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Does the size of wine glasses impact on restaurant wine sales?

Submission date
21/07/2017

Recruitment status
No longer recruiting

Registration date
25/07/2017

Overall study status
Completed

Last Edited
07/01/2020

Condition category
Nutritional, Metabolic, Endocrine

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

Plain English summary of protocol

Background and study aims
Alcohol consumption is a major cause of disease. Sometimes drinkers are unaware of how much they are being served and how much they consume. Previous research has suggested that the size of wine glasses might affect purchasing of wine, with larger glasses leading to more purchases. The aim of the current study is to try to replicate this previous work and establish the reliability of any effect of glass size on purchasing.

Who can participate?
One independent restaurant in Cambridge UK is participating in the study. Data will be based on customers visiting the restaurant during the 18-week study period.

What does the study involve?
The restaurant provides different glass sizes to customers who order wine based off a schedule. First, they introduce medium-size wine glasses (29cl glasses) in the restaurant for a period of two weeks. The portion sizes of wine sold is not changed (the restaurant continues to sell wine by the glass (125ml and 175ml portions) and by the bottle. All portion sizes are served in the same wine glass. We then change to a larger (35cl) wine glass for the next two weeks. The medium-size wine glass is then used again for two weeks. For weeks seven to eight smaller (23cl) glasses are used. Then this pattern is repeated again (i.e. medium-size, larger, medium-size, smaller), and then the study finishes with a final two week period where the medium-size glasses are used again. The sales of wine when using the medium-size glasses to sales when using each of the larger and smaller glass sizes are compared.

What are the possible benefits and risks of participating?
There are no benefits or risks with participating.

Where is the study run from?
Testing will take place in one independent 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?
April 2017 to December 2017

Who is funding the study?
Department of Health Policy Research Programme (Policy Research Unit in Behavior and Health) (UK)

Who is the main contact?
Dr Rachel Pechey

Contact information

Type(s)
Scientific

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Study information

Scientific Title
The impact of wine glass size on wine sales: a replication study in a restaurant setting

Study objectives
Changing the size of wine glasses will alter wine sales in the restaurant, with larger wine glasses increasing sales.

Ethics approval required
Old ethics approval format

Ethics approval(s)
University of Cambridge Research Ethics Committee, 09/05/2017, ref: Pre.2017.035

Primary study design
Interventional

Study design
Multiple treatment reversal design, whereby one restaurant changes the size of glasses used with wine purchases every fortnight for an 18-week period

Study type(s)
Prevention

Health condition(s) or problem(s) studied
Alcohol consumption

Interventions
The restaurant is the participant in this study. Customers at the restaurant are unaware of the intervention. When they order wine, they receive the portion ordered as usual, but this portion is served in a wine glass that is smaller, medium-size or larger, depending on the week of the study.

The restaurant's usual glasses are replaced with different-sized glasses (of the same glass design). Glasses will have smaller (23cl), medium (29cl) or larger (35cl) capacity.

Glasses will be changed fortnightly, over an 18-week period, as per the following schedule:
A: Medium-sized (290ml) glass
B: Larger (350ml) glass
A: Medium-sized (290ml) glass
C: Smaller (230ml) glass
A: Medium-sized (290ml) glass
B: Larger (350ml) glass
A: Medium-sized (290ml) glass
C: Smaller (230ml) glass
A: Medium-sized (290ml) glass

There will be no follow up with customers (The change in glasses is not expected to raise any issues for customers. As well as potentially causing issues for the study design, obtaining consent (and debriefing) would interfere with the procedures for serving customers in participating venues.)

Intervention Type
Behavioural

Primary outcome(s)
The daily volume (ml) of wine purchased throughout the 18 weeks of the study, obtained from the till records of the restaurant

Key secondary outcome(s)
There are no secondary outcome measures.

Completion date
31/12/2017

Eligibility

Key inclusion criteria
UK restaurants serving wine

Participant type(s)
Other

Healthy volunteers allowed
No

Age group
Other

Sex
All

Key exclusion criteria
There are no exclusion criteria

Date of first enrolment
07/07/2017

Date of final enrolment
01/08/2017

Locations

Countries of recruitment
United Kingdom

England

Study participating centre
Behaviour and Health Research Unit
Institute of Public Health
University of Cambridge
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Sponsor information

Organisation
University of Cambridge

ROR
https://ror.org/013meh722

Funder(s)

Funder type
Government

Funder Name
Department of Health Policy Research Programme (England)

Results and Publications

Individual participant data (IPD) sharing plan
The datasets generated during and/or analysed during the current study is not expected to be made available as the datatset will comprise sales data from one restaurant, which is commercially sensitive.

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		24/07/2017	10/08/2017	No	Yes