary outcome(s)
The mean volume (in litres) of draught lager, ale and cider (combined) sold weekly, measured using electronic point of sale (EPOS) till system data during the two intervention periods (i.e., straight-sided glassware) and the two control periods (i.e., usual glassware), with each period lasting two weeks

Key secondary outcome(s)
All secondary outcomes will be measured using EPOS till system data during the two intervention periods and the two control periods:
1. The mean volume (in litres) of lager sold weekly
2. The mean volume (in litres) of ale sold weekly
3. The mean volume (in litres) of cider sold weekly
4. The mean number of bottles of beer sold weekly
5. The mean volume (in litres) of wine sold weekly
6. The mean volume (in litres) of spirits sold weekly
7. The mean number of soft drinks sold weekly
8. The mean number of alcohol-free drinks (excluding soft drinks) sold weekly
9. The mean volume (in litres) of all alcoholic drinks sold weekly

Completion date
11/11/2019

Eligibility

Key inclusion criteria
The study will not use individual-level data; the unit of randomisation and data collection will be public houses and bars. The inclusion criteria for the public houses and bars are:
1. Sell more than 160 pints (i.e., 90 litres) of lager, ale and cider per week
2. Approximately 75% or more of their usual glasses for lager, ale and cider are curved (i.e., the width of the glass is not consistent from top to bottom)
3. Their licensing conditions will allow them to serve lager, ale and cider in straight-sided pint and half pint glasses during the intervention condition
4. Have an electronic point of sale (EPOS) till system (or an equivalent) to record itemised sales for all drinks, including lager, ale and cider

Participant type(s)
All

Healthy volunteers allowed
No

Age group
Adult

Sex
All

Total final enrolment
24

Key exclusion criteria
Public houses and bars not meeting the inclusion criteria

Date of first enrolment
14/09/2018

Date of final enrolment
11/09/2019

Locations

Countries of recruitment
United Kingdom

England

Study participating centre
University of Bristol
School of Psychological Science
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BS8 1TU

Sponsor information

Organisation
University of Bristol

ROR
https://ror.org/0524sp257

Funder(s)

Funder type
Charity

Funder Name
Wellcome Trust

Alternative Name(s)

Funding Body Type
Private sector organisation

Funding Body Subtype
International organizations

Location
United Kingdom

Results and Publications

Individual participant data (IPD) sharing plan
The study will not use individual-level data: the unit of randomisation, data collection and analysis will be individual public houses and bars. The datasets generated and/or analysed during the current study will be stored in a publically available repository. All study data will be anonymised using a unique numeric identifier. At the appropriate time, the anonymous study datasheet will be locked and deposited on the University of Bristol Research Data Repository. If a publican decides that they do not want their data to be used after their participation they have the right to request that their data are withdrawn from the study. They can request this up to two weeks after study completion or until the data are deposited (whichever comes first).

Publicans are made aware of this prior to giving consent to their participation in the study and to the use of their anonymised study data.

IPD sharing plan summary

Stored in repository

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article		18/04/2021	08/11/2022	Yes	No
Other publications	literature review	18/11/2020	26/01/2021	Yes	No
Protocol file	version V1.0	24/09/2018	05/12/2019	No	No
Statistical Analysis Plan		14/11/2019	05/12/2019	No	No