ISRCTN18365249 https://doi.org/10.1186/ISRCTN18365249

Does replacing pints with 2/3 pints in pubs, bars and restaurants reduce beer and cider consumption?

Submission date
20/01/2023

Recruitment status
No longer recruiting

Registration date
31/01/2023

Overall study status
Completed

Last Edited
18/09/2024

Condition category
Other

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

Plain English summary of protocol

Background and study aims
Removing the largest serving of wine by the glass from the range of available options in pubs, bars and restaurants can decrease wine consumption. This study will explore whether removing the largest serving size of draught beer or cider by the glass (1 pint), and replacing it with 2/3 of a pint has a similar effect on beer consumption.

Who can participate?
Licensed premises that serve draught beer and cider and are willing to remove the offer of pints

What does the study involve?
Licensed premises that agree to remove the offer of pints for all draught beer and cider and introduce 2/3 pints, if this size is not already included in their range, will do so for a period of 4 weeks. Premises will be asked to remove mention of pints from menus and signs as necessary. Sales data will be collected from premises for a period of 12 weeks, covering 4 weeks of baseline business as usual, 4 weeks of the intervention and 4 weeks of going back to business as usual.

What are the possible benefits and risks of participating?
A possible benefit of participating is the opportunity to contribute to a better understanding of how the serving sizes of beer affect consumption. Licensed premises may benefit from publicity in taking part in this research once the results have been published, but can choose to stay anonymous if they wish. There is no change for the customers except to the serving size of draught beer, so there is no risk or benefit to visiting premises participating in the study.

Where is the study run from?
Behaviour and Health Research Unit, University of Cambridge (UK)

When is the study starting and how long is it expected to run for?
September 2022 to September 2023

Who is funding the study?
Wellcome Trust (UK)

Who is the main contact?
Prof. Theresa Marteau, tm388@medschl.cam.ac.uk

Contact information

Type(s)
Principal investigator

Contact name
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Additional identifiers

Protocol serial number
206853/Z/17/Z

Study information

Scientific Title
Impact on beer sales of removing pints from the range of options available in licensed premises

Study objectives
Removing the largest serving size of draught beer and cider by the glass (1 pint), so that the largest serving size available becomes 2/3 of a pint, reduces the volume of beer and cider sold.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Approved 20/01/2023, Psychology Research Ethics Committee of the University of Cambridge (School of the Biological Sciences, 17 Mill Lane, Cambridge, CB2 1RX, UK; +44 (0)1223 766876; cheryl.torbett@admin.cam.ac.uk), ref: PRE.2022.103

Primary study design
Interventional

Study design
Cross-over study

Study type(s)
Prevention

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

Interventions
Licensed premises will remove the largest serving size of draught beer and cider (1 pint) from their existing range so that the largest serving size available is 2/3 of a pint. Where 2/3 pints are not usually served, the intervention will include introducing this serving size, with proportionate pricing as far as is possible i.e. with a price which is linear-by-volume between the pint and half-pint sizes. If half pints and pints are not proportionately priced then, premises will be requested to price 2/3 pints in proportion to pints. Premises will be provided with the necessary glassware by the research team. Menus and signs will be updated to reflect the changes.

Licensed premises that agree to remove the offer of pints for all draught beer and cider and introduce 2/3 pints, if this size is not already included in their range, will do so for a period of 4 weeks. Premises will be asked to remove mention of pints from menus and signs as necessary. Sales data will be collected from premises for a period of 12 weeks, covering 4 weeks of baseline business as usual, 4 weeks of the intervention and 4 weeks of going back to business as usual.

Intervention Type
Behavioural

Primary outcome(s)
Daily volume (in millilitres [ml]) of all beer and cider sold (draught as well as bottled), extracted from electronic records of sales. Sales will be recorded for 12 weeks, including 4 weeks of business as usual before the intervention, 4 weeks of the intervention and 4 weeks going back to business as usual after the intervention.

Key secondary outcome(s)
The following outcomes will be extracted from the electronic records of sales from each premise, recorded daily for 12 weeks: 4 weeks baseline, business as usual, 4 weeks intervention and 4 weeks back to business as usual:
1. Daily volume (in ml) of beer and cider available in each serving size, for example 1/3 pint (189 ml) draught, ½ pint (284 ml) draught, 330 ml bottle, 440 ml can, 500 ml bottle, pint (568 ml) draught, 600 ml bottle, 5 litre (5000 ml) keg/jug
2. Daily volume (in ml) of wine sold
3. Daily revenue from food, alcoholic and non-alcoholic drinks

Additional measures:
1. Max temperature will be measured daily using data from the National Observatory
2. Special events will be recorded using national calendars to check for bank holidays or major sporting events that coincide with any day of the 12-week study.
3. Total revenue will be recorded daily for each of the 12 weeks of the study, using electronic

sales records
4. Day of the week, referring to each day (Monday-Sunday) of the 12-week study
5. Study day at the start of the period, corresponding to a number between 1-84 (equivalent to 12 weeks) representing each day in the study
6. Season at the start of the study, referring to whether it is Winter, Spring, Summer or Autumn when a venue begins the study

Completion date
07/05/2023

Eligibility

Key inclusion criteria
Public houses, bars and restaurants that meet the following criteria:
1. Sell a minimum of 150 pints of beer and cider on average per week
2. Be willing to remove the larger serving of draught beer and cider i.e. the pint and introduce 2/3 pints if this serving size is not already available
3. Have an electronic point of sale (EPOS) till system to record daily sales of all drinks and their served sizes
4. Be primarily indoor, permanent establishments in a fixed location; i.e. not purposefully temporary or time-limited (e.g. pop-up), or mobile venues (e.g. vans)

Participant type(s)
Healthy volunteer

Healthy volunteers allowed
No

Age group
Adult

Sex
All

Total final enrolment
13

Key exclusion criteria
Does not meet the inclusion criteria

Date of first enrolment
01/02/2023

Date of final enrolment
06/02/2023

Locations

Countries of recruitment
United Kingdom

England

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

Organisation
University of Cambridge

ROR
https://ror.org/013meh722

Funder(s)

Funder type
Charity

Funder Name
Wellcome Trust

Alternative Name(s)
Wellcome, WT

Funding Body Type
Private sector organisation

Funding Body Subtype
Trusts, charities, foundations (both public and private)

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 publicly 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 Cambridge 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 2 weeks after study completion. 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 publicly available repository

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article		17/09/2024	18/09/2024	Yes	No
Dataset			18/09/2024	No	No
Protocol (other)			18/09/2024	No	No
Protocol file	version 2.0	09/01/2023	23/01/2023	No	No
Statistical Analysis Plan			18/09/2024	No	No