The impact of wine glass size on wine sales in pubs: A replication study

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Previous study

- One pub in Cambridge, usual 175ml portions
- 3 different wine glasses: 370ml, 300ml, 250ml

Pechey et al. *BMC Public Health* (2016)
Replication: 2 more Cambridge pubs

- Standard portions (125ml, 175ml, 250ml)
- All portions in the same glass
- Same glass design as in original study
- Fortnightly changes to glass size

<table>
<thead>
<tr>
<th></th>
<th>Pub 1 (Pechey et al, 2016)</th>
<th>Pub 2</th>
<th>Pub 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study glass sizes</td>
<td>250ml, 300ml, 370ml</td>
<td>300ml, 370ml, 510ml</td>
<td>300ml, 510ml</td>
</tr>
<tr>
<td>Mean portion size</td>
<td>170ml</td>
<td>185ml</td>
<td>210ml</td>
</tr>
</tbody>
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Results: Wine sales (ml) by glass size

Pub 1:
- No sig diff
- → 9% higher
Conclusion

• Partial replication
  – Larger glasses increase purchasing

• Perceptual effect?
  – Smaller glasses and fuller glasses perceived to contain more \textit{(Pechey et al. PLOS ONE 2015)}

• Venue characteristics?
  → Further work needed!
    • Lab and field studies

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