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Does the size of wine glasses influence how much wine is sold in bars or restaurants?

Submission date
27/04/2015

Recruitment status
No longer recruiting

Registration date
12/05/2015

Overall study status
Completed

Last Edited
14/06/2023

Condition category
Mental and Behavioural Disorders

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

Plain English summary of protocol

Background and study aims.
Previous research has suggested that people's perceptions of the portion size of wine are influenced by the size of the wine glass (with the same given volume of wine perceived as less in larger glasses than in smaller glasses), but it is not clear whether glass size can also affect the amount of wine that is purchased or consumed. The aim of the current study is to examine the impact of the size of wine glasses on wine purchasing, and in particular to test the hypothesis that sales of wine will decrease with decreasing wine glass size.

Who can participate?
One independent bar/restaurant in Cambridge UK is participating in the study. Data will be based on customers visiting the restaurant during the 10-week study period.

What does the study involve?
At one independent bar/restaurant, we first replace the standard wine glasses (30 cl glasses) used with larger (37 cl) for a period of two weeks. The standard size wine glass is then used again for the next two weeks. From week 6 to 8 smaller (25 cl) glasses are used. Finally, the standard wine glasses are used for the last two weeks of the study. We compare sales of wine at the beginning of the study with sales when using each glass size.

What are the possible benefits and risks of participating?
We consider this study to be low risk. We do not expect any adverse consequences associated with taking part in the study. The findings from this study will generate preliminary evidence of the impact of the size of wine glasses on purchasing of wine.

Where is the study run from?
Testing will take place in one independent bar/restaurant in Cambridge (UK). The study is run from 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 2015 to June 2015.

Who is funding the study?
Department of Health Policy Research Programme (Policy Research Unit in Behavior and Health [PR-UN-0409-10109])

Who is the main contact?
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Contact information

Type(s)
Scientific

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Study information

Scientific Title
Does size of wine glasses impact on on-licence sales? An experimental study using a multiple treatment reversal design.

Study objectives
The impact on purchasing and consumption of altering the size of glasses in which alcohol is served is uncertain. The aim of the current study is to examine the impact of the size of wine glasses on wine purchasing, and in particular, to test the hypothesis that sales of wine will decrease with decreasing wine glass size. The specific study hypothesis is: Sales of wine when using 37 cl glasses will be higher than sales of wine when using 30 cl glasses, which will be higher than sales of wine when using 25 cl glasses

Ethics approval required
Old ethics approval format

Ethics approval(s)
University of Cambridge Psychology Research Ethics Committee, 27/01/2015, ref: Pre.2014.127

Primary study design

Interventional

Study design
The study will use a multiple treatment reversal design, conducted in an outlet that functions as both a bar and restaurant, with each of five periods lasting two weeks:
A: Baseline: standard 30 cl glass in use
B: Larger 37 cl glass to replace standard glass
A: Standard 30 cl glass in use
C: Smaller 25 cl glass to replace standard glass
A: Standard 30 cl glass in use

20/10/2015: Following discussion with the participating outlet, the decision was taken to extend the study so as to have two fortnightly periods where each of the intervention glasses were used, i.e. eight periods lasting two weeks:
A: Baseline: standard 30 cl glass in use
B: Larger 37 cl glass to replace standard glass
A: Standard 30 cl glass in use
C: Smaller 25 cl glass to replace standard glass
B: Larger 37 cl glass to replace standard glass
A: Standard 30 cl glass in use
C: Smaller 25 cl glass to replace standard glass
A: Standard 30 cl glass in use

Study type(s)
Prevention

Health condition(s) or problem(s) studied
Alcohol consumption, which is ranked 5th amongst the 20 leading risk factors for burden of disease in the UK.

Interventions
Replacing the wine glasses used in an outlet selling wine to compare baseline sales of wine (i.e. when using the outlet's standard glasses) to sales when using larger and smaller glasses.
The current standard glasses used in the target outlet have a capacity of 30cl. The replacements are:
1. Smaller: 25cl glass, of same design as the standard glass
2. Larger: 37cl glass of same design as the standard glass
Each replacement will last two weeks and will be interceded by a two-week return to use of the outlet's standard glasses.

Intervention Type
Behavioural

Primary outcome(s)
The daily volume of wine purchased in each intervention period compared to baseline.

Key secondary outcome(s)
N/A

Completion date
30/09/2015

Eligibility

Key inclusion criteria
English outlets serving wine

Participant type(s)
Other

Healthy volunteers allowed
No

Age group
Not Specified

Sex
Not Specified

Key exclusion criteria
N/A

Date of first enrolment
15/03/2015

Date of final enrolment
30/06/2015

Locations

Countries of recruitment
United Kingdom

England

Study participating centre
Behaviour and Health Research Unit
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Sponsor information

Organisation
University of Cambridge (UK)

ROR
https://ror.org/013meh722

Funder(s)

Funder type
Government

Funder Name
Department of Health Policy Research Programme (UK)

Results and Publications

Individual participant data (IPD) sharing plan

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	07/06/2016		Yes	No
Other publications	Replication study	01/08/2017	14/06/2023	Yes	No