

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

Submission date 29/03/2018	Recruitment status No longer recruiting	☐ Prospectively registered ☐ Protocol
Registration date 17/04/2018	Overall study status Completed	☐ Statistical analysis plan ☒ Results
Last Edited 19/07/2019	Condition category Nutritional, Metabolic, Endocrine	☐ 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
CB2 0SR

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

Primary study design
Other

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)

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