Have English wine glasses changed in size? A study on historical trends (1700-2017)

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14th December 2017
ALCOHOL CONSUMPTION

5th largest risk for premature death and disability in high income countries

Alcohol consumption in the UK - 1947-2009

Source: British Beer and Pub Association Statistical Handbook 2010
WINE CONSUMPTION in England relative to beer and spirits
PORTION SIZE

- Larger portions, package and tableware increase consumption of food and non-alcoholic beverages (Hollands et al, Cochrane Library 2015)

- Plates and food portions increased over time (Young & Nestle, 2002; Wansink & Ittersum, 2011)

- Have wine glasses increased over time?
HAVE ENGLISH WINE GLASSES BECOME LARGER OVER TIME?

1750

1800s

1900s

1950s

2000s

Source: eBay

Zupan et al. (submitted, BMJ)
# WINE GLASS SIZE: 1700-2017

<table>
<thead>
<tr>
<th>Years</th>
<th>Sources (n)</th>
<th>Total number of glasses</th>
<th>Capacity Range (ml)</th>
<th>Capacity (ml; (M (SD))</th>
</tr>
</thead>
<tbody>
<tr>
<td>1700-1770</td>
<td>Museum (41)</td>
<td>41</td>
<td>32-118</td>
<td>66 (22)</td>
</tr>
<tr>
<td>1800-1899</td>
<td>Museum (2), Working Palace (14), eBay (21)</td>
<td>37</td>
<td>40-380</td>
<td>152 (87)</td>
</tr>
<tr>
<td>1900-1998</td>
<td>Working Palace (10), eBay (44), Manufacturer (90)</td>
<td>144</td>
<td>70-650</td>
<td>230 (106)</td>
</tr>
<tr>
<td>2000-2017</td>
<td>Manufacturer (90), John Lewis (99)</td>
<td>189</td>
<td>140-900</td>
<td>417 (170)</td>
</tr>
</tbody>
</table>

Zupan et al. (2017, BMJ)
WINE GLASS SIZE: 1700-2017

Zupan et al. (2017, BMJ)
Wine glasses in England have got bigger since 1700 particularly since the 1990s.

- Limitation: representativeness

- Causes?
  - price, technology, societal wealth, vendor and consumer behaviour

- Consequences?
  - Larger glasses may have contributed to increased wine consumption over time.
Does wine glass size increase consumption?

- Larger glasses increase sales of wine by 10% (Pechey et al., *BMC Public Health* 2016)
- Further replications underway
Next steps and implications

If wine glasses prove to reliably increase consumption policy options include:

- Reducing the size of wine glasses in licensed premises.
- Greater availability of bottles of wine in 50cl and 37.5cl sizes.
- Encouraging retailers to price wine glasses according to their size, thereby increasing demand for smaller glasses.
- Raising public awareness.
Wine glass size in England from 1700 to 2017: A measure of our time. BMJ Christmas issue