

**We come in all shapes and sizes...**



**East Dunbartonshire 125ml Pilot  
Campaign Report  
August 2016**



**125ml now available in East Dunbartonshire**

# Contents

## Section 1 - 125ml pilot campaign summary

- [Objective](#) 3
- [Process](#) 4
- [Project partnership](#) 5
- [Key impacts](#) 7
- [What the campaign partners think](#) 8 - 9
- [Recommendations for future roll-out](#) 10 - 12

## Section 2 - [Media and social media impact](#) 13 - 51

## Section 3 - Appendices

- [Campaign evaluation Story](#) 53 - 69
- [Full survey data](#) 70 - 92

## [Contacts](#) 93

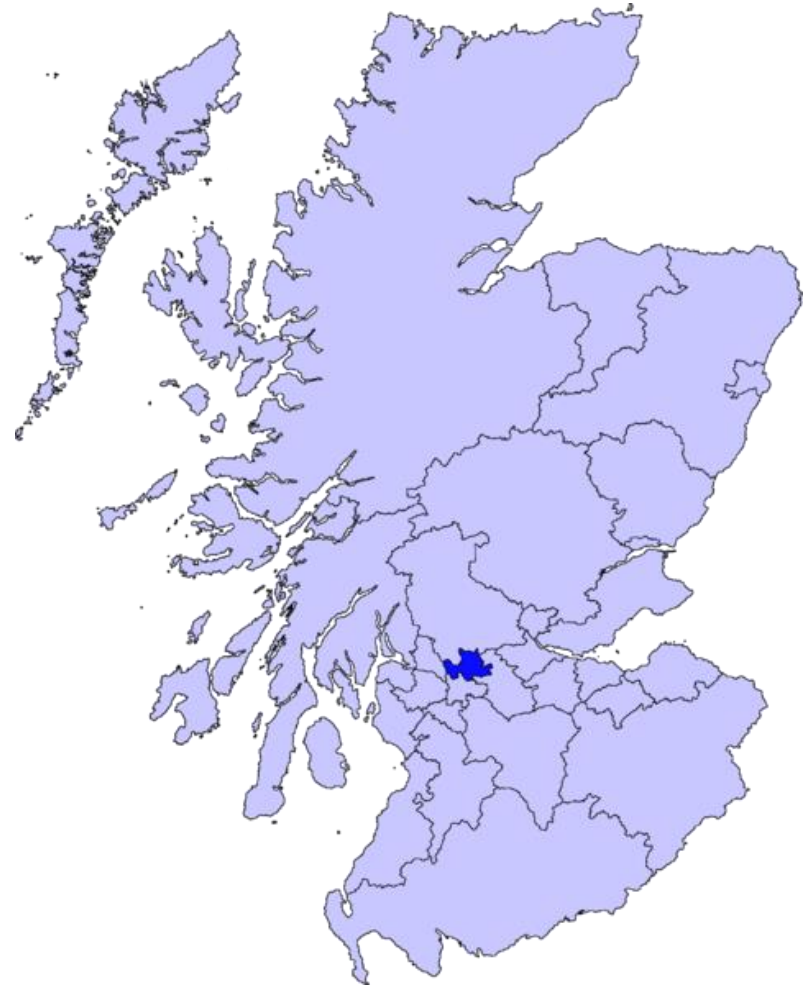
# Campaign objective

The objective for the 125ml pilot campaign was to: **increase awareness of the smaller wine measure amongst consumers in licensed premises in the East Dunbartonshire Council (EDC) area.**

The pilot campaign was designed to:

- test whether this could be achieved
- whether the pilot approach was effective
- assess whether the approach could be rolled out to other parts of Scotland

This report, prepared by Spreng Thomson and Story, highlights the effectiveness of the EDC pilot campaign which took place between November 2015 and July 2016.



# 125ml pilot campaign process

<b>Stage 1 Trade launch</b>	<b>November 2015</b>
<ul style="list-style-type: none"><li>• A high level media call took place at local restaurant and bar, Garvie &amp; Co, in Milngavie. All partners were represented (EDC, Scottish Government, SAIP, and the trade)</li></ul>	
<b>Stage 2 Consumer campaign preparations</b>	<b>April 2016</b>
<ul style="list-style-type: none"><li>• Artwork developed for the consumer campaign</li><li>• Targeted local PR, social media strategies were developed</li><li>• A media partnership was negotiated with Johnston Press regional titles: Milngavie and Bearsden Herald and Kirkintilloch Herald</li><li>• A survey was undertaken to establish the level of consumer awareness of wine measures prior to consumer campaign launch</li></ul>	
<b>Stage 3 Consumer launch</b>	<b>June 2016</b>
<ul style="list-style-type: none"><li>• Promotional and POS materials were delivered to licensed premises by EDC Licensing Advisors</li><li>• Premises promoted 125ml by displaying the campaign coaster and posting on their social media channels</li><li>• Media partnership and social media campaign supported the drive to improve consumer awareness</li></ul>	
<b>Stage 4 Impact research and future look</b>	<b>July 2016</b>
<ul style="list-style-type: none"><li>• Consumers were surveyed once again to measure the impact the campaign has had on awareness of wine measures</li><li>• Partnership de-brief session captured the positive performance and learnings of the pilot</li><li>• 125ml wine pilot press release developed</li><li>• Recommendations for future roll-out</li><li>• 125ml pilot campaign Impact Report developed</li></ul>	

# The 125ml wine pilot campaign partnership



- Scottish Government, with Scottish Alcohol Industry Partnership, aim to find new, lighter-touch ways of collaborating on measures to reduce alcohol harm, such as the 125ml wine campaign.
- East Dunbartonshire Council was the first Local Authority in Scotland to volunteer to lead the 125ml wine pilot
- Spreng Thomson, devised and delivered PR, social media and communications strategy
- Story developed the creative positioning and a subsequent online and offline creative campaign, including tactical placements in premises, and engaging social media activity.
- Johnston Press local titles in the area supported the consumer campaign with a weekly editorial



125ml wine pilot project partners. L-R East Dunbartonshire Council Leader Rhonda Geekie pictured with EDC Licensing Advisors and proprietors of restaurant, Garvie & Co, Milngavie.

# Key impacts

**Overall, the 125ml wine pilot campaign proved a successful way to improve both trade and consumer awareness of the smaller wine measure. It also attracted significant interest from the media (broadcast, print and social). Some campaign highlights are featured in the tables below.**

## TRADE AND CONSUMER ENGAGEMENT

- 100% of the eligible licensed premises in East Dunbartonshire participated
- 70% improvement in consumer awareness of the measure\*
- 50,000 promotional campaign coasters delivered to participating venues
- 200 consumers surveyed
- initial feedback indicates overall increase in sales of 125ml.
- pilot led to a number of spin-off promotions in the trade including: 125ml wine spritzers and organic wine promotions with some restaurants including the 125ml measure as part of their set meal / lunch offers

## MEDIA IMPACT

- 16 online articles
- 11 print articles
- BBC Reporting Scotland feature
- BBC Good Morning Scotland feature and bulletins
- BBC John Beattie Show interview
- earned media reach of 1,589,771 for print alone
- 172 tweets sent by 140 contributors.
- 515,454 total earned social media reach
- broadcast media reached potential audience of 4 million across Scotland

\* pre-campaign 11% had seen the 125ml measure, 52% had seen it post-campaign

# What the campaign partners think

“The Scottish Government was delighted to support this local campaign, which has been successful in making people aware smaller wine glasses are available. Clearly it is important people have the ability to choose a smaller measure if they wish and by offering the 125ml measure, businesses are giving their customers more choice and the opportunity to drink responsibly.

“This initiative is a good example of partnership working between local partners and wouldn't have been possible without the joint input of East Dunbartonshire Council, participating pubs and restaurants and alcohol industry partners.”

**Aileen Campbell MSP, Minister for Public Health and Sport**





# What the campaign partners think

“On behalf of the Scottish Alcohol Industry Partnership, I can say that we are absolutely thrilled with the results and outcomes of the East Dunbartonshire 125ml wine campaign pilot. Our objectives at the outset were to encourage local pubs, bars, restaurants and hotels to offer the 125ml serve and then to raise awareness of this smaller measure with the general wine buying public. With the fantastic support from the trade and our colleagues at the Local Council we have over achieved on both.”

**Mark Baird, Scottish Alcohol Industry Partnership**

“We were delighted to be part of this campaign, supporting licensees in raising awareness of glass sizes and customer choice. The results are really encouraging, clearly showing that the campaign has had a positive impact on consumers.”

**East Dunbartonshire Council Leader, Rhondda Geekie**

“This project demonstrates the best of partnership working to deliver a very successful campaign.”

**Douglas Meikle, Head of Alcohol Policy, The Scotch Whisky Association**

# Recommendations for future roll-out

Based on the success of the pilot campaign, the partners believe there is merit in rolling the campaign out to other local areas such as Edinburgh city centre or Glasgow's West End, for example.

The following recommendations are based on the views expressed in the campaign debrief discussion and incorporate Story and Spreng Thomson's learnings from the pilot campaign.



# Recommendations

## Increasing buy-in

- Identify and meet with a senior member of the local council early on, to sell the benefits of the campaign
- Meet with local licensing advisors at the new location. EDC Licensing Advisor, Neil Miller, has kindly offered to act as an ambassador for the pilot area to assist in its presentation to other licensing advisors at regional meetings if required
- Work in cooperation with advisors to identify eligible target premises to ensure campaign is as focused as possible.
- It is noted that licensing advisors may not have this information to hand. Spreng Thomson and Story can divide this piece of research
- Communication is required from the advisors to the trade early on, to make venues aware of the campaign
- Run the consumer campaign immediately after the trade campaign finishes, capitalising on awareness and the cooperation of licensees

## Recommendations

### Proactive outreach activity

- Spreng Thomson and Story will tag-team engagement with venues initially, attending Pub Watch meetings if possible
- Story's merchandising teams taking over on the run-up to the campaign live date
- Incentivise involvement for venues. The venue with the most 125ml selfies could win a table at the SLTA Awards, for example

## Recommendations

### Campaign creative assets

- Posters with social media competition details, laminate versions for restaurants
- Shelf wobblers
- Simple door / window sticker "125ml available here"
- Staff badge
- Replicate the high-quality coasters used in East Dunbartonshire but without #ED125ml
- More GIFs / shareable tweet cards

# Recommendations

## Measuring impact

### Commercial impact NEW

- Venues that have an EPOS that logs glass measures can potentially share the commercial impact of the 125ml pre and post campaign. CGA could gather this data.
- Capture any additional qualitative feedback from venues e.g. a campaign spin-off such as 125ml spritzer promotion

### Consumer awareness impact

- Outsource a street team to conduct pre and post campaign consumer awareness surveys. Spreng Thomson can coordinate this with the appointed agency.

## Recommendations

### PR ideas

- Future locations will be more content-driven rather than news-driven
- Refine the approach to suit the local media landscape
- Create a targeted VIP blogger outreach event to engage proactively with lifestyle and food influencers
- Develop relationships with the wider hospitality industry and capitalise on existing success with trade and broadcast media
- Work collaboratively with Story to generate content that complements the creative artwork

## Recommendations

### Social media

- Social media is an important part of the campaign in order to drive engagement of the millennial and younger target audience of consumers
- It is agreed that a competition is essential to incentivise consumers' engagement with the campaign
- Open the competition to more platforms (Facebook, Twitter and Instagram), also include optional email entry
- Ensure 125ml.org is up to date

# Media and social media impact

# Trade launch media impact

- In November 2015, Spreng Thomson developed a successful high-level media launch engaging national broadcast media including BBC Reporting Scotland on 25 November, BBC Radio Scotland and BBC Online, with a potential reach of up to **4m listeners / viewers**.
- Coverage was largely factual with some discursive pieces focusing on measures and wider health benefits
- Twitter was buzzing with activity. A key word search revealed a reach of **350,546** accounts and a volume of 100 tweets from 99 contributors
- Total earned media circulation for print media alone was **1,236,111**





L-R: Minister for Health, Maureen Watt MSP, Chief Executive of the SLTA, Paul Waterson, with EDC Council Leader, Rhondda Geekie.

Image: Mike Wilkinson

Source: BBC News online (UK)  
Click [here](#) to access the full article  
Not disclosed



## Wine drinkers urged to drop glass size

25 November 2015 | Glasgow & West Scotland | 98



Wine drinkers in East Dunbartonshire are being offered their drinks in smaller 125ml glasses

A new scheme to help wine drinkers cut down on their alcohol consumption is being introduced in East Dunbartonshire.

More than 100 licensed premises have volunteered to serve customers smaller glasses.

Previously, if you ordered a glass of wine you would most likely be offered it in a 175ml or a 250ml glass.

But now, East Dunbartonshire customers will be offered wine in a 125ml glass in a bid to promote sensible drinking.

Source: BBC News online (Scotland)  
Click [here](#) to access the full article  
Not disclosed



## Smaller 125ml wine measures for East Dunbartonshire

3 hours ago

A new scheme to help wine drinkers reduce their alcohol consumption is being introduced in East Dunbartonshire.

More than 100 licensed premises have offer customers their drinks in smaller 125ml glasses.

[Read more](#)

[Wine drinkers urged to drop glass size](#)



Source: Kirkintilloch Herald  
Click [here](#) to access the full article  
8,010



## East Dunbartonshire first to trial new scheme to help wine drinkers drop a glass size



10:16 Wednesday 25 November 2015

Licensed premises in East Dunbartonshire are to be the first in Scotland to trial a new scheme to help wine drinkers cut down on alcohol consumption.

More than 100 premises have volunteered to serve customers smaller glasses.

Before, if you ordered a glass of wine you would most likely be offered it in a 175ml or a 250ml glass.

But now, customers locally will be offered wine in a 125ml glass in a bid to promote sensible drinking.

Source: Milngavie & Bearsden Herald  
Click [here](#) to access the full article  
3,842



## East Dunbartonshire first to trial new scheme to help wine drinkers drop a glass size



10:16 Wednesday 25 November 2015

Licensed premises in East Dunbartonshire are to be the first in Scotland to trial a new scheme to help wine drinkers cut down on alcohol consumption.

More than 100 premises have volunteered to serve customers smaller glasses.

Before, if you ordered a glass of wine you would most likely be offered it in a 175ml or a 250ml glass.

But now, customers locally will be offered wine in a 125ml glass in a bid to promote sensible drinking.



# Good Morning Scotland

Source: BBC Radio Scotland  
Date/time: Wednesday 25 November  
Circulation: 4 million +

- Additional hourly bulletins

## Wine drinkers urged to drop glass size

ESTIMATED REACH

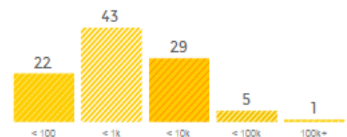
# 350,546

ACCOUNTS REACHED

EXPOSURE

# 402,394

IMPRESSIONS



ACTIVITY

100  
TWEETS

99  
CONTRIBUTORS

13  
HOURS



MOST RETWEETED TWEETS

14

**BBC NEWS UK** @BBCNews  
Wine drinkers urged to drop glass size  
bbc.in/1MBuA/E about 13 hours ago

7

**BBC NEWS SCOTLAND** @BBCScotlandNews  
Just a wee one - wine drinkers urged to drop a glass size  
bbc.in/1OJahQ https://t.co/XT2Yz9wLG about 9 hours ago

4

**Rob Hadley @Rob\_Hadley**  
Wine drinkers urged to drop glass size  
ft.tu/1XduQFz #hynotherapy about 13 hours ago

## the drinks business

### WINE DRINKERS OFFERED SMALL GLASSES IN TRIAL

25th November, 2015 by Neal Baker

Wine drinkers in Scotland will now be offered small 125ml glasses of wine in pubs as part of a scheme by health authorities to “bring more choice” to pub-goers.

The trial is taking place in East Dunbartonshire, where more than 100 pubs have volunteered to offer 125ml glasses of wine along with the typical 175ml or 250ml glass.

It is being backed by the Scottish Government Alcohol Industry Partnership, a collection of drinks producers and government departments that seeks to lessen the ill-effects of alcohol abuse.

The SGAIP is behind the 125ml Wine Campaign, which is encouraging all on-trade outlets in Scotland to offer 125ml measures of wine as the norm.

A study last year found that one in seven pubs in the UK don't serve the small 125ml measure at all. This breaks trading laws by forcing customers to upgrade to larger portions at a higher profit margin, the study commissioned by insurers Direct Line said.

“Our study amongst non-chain pubs across the UK found that 15% would not serve customers a 125ml glass of wine and of those that said they would, 29% admitted this measure was not listed anywhere on the menu,” it said.

The report also found that one in ten bars offer the “large” 250ml wine measure as the standard size.



One in seven pubs in the UK don't offer small measures of wine, according to a study from 2014 (Photo: Wiki)

*Correction: 25/11/2015: It was previously reported that the 100 pubs taking part in the scheme volunteered to only serve 125ml measures. This has been corrected to show that they will still offer larger glasses.*



Source: The Herald  
Date: Thursday 26 November  
Circulation: 34,379  
Monthly Unique Users: 1,980,351  
(Source: JICREG as of 01/04/2015)

## Smaller glasses of wine aim to cut alcohol intake

SCORES of pubs in one local authority area will offer smaller glasses of wine as part of an initiative to reduce alcohol-related harm.

More than 100 licensed premises in East Dunbartonshire have signed up to trial the scheme after research showed that many drinkers regularly opt for large glasses which can contain more than three units of alcohol.

Bars which normally offer glasses in 175ml and 250ml measures will now sell them in 125ml glasses after signing up to the voluntary scheme.

Paul Waterson, chief executive of the Scottish Licensed Trade Association (SLTA), said: "The campaign itself fits perfectly with the SLTA's commitment to promote responsible retailing and help reduce alcohol harm.

"Our customers have told us that they welcome increased choice in our premises and that this initiative will make them think more about the



**SAFETY:** Paul Waterson measures a glass of wine.

amount of alcohol they are consuming. We urge all premises to offer the 125ml measure."

Research by YouGov shows that 70 per cent of adults do not know how much wine is in a small, medium or large glass but nearly half would opt for a large glass – 250ml.

The pilot project is part of an initiative launched last year by the Scottish Government's Alcohol Industry Partnership. Bars which sign up to the scheme will be encouraged to sell wines in 125ml measures, showing their

prices on menus and promoting the smaller-sized glasses.

Public health minister Maureen Watt said: "It is important that people have the choice of a smaller measure if they wish and by offering the 125ml measure, businesses are giving their customers the opportunity to drink responsibly.

"This simple, yet effective step is part of our wider Alcohol Framework, which contains over 40 measures and sets out how we are tackling alcohol misuse. We welcome the action from the industry to promote it, increasing consumer choice and promoting responsible drinking."

Rhondda Geekie, council leader for East Dunbartonshire Council, said: "We will be encouraging all our licensed premises to participate and to lead the way in Scotland by offering their customers greater choice to help increase their drink awareness."

Source: I Independent  
Date: Thursday 26 November  
Circulation: 274,639 (Print), 3,009  
(Digital).  
Source: ABC

SCOTLAND

# Smaller glass sizes will give drinkers a lesson in moderation

By Katie Grant

More than 100 licensed premises in East Dunbartonshire have agreed to introduce smaller wine glasses as part of a new scheme to promote responsible drinking and help people cut down on alcohol consumption.

Typically, customers are served wine in a 175ml or a 250ml glass. Under the new initiative, to which dozens of bars, restaurants and hotels have signed up, wine will also be served in a 125ml glass.

The initiative was introduced by the Scottish Government Alcohol Industry Partnership, which was established in 2007 with the goal of reducing of alcohol-related harm in the country.

The UK Department of Health recommends that men should drink no more than three to four units of alcohol a day and women should drink no more than two to three units a day. A 750ml bottle of red, white or rosé wine with an alcohol content of 13.5 per cent contains 10 units. A standard 175ml glass of red, white or rosé wine contains just over two units and a large 250ml glass contains three units. A small glass, at 125ml, contains 1.5 units.

Scottish Public Health Minister Maureen Watt welcomed the introduction of the new glass size as a "simple yet effective" way to promote responsible drinking.

"The Scottish Government is committed to changing Scotland's unhealthy relationship with alcohol," Ms Watt said. "It is important that people have the choice of a smaller measure and by offering the 125ml measure, businesses are

## Alcohol Scots lead way

A Stirling and Sheffield universities report found Scotland leading the way in UK alcohol policy. The report praised Scotland for cutting the drink-driving limit and investing in alcohol treatment. In England, Wales and Northern Ireland the limit for drivers is 80mg of alcohol for every 100ml of blood.

In Scotland it is 50mg. Holyrood has introduced a minimum price of 50p for alcoholic drinks, though a legal challenge by the Scotch Whisky Association has prevented its implementation. Scotland has banned multi-buy discounts for alcohol, such as buy-one-get-one-free offers, in pubs, clubs, off-licences and supermarkets.

giving customers the opportunity to drink responsibly," she added.

Ms Watt's comments were echoed by Rhondda Geekie, leader of East Dunbartonshire Council. "We're pleased to welcome this campaign to East Dunbartonshire and will be encouraging all our licensed premises to participate and lead the way in Scotland by offering their customers greater choice," Ms Geekie said.

 Paul Waterson, chief executive of the Scottish Licensed Trade Association, said the trade body was "delighted" to be involved in the initiative and **called on all licensed premises to sign up.**

Source: Daily Express  
Date: Thursday 26 November  
Circulation: 411,225  
Monthly Unique Users: 7,911,368  
(Source: Publisher June 2015)

Daily Express Thursday November 26 2015 27

# Wine drinkers urged to drop a glass size

MIDDLE-CLASS wine drinkers are being targeted in the latest attempt to reduce alcohol consumption.

The scheme, launched yesterday, will see wine drinkers offered 125ml glasses instead of the usual options of 175ml or 250ml measures.

It will initially be trialled by more than 100 licensed premises in East Dunbartonshire – which includes upmarket Glasgow suburbs Lenzie, Milngavie and Bearsden – but could be rolled out further, if successful.

It comes after a YouGov survey revealed 70 per cent of adults do not know how much wine is in a small, medium or large glass. Research also found nearly half opted for a

By **Greg Christison**

large glass, which can contain more than three units of alcohol.

Pubs, restaurants and hotels will participate in the initiative, set up by the Scottish Government Alcohol Industry Partnership.

Speaking at a launch event in Milngavie, public health minister Maureen Watt said: “The Scottish Government is committed to changing Scotland’s unhealthy relationship with alcohol.”

Meanwhile, police in Edinburgh warned the balance between the number of pubs and public safety was on a “knife-edge” as new figures for

April to October reveal violent crime in the Capital has risen from 404 in the same period last year to 420.

Chief Superintendent Mark Williams said: “There’s no doubt alcohol’s availability and its over-provision links to a whole host of concerns. That includes violent crime, road safety, sexual offences and antisocial behaviour.

“It’s really important, as a city, we have a conversation about what we think is acceptable and how we best maintain a balance between economic vitality and the safety and wellbeing of the public and visitors.

“My concern is that balance is on a knife-edge.”

Source: The Times  
Date: Thursday 26 November  
Circulation: 488,947

# Small measures to help safer drinking

Marc Horne

Wine drinkers are to be helped to cut down their alcohol consumption by a new scheme that reduces the size of glasses being served in bars.

Wine served in restaurants and pubs has normally been offered in 175ml or 250ml glasses but customers will also be given the chance to opt for red, white or rosé in a 125ml glass.

More than 100 licensed premises in East Dunbartonshire are taking part in a pilot for the scheme that the Scottish government hopes will encourage more people to drink responsibly.

Bars taking part will put the 125ml option on menus and price lists, display posters and signs promoting the measure and ensure that staff know it is available when they serve customers.

The initiative was launched at Garvie & Co, a restaurant, bar and bakery in Milngavie. John Rafferty, the general manager, said: "There's been a huge demand among our customers for the smaller wine glasses. We introduced them recently and so far they have proved to be very popular.

"We are also going to be introducing schooner beer glasses, which are two thirds of a pint, early in the new year."

Paul Waterson, chief executive of the Scottish Licensed Trade Association, said: "Our customers have told us that they welcome increased choice and that this will make them think more about the amount of alcohol they are

consuming. We urge all licensed premises to offer the 125ml measure."

A 250ml glass of wine holds a third of a bottle. A spokeswoman for Scottish Government Alcohol Industry Partnership said: "A large glass of wine can contain over three units of alcohol which is in excess of a woman's daily recommended intake and equivalent to a man's recommended daily intake.

"New research conducted by YouGov has revealed that 70 per cent of adults don't know how much wine is in a small, medium or large glass."

The smaller 125ml measure contains about one and a half units.

Maureen Watt, the public health minister, said: "We are committed to changing Scotland's unhealthy relationship with alcohol."

The decision to reduce Scotland's drink-drive limit to match the lowest in Europe has generated a huge increase in pubs offering beer in schooners.

One wholesaler said that orders for the 379ml glasses had gone from zero to more than 1,000 a month in a year.

Tommy Matheson, who runs Clean Zone, which supplies glasses to licensed premises throughout the central belt, said: "They are becoming increasingly popular because people can have that one drink and then drive, knowing that they will be under the limit.

"It gives publicans and customers a choice because there's something in the culture where men, in particular, just won't ask for a half pint."

Source: Harpers.co.uk  
Date: Thursday 26 November  
Click [here](#) to read the full article  
**5,868**

## SNP backs small wine measures to tackle Scotland's alcohol problem



Wine drinkers in Scotland will be offered small measures as part of a new pilot scheme to reduce alcohol consumption, launched yesterday.

Customers who ask for a glass of wine in participating pubs, restaurants and hotels will be offered the additional choice of a 125ml serve, alongside the usual 175ml and 250ml measures.

The pilot scheme will initially run in some 100 licensed premises in East Dunbartonshire, which includes a number of prosperous Glasgow suburbs.

It has been set up by the Scottish Government Alcohol Industry Partnership, which hopes to extend the initiative if it proves successful.

Maureen Watt, Scotland's public health minister, welcomed the scheme as a simple and effective way to promote responsible drinking.





Source: SLTN  
Date: 15 December 2015  
Click [here](#) to read the full article  
**15,072**

## 100 licensees lead the way on consumer choice

POSTED ON DECEMBER 15, 2015 BY SLTN IN FEATURED, NEWS

More than 100 licensed premises across East Dunbartonshire will be the first in Scotland to trial an important new consumer campaign.



New research conducted by YouGov reveals that 70% of adults don't know how much wine is in a small, medium or large glass – with nearly half of customers surveyed opting for a large glass which can contain over three units of alcohol.

The 100 plus bars, restaurants and hotels will extend the range of options for consumers by offering customers a wider choice when they are ordering a glass of wine. Now bars and restaurants will be offering wine in smaller 125 ml measures.

# Consumer campaign

## FEATURE

# When a little less can mean

*East Dunbartonshire is first to bring in pilot project introducing smaller 125ml wine glasses in pubs.*

### IN DEPTH

BY JULIAN HEARNE  
Reporter  
julian.hearne@jpress.co.uk

**There are few things nicer than a glass of wine after a long day at work – especially in this lovely warm weather.**

But if you are planning to pop out for your favourite tippie in a pub, restaurant or cafe in East Dunbartonshire you might be interested to know that a new month-long pilot project is now offering customers the choice to opt for a smaller glass size.

It's all part of an innovative initiative that has seen the authority try and persuade people to choose a smaller 125ml size, instead of the usual 175ml and 250ml sizes. The initiative is being backed by the Kirkintilloch Herald which is the me-

dia sponsor.

The pilot is the first of its kind anywhere in Scotland and is being spearheaded by the council's licensees unit.

This has managed to bring on board 90 licensed premises throughout the authority which will then aim at offering customers across the region more consumer choice.

The trial will run from today (Wednesday) and the initial reception from publicans and restaurateurs has been positive.

Many say that anything that increases choice for customers is to be welcomed.

And this appears to be backed up by a new survey which focused on consumer awareness and attitudes among wine drinkers.

It revealed that 71 per cent of those interviewed in East Dunbartonshire would support the introduction of the smaller wine measure.

And a further 46 per cent

of those interviewed acknowledged that they do think about the amount of wine in the glass when buying a drink.

The survey by Spreng Thomson consultancy, was conducted on behalf of the Scottish Government, the Scottish Alcohol Industry Partnership and licensing advisors at East Dunbartonshire Council who work directly with licensees across the authority.

This latest initiative builds on a joint campaign launched in the area last year. Before the pilot scheme was rolled out a total of 100 people were interviewed across East Dunbartonshire in May to gauge opinion.

Mark Currie, general manager of the newly refurbished Boclair House Hotel in Bearsden, said: "The sur-

vey findings are reassuring. We are delighted to hear that 71 per cent of people support the introduction of the 125ml in premises.

"People are more conscious of making healthy lifestyle choices and that might include ordering a smaller glass of wine now and again."

The Herald went out on to the streets of Kirkintilloch to speak to locals about the initiative.

James Travers, (62) from Kirkintilloch admitted he

is more of a spirits man than wine.

He said: "I have friends who drink wine so it will affect them more than me. I think it is a good idea, but I just hope they charge the right prices for the smaller sizes."

"Prices can be manipulated and this would be wrong.

If you go out to enjoy yourself you don't want to pay more for less."

One of the unintended consequences of this said Mr Travers was that it would "encourage more people to sit in and drink wine at home".

And backing has come from Miss Stirlingshire, Olivia McPike, who works at Mariana in Kirkintilloch.

She said: "I'm proud to support this campaign and that my local area is taking the lead in setting a positive example for other areas in Scotland that might want to support offering the 125ml wine measure too."

"It's important to look after yourself and your health, and a campaign like this makes it easier for people to think about how much they're actually drinking by providing more choice."

Paul Lorraine, manager of The Lion and Star pub in Kirkintilloch, added: "I think

this is a fantastic idea and we will price it accordingly.

"It is also a great way of trying a new wine. Some people may be put off trying a new wine, but smaller glasses makes this easier.

"We are fully behind this and can't see any issues.

"It gives people more choice which can only be a good thing.

"We already have the coasters and stickers to put in the windows to advertise it."

The council said that businesses were being encouraged to support the voluntary 125ml campaign by pricing smaller glasses accordingly on menus where possible.

Other establishments taking part in the pilot scheme include: La Vita, Bishopbriggs; Burnbrae pub, Bearsden; Smiths Hotel, Kirkintilloch; The Torrance Inn; Cyan, Milngavie; The Station, Bearsden; Eagle Lodge and Garvie & Co., Milngavie.

# you have a lot more choice...



Raising a glass to the new scheme are representatives from cafes and restaurants across East Dunbartonshire.

## Tackling the alcohol problem

This latest initiative is a pilot for a campaign launched last year by the Scottish Government Alcohol Industry Partnership (SGAIP) - a collection of drinks' producers and government departments that seeks to lessen the ill-effects of alcohol abuse.

To this end the SGAIP aims to promote responsible drinking and reduce alcohol related harm and make it easier for consumers to drink responsibly.

A study last year found that one in seven pubs across the UK don't serve the small 125ml measure at all, forcing customers to upgrade to larger portions at a higher profit margin for the business.

The SGAIP was launched in February 2007 to bring together all sectors of the drinks industry, including producers, on and off trade retailer representatives and licensee representatives with the Scottish Government. The partnership aims to

deliver joint initiatives to tackle alcohol related harm and it has delivered a number of initiatives since its inception, including Alcohol Awareness Week, a model workplace alcohol policy, Alcohol Sponsorship Guidelines and the Fife Alcohol Partnership Programme.

The organisation has also worked on supporting the Scottish Government in its Drinkaware campaigns on responsible drinking.

Speaking at the launch of the smaller glasses initiative at Garvie & Co in Milngavie, Public Health Minister Maureen Watt said: "The Scottish Government is committed to changing Scotland's unhealthy relationship with alcohol and responsible drinking.

"It is important that people have the choice of a smaller measure if they wish and by offering the 125ml measure, businesses are giving their customers the opportunity to drink responsibly."

## NEWS

# TAKE A SELFIE AND WIN A LUXURIOUS BREAK FOR TWO!

Smaller wine measures are available in East Dunbartonshire this summer. You can now choose a 125ml glass at over 90 participating pubs, cafes and restaurants throughout the area.

As part of this campaign, we're offering you and a friend the chance to relax and unwind in style at the brand new boutique Boclair House Hotel.

### What you'll win:

- A glass of champagne and chocolates on arrival
- A £100 voucher towards dinner at the restaurant
- Overnight stay for two
- A delicious 5-star breakfast

For a chance to win, simply log on to Twitter and:

- Take a selfie at any participating venue with a 125ml coaster or poster
- Use the hashtag #ED125ml
- Make sure to tag/mention the venue you're in!

**Closing date Sunday 10 July**



Terms & Conditions 1. Each entrant must be 18 years old or above. 2. Only one entry allowed per person. 3. For full T&Cs visit <http://www.125mlwine.org/>

*Kirkintilloch*  
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## Raising a glass to the 125ml wine campaign



Elaine Smith and Mark Currie

published

11:10 Thursday 23 June 2016

**Businesses are getting behind a pilot to introduce smaller wine glasses across East Dunbartonshire.**

Over 90 licensees are the first in Scotland to trial a campaign offering 125ml measures alongside the more traditional 175ml and 250ml glasses.

Elaine Smith, proprietor at the Torrance Inn, said: "We introduced the 125ml before the campaign. It means you still have a great dining experience and cut back on the amount you drink.

"We're not saying you need to drink to enjoy yourself. We got rid of the single serve bottles and now our staff let our customers know that this 125ml glass is available."

Mark Currie, of the Boclair House Hotel, added: "Since we opened in March we've been offering our guests more choice with the 125ml wine measure and they're proving to be very popular.

"For an establishment like Boclair House Hotel, where it's all about providing our guests with a first class experience, offering a range of choices makes absolute sense, so we're fully behind the Scottish Alcohol Industry Partnership campaign."

As part of the initiative there's a luxury stay at the Boclair House Hotel to be won - buy this week's paper for all the details.



More support for 125ml wine glass pilot scheme

# Beauty queen is a glass act

BY DAVID HEPBURN  
david.hepburn@jpress.co.uk  
@Kirky\_Herald

**A pilot scheme to give consumers more choice when it comes to ordering a glass of wine has won a glamorous new supporter.**

East Dunbartonshire recently became the first area in Scotland to introduce the option of a 125ml glass to the majority of licenced premises – over 90 pubs, clubs and restaurants – with the Milngavie & Bearsden Herald Series acting as media partner.

It has seen establishments like Boclair House Hotel, Bar Florence, The Avenue, The Torrance Inn, Douglas Park Golf Club, The Burnbrae and many more offer the smaller size alongside the more traditional 175ml and 250ml glasses.

A recent survey coordinated by communications

consultancy Spreng Thomson revealed that, while 60 per cent had not heard about the 125ml wine glass, an overwhelming majority of 71 per cent of people surveyed supported the introduction of the smaller measure.

Now the reigning Miss Stirlingshire Olivia McPike who also currently works at the popular Kirkintilloch restaurant Mariana, has got on board.

She told the Herald: “There’s a lot of bad press about beauty pageants: not eating well, not taking care of yourself, unhealthy living.

“Miss Scotland is more about confidence and health.

“You want to be a role model for younger girls and to set a positive example, so I’m happy to support the 125ml wine glass campaign.”

Initial feedback on the campaign has been massively positive, both from licensees and the general public, who have highlighted weight loss

and positive changes to Scottish drinking culture as being two possible benefits of the scheme.

While customers visit venues in person, they are now also getting on social media, posting selfies and commenting on the campaign.

Billington’s Deli is an active supporter of the campaign and has even started producing their own videos on Facebook and Twitter to help promote the new measure to their customers.

To mark the campaign in East Dunbartonshire customers are being offered the opportunity to win a luxurious break away for two at the boutique Boclair House Hotel, including dinner and breakfast.

To enter, visit any participating venue, take a selfie using the campaign coaster, name the venue and tag #ED125ml.

Entries are accepted through Facebook and Twitter. Turn to page 14 for more.



Olivia McPike with David Cowan of Cyan and (below) some of the selfies.



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## Beauty queen is a glass act



Wine glass campaign gains fresh support



11:50 Friday 08 July 2016

A pilot scheme to give consumers more choice when it comes to ordering a glass of wine has won a glamorous new supporter.

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Entries are accepted through Facebook and Twitter.

## NEWS

### Health

# Last call for smaller wine glass scheme

BY DAVID HEDBURN  
david.hedburn@jpress.co.uk  
@Kirkly\_Herald

**Last weekend saw the conclusion of a ground-breaking pilot to introduce a smaller wine glass into Scottish pubs and restaurants.**

East Dunbartonshire became the first area to embrace the new 125ml glass size - with over 90 licensed establishments adding them to the more common 175ml and 250ml measures.

Organisers say that the new 125ml wine glass option is already proving to be a hit with consumers in the area and the Kirkintilloch Herald has been right behind the campaign since it launched in June.

Meanwhile business owners and managers have also spoken of the various benefits they have experienced since joining up to the project.

Claire Smith, from the Glazert Country Hotel near

Lennoxton has seen an increased demand for smaller glass sizes. Interviewed on BBC Scotland's John Beattie Show, she said: "I took the sales figures for one night as an example. It turned out that 40 per cent of the glasses of wine which we sold were actually in the smaller measure. It's perfect for the mid-week and if you just want a small glass with dinner, or to relax with friends."

Also talking on the show, Paul Waterson, Chief Executive Scottish Licensed Trade Association, highlighted the growing sophistication of wine drinkers.

He said: "Let's talk about the quality of wine and enjoying wine in a smaller measure. Some people will perhaps order two different wines at 125ml, instead of 250ml, to taste different wines. Premises are trying to offer more wines by the glass and it's very important that bar staff share this with customers."

He added: "East Dunbar-



Some of the licensees who took part in the campaign.

tonshire licensing standards officers have been excellent. We're really happy with the collaborative work that has taken place."

Although it officially closed on Sunday, July 10, the campaign - a partnership working initiative involving the Scottish Government, the Scottish Alcohol Industry Partnership and Licensing Advisors at East Dunbartonshire Council - will closely monitor the consumer take

up and feedback about the 125ml glass option.

The campaign encouraged residents to get involved on social media by taking a 'selfie' in participating East Dunbartonshire venues, mentioning the venue name and using the #ED125ml tag.

The winner, who will be announced in the paper next week, will win a luxury breakfast at Bearsden's fantastic new venue the Boclair House Hotel.

## Scottish bartenders pledge to offer 125ml glasses to help reduce "alcohol-related harm"

14 Jun 2016 | By Jo Gilbert



## The Scottish Alcohol Industry Partnership launches a 125ml consumer choice campaign

14 Jun 2016 | By Jo Gilbert



Bartenders just out offer smaller wine n

From tomorrow (Ju campaign which en and 250ml.

The campaign has revealed that 71% of

Of those interview Paul Waterson, Ch consumers expect Dunbartonshire are potential customers

On-trade premises offering and to train

The survey was co involving the Scotti Council who work t

This is the latest de Maureen Watt.

Bartenders just outside Glasgow have become the first in Scotland to sign up to a campaign which encourages the on-trade to offer smaller wine measures in a bid to ease the [strain on the NHS and other public services](#).

From tomorrow (June 15), over 90 licensees in East Dunbartonshire will become the first in Scotland to trial a new consumer campaign which encourages bars and restaurants to offer a smaller 125ml wine measure alongside the more traditional 175ml and 250ml.

The campaign has been based on a new survey focusing on consumer awareness and attitudes among wine drinkers, which revealed that 71% of those interviewed in East Dunbartonshire would support the introduction of the smaller wine measure.

Of those interviewed, 46% acknowledged that they consider the amount of wine in the glass when buying a drink.

Paul Waterson, Chief Executive of [The Scottish Licensed Trade Association](#), said: "It's becoming increasingly clear that what consumers expect is more choice. The 125ml wine glass campaign is responding to that trend. The survey findings from East Dunbartonshire are reassuring for the 90-plus licensed premises that have pledged their support, with 71% of people – their potential customers - supporting the introduction of the 125ml."

On-trade premises which have signed up to the voluntary campaign have pledged to stock 125ml glasses as part of their wine offering and to train staff to offer the smaller measure to customers.

The survey was coordinated by communications consultancy Spreng Thomson on behalf of a partnership working initiative involving the Scottish Government, the Scottish Alcohol Industry Partnership and Licensing Advisors at East Dunbartonshire Council who work to engage with licensees across the region.

This is the latest development in a joint campaign launched in the area last year with the support of Scottish health minister Maureen Watt.



Scottish bartenders pledge to offer 125ml glasses to help reduce "alcohol-related harm"

[harpers.co.uk/news/scottish- ...](http://harpers.co.uk/news/scottish-...)

12:40 PM - 14 Jun 2016

Source: SLTN ([online](#))

Date: Wed 15 June 2016 LAUNCH DAY

Note: Homepage takeover and main article

Circulation: 15,072



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## Trade campaign measures up

Licenseses in East Dunbartonshire joined forces today (June 15) for the launch of a campaign to introduce a smaller 125ml measure of wine alongside more traditional 175ml and 250ml sizes.



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## Trade campaign measures up

Published on June 15, 2016 by admin in [Headlines](#), [News](#)



LICENSEES in East Dunbartonshire joined forces today (June 15) for the launch of a campaign to introduce a smaller 125ml measure of wine alongside more traditional 175ml and 250ml sizes.

More than 90 licensees have signed up to the campaign's initial trial, which will run until July 10, during which time participating bars, restaurants and hotels will extend their range of options for customers while driving awareness of the smaller measure. Businesses supporting the voluntary campaign are being asked to make available 125ml measures of wine, price the 125ml option on menus where possible, display materials promoting the 125ml wine measure, and ensure staff know the additional 125ml wine measure is available.

The move follows the release of a survey carried out on behalf of a partnership working initiative involving the Scottish Government, the Scottish Alcohol Industry Partnership and licensing advisors at East Dunbartonshire Council.

The survey found that 71% of respondents in East Dunbartonshire would support the introduction of a smaller wine measure.

Speaking at the campaign launch, Scottish Licensed Trade Association (SLTA) chief executive Paul Waterson said it is "becoming increasingly clear" that customers expect "more choice" in the on-trade.

"The 125ml wine glass campaign is responding to that trend," he said.

"The survey findings from East Dunbartonshire are reassuring for the 90-plus licensed premises that have pledged their support, with 71% of people - their potential customers - supporting the introduction of the 125ml.

"The Scottish Alcohol Industry Partnership is looking forward to seeing how this campaign goes in East Dunbartonshire. It's very encouraging that every possible venue in the area that could get on board with the 125ml wine glass campaign did just that.

"We hope there's some learning and best practice to bring to other areas in Scotland."

Tagged [Scottish Licensed Trade Association](#), [slta](#)

Source: John Beattie, BBC Radio Scotland  
Date: Wed 15 June 2016 LAUNCH DAY  
Reach: 4m listeners + digital streaming



## ED125ml campaign interview extracts

**Paul Waterson:** “We want to give customers the **choice of smaller measures** if they want them...we’re responding to customer’s needs and hopefully that can help them plan out their drinking better...there is this thought in Scotland that the wine should fill the glass and we’re trying to get away from that, especially with 125ml...talk about the **quality** of the wine and **enjoying** the wine in the smaller measure...you know some people will perhaps order 2 different wines at 125, instead of 250, to try and taste different wines, so there’s that side to it as well. More premises are trying to offer more wines by the glass...(units info) it’s very important that our staff know that and pass that on to customers, and that’s what this is all about, trying to get people to realise what they’re drinking, how much they’re **drinking...East Dunbartonshire licensing standards officers have been excellent and we’re really happy with the collaborative working** that we’ve had on this.”

**Claire Smith:** “We’re quite established with the 125ml measure...we have had conversations with customers as to whether they think 125ml is a good option and they did like the option. **So I took the sales figures for last night as an example and it turned out that 40%** of the glasses of wine which we sold were actually in the smaller measure...it’s perfect for the mid-week...if you just want a small glass with your dinner, or to relax with your friends.”

**Skip to: 43mins 10secs - 51mins 20 secs**

<http://bbc.in/1Uei5ct>

Source: DRAM [online](#)  
 Date: Thurs 16 June 2016  
 Circulation 25,000

**DRAM** Scotland @dramscotland · Jun 16  
 East Dunbartonshire licensees trial 125ml wine measures - Near 100 licensees in East ... -  
[dramscotland.co.uk/2016/06/16/eas](http://dramscotland.co.uk/2016/06/16/eas) ...



1

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## EAST DUNBARTONSHIRE LICENSEES TRIAL 125ML WINE MEASURES

JUNE 16TH, 2016

- Tweet
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Nearly 100 licensees in East Dunbartonshire have put their support behind an initiative by the Scottish Government, the Scottish Alcohol Industry Partnership and East Dunbartonshire Council to offer consumers a smaller 125ml wine measure alongside the more traditional sizes of 175ml and 250ml.

Following a survey by the trio of organisations, it was discovered that 71% of those interviewed would support the introduction of the smaller wine measure. The amount of wine they were consuming was a consideration by 46% of those interviewed.

The promotional campaign will run throughout East Dunbartonshire from 13 June to 10 July encouraging people to be aware that the smaller measure is on offer. Participating bars, restaurants and hotels will extend the range of options for consumers, offering them a wider choice including the 125ml measure, when they are ordering a glass of wine.

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### Benromach launches £1200 1974 single malt



The Benromach Distillery Company Ltd has revealed a unique single cask malt Scotch whisky with the launch of Benromach 1974. The malt has spent 41 years maturing in a sherry butt, creating a beautiful golden amber colour with opulent sherry influences infused with plump satsuma, sharp green apple and zesty orange peel flavours...

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- SHARE ON TWITTER
- SHARE ON LINKEDIN

### Tennent's Lager launches 'customisable' fountains

Tennent's Lager is launching six new fountains for its flagship brand, its first major redesign in over 8 years. The new fountains feature iconic artwork from the brand...

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### Glenfiddich promotes Grant Ralph to Global Brand Ambassador

Struan Grant Ralph has been promoted to the role of Glenfiddich's Global Brand Ambassador, following five years as the brand's ambassador in the US and A...

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### East Dunbartonshire licensees trial 125ml wine measures

Nearly 100 licensees in East Dunbartonshire have put their support behind an initiative by the Scottish Government, the Scottish Alcohol Industry Partnership and East...

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### Crabbie's launches in cans

Halewood Wines & Spirits has launched its Crabbie's Alcoholic Ginger Beer in a can format: a bid to extend the brand's reach this summer. The 250ml can...

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Trade Talk / June 16

### Trade talk: Coca-Cola European Partners

Paul Grace, director of GB field sales at Coca-Cola European Partners (CEP), tells Karen Peattie why the Scottish licensed trade is so important to the growth of the wider soft drinks industry.

Find out more



### SLTA addresses SWA

Chief executive Paul Waterson accepted an invitation to present at the recent Scottish Wholesale Association conference at Crieff Hydro – and he didn't pull any punches. [Read More](#)



### 125ml wine glass trial

Over 90 licensees in East Dunbartonshire are the first in Scotland to trial a new consumer campaign offering offering a smaller 125ml measure. [Read More](#)

## East Dunbartonshire licensees first to offer customers 125ml



A new survey focusing on consumer awareness and attitudes among wine drinkers reveals that 71% of those interviewed in East Dunbartonshire would support the introduction of the smaller wine measure. Some 46% of those interviewed acknowledged that they do think about the amount of wine in the glass when buying a drink.

The survey was co-ordinated by communications consultancy Spreng Thomson on behalf of a partnership working initiative involving the Scottish Government, the Scottish Alcohol Industry Partnership and licensing advisers at East Dunbartonshire Council who engage directly with licensees across the region. This is the latest development in a joint campaign launched in the area last year.

SLTA chief executive Paul Waterson said: "It's becoming increasingly clear that what consumers expect is more choice. The 125ml wine glass campaign is responding to that trend. The survey findings from East Dunbartonshire are reassuring for the 90-plus licensed premises that have pledged their support – with 71% of people, their potential customers, supporting the introduction of the 125ml.

"The Scottish Alcohol Industry Partnership is looking forward to seeing how this campaign goes in East Dunbartonshire. It's very encouraging that every possible venue in the area that could get on board with the 125ml wine glass campaign did just that. We hope there's some learning and best practice to bring to other areas in Scotland."

Running until July 10, the campaign aims to encourage people to be aware that the smaller measure is on offer. Participating bars, restaurants and hotels will extend the range of options for consumers, offering them a wider choice – including the 125ml measure – when they are ordering a glass of wine.

*Paul Waterson was invited to discuss the campaign on BBC Radio Scotland's John Beattie show on Wednesday, June 15.*

News



### 27 JUN East Dunbartonshire licensees first to offer customers 125ml

Posted on by The SLTA

OVER 90 licensees in East Dunbartonshire are the first in Scotland to trial a new consumer campaign offering a smaller 125ml wine measure alongside the more traditional sizes of 175ml and 250ml.

From this month wine drinkers in East Dunbartonshire will have more choice when choosing a glass of wine in their favourite bar.



## Contents

Milngavie Makers Market .....	3
Fundraising Group for Marie Curie .....	4
Mugstock .....	5
Trails & Tales .....	6
ArkAnimals .....	7
Local Businesses .....	8&9
Orienteering .....	10
Milngavie & Bearsden Swimming Club .....	11
Vets Notes & Pets Stories .....	12
Gruffalo Art .....	14
What's Up Doc? .....	14
Garscube Harriers .....	16
Antonie Wall Book .....	17
Summer Feature .....	18&19
Art Base Needed .....	20
Household Tips .....	20
Yogathon .....	27
Mugdock Theatre .....	28
Legal Matters .....	28
Dementia Website .....	30
Eilidh Lanzani .....	30
<b>Wine Campaign .....</b>	<b>32</b>
Missing Cat .....	33
What's On .....	21-26
Advertiser's Index .....	34
Advertisements .....	35

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July 2016 | Local News

# 125ML: IT'S YOUR CHOICE



**WINE CHOICE:**  
125ml wine glass campaign supporter  
Miss Stirlingshire,  
Olivia McPike

**More than 90 pubs, hotels and restaurants in East Dunbartonshire are the first in Scotland to trial a 125ml wine measure campaign.**

The licensees will offer more choice when serving wine, with the 125ml glass lining up alongside the traditional 175ml and 250ml measures.

The move comes after a survey of wine drinkers in the region revealed 71% supported the introduction of the smaller wine measure. It was also found that 46% acknowledged they need to think more about the amount of wine in the glass when buying a drink.

The survey was coordinated by communications consultancy Spreng Thomson on behalf of an initiative involving the Scottish Government, the Scottish Alcohol Industry Partnership and Licensing Advisors at EDC.

The campaign runs until July 10 and was launched at the new Boclair House Hotel in Bearsden. Paul Waterson, Chief Executive of The Scottish Licensed Trade Association, said: "It's becoming increasingly clear that consumers expect more choice. The 125ml wine glass campaign is responding to that trend."

"The Scottish Alcohol Industry Partnership is looking forward to how this campaign goes in East Dunbartonshire."

The public can also take part in the campaign and enter a selfie competition with the chance to win an overnight stay for two and five-star breakfast at Boclair House Hotel. To participate you should take a selfie photograph with a 125ml coaster or poster. Post this to Twitter using the hashtag #ED125ml and ensure you mention the venue where the 125ml measure is on offer. The winner will be chosen at random and the competition closes Sunday July 10. See [www.125mlwine.org](http://www.125mlwine.org)





A pilot scheme has been launched to introduce smaller wine glasses in establishments across East Dunbartonshire. What do you think about the option to have a 125ml glass? Let us know below. Meanwhile, keep an eye on Facebook for the chance to win a luxurious break for two at the Boclair House Hotel as part of the campaign.



### Increasing choice: smaller wine glasses launched across East Dunbartonshire

There are few things nicer than a glass of wine after a long day at work – especially in this lovely warm...

KIRKINTILLOCH-HERALD.CO.UK

Like Comment Share

9 Top comments

2 shares 15 comments



**Isobel Wallace** Ridiculous... Far too many establishments charging too much anyway ... Leave people alone... Why don't you only serve half pints then... Or no alcohol at all ??????tea please!!! 🙄🙄🙄

Like · Reply · 17 June at 21:58



**Susan Hannah** That'll be another rip off ! I don't even drink wine either ! Lol

Like · Reply · 16 June at 18:40



**Philly McConnell** It's only a ploy to charge more money for was wine Watch the rise in prices per size of glass!

Like · Reply · 18 June at 10:08



**Janet Mckendry** Liam Mckendry. Dad would just need to order me two at a time lol xx

Like · Reply · 16 June at 12:40



**Shivet Kapoor** More margin for the seller..!

Like · Reply · 3 · 16 June at 12:50



**Gillian Bradley** Rip off

Like · Reply · 17 June at 21:48



**Graeme Wilson** Another pointless exercise

Like · Reply · 2 · 16 June at 13:11



**Kevin McKay** How about smaller cider bottles for the Regent Gairdens mob?

Like · Reply · 1 · 17 June at 13:22



**Francis Mooney** Ho many can you drink before you're able to drive?

Like · Reply · 16 June at 13:11



**Colin Carle** Most order by the bottle anyway 😊

Like · Reply · 16 June at 13:05



**Anne Fitzpatrick** Noooooooooooooooooooo!

Like · Reply · 17 June at 11:29



**Sharon Hamilton Wilson** Debbie Gillian Deborah Elizabeth you seen this 😊😊

Like · Reply · 16 June at 13:25



**Debbie Holmes** We buy by the bottle anyway 😊😊

Like · Reply · 1 · 16 June at 13:26



**Gillian Casey** That what I was about to say

Like · Reply · 2 · 16 June at 13:26



**Deborah Connell** ☐☐

Like · Reply · 16 June at 13:37



**Elizabeth Turner** Xx

Like · Reply · 16 June at 13:39



Write a reply...



**Lindsay Rodmant** Elaine Smith

Like · Reply · 2 · 17 June at 21:12



**Kate Ferguson** Rona Cargill Fiona Woodford Michelle Watt 😊

Like · Reply · 1 · 17 June at 22:49



**Rona Cargill** Haha eh NO!

Like · Reply · 17 June at 23:15



**Michelle Watt** 🙄🙄

Like · Reply · 18 June at 06:58



Write a reply...



**Liam Mckendry** Janet Mckendry

Like · Reply · 1 · 16 June at 12:06



**Kirkintilloch Herald**

23 June at 17:26 · 🌐

Business owners are getting behind a trial being held in East Dunbartonshire to introduce smaller wine glass sizes. Click below for more and don't forget to let us know what you think in the comments.



### Raising a glass to the 125ml wine campaign

Businesses are getting behind a pilot to introduce smaller wine glasses across East Dunbartonshire.

KIRKINTILLOCH-HERALD.CO.UK

👍 Like    💬 Comment    ➦ Share    👤

👍 You and 6 others    Top comments ▾



Write a comment...



Press Enter to post.



**Robert Neilson** Smaller glasses Bigger prices. ?

Like · Reply · 23 June at 17:59



**Kirkintilloch Herald**

24 June at 13:50 · 🌐

Fancy winning a night at the Boclair House Hotel for two, complete with champagne, chocolate, dinner and a 5-star breakfast? It's the prize on offer as part of a trial scheme to introduce smaller 125ml wine glasses in East Dunbartonshire. Just visit one of the participating venues, take a selfie with a poster or coaster, and tweet the picture using the hashtag #ED125ml Click below to find out some of the places taking part - and good luck!

<http://trib.al/204uKAI>



### Increasing choice: smaller wine glasses launched across East Dunbartonshire

There are few things nicer than a glass of wine after a long day at work – especially in this lovely warm...

KIRKINTILLOCH-HERALD.CO.UK

👍 Like    💬 Comment    ➦ Share    👤

# Venues engagement – Twitter

City Parking Glasgow follows  
**Boclair House** @BoclairHouse · Jun 14  
Come take an extravagant selfie at Boclair House to win a dream night away!  
Don't forget to #ED125ml best selfie wins!

**Boclair House** @BoclairHouse · Jun 12  
New competition starting tomorrow! Win a dream overnight stay at Boclair House. Details unveiled tomorrow! #ED125ml #Selfies #BoclairHouse

Billington's Deli @\_Billingtons · Jun 15  
#ED125ml manager Claire offering 125ml wine as an alternative choice at #billingtonsdeli



Glasgow Students and 11 others follow  
**Billington's Deli** @\_Billingtons · Jun 16  
Heading out this weekend? Don't forget you can now choose a 125ml glass of wine #ED125ml



2 8

Glasgow Students and 11 others follow  
**Billington's Deli** @\_Billingtons · Jun 21  
Wine now available in three glass sizes #ED125ml via Ripl.com

A man in a green apron is holding a wine glass. The background is a bar with shelves of bottles. Overlaid on the image is the text: "SMALL MEDIUM OR LARGE" in large white letters, and "Wine available by glass in 3 sizes" in smaller white letters below it.

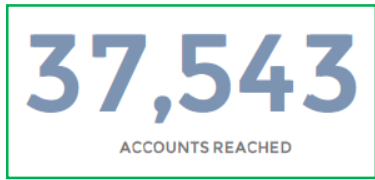
City Parking Glasgow follows  
**Boclair House** @BoclairHouse · Jul 1  
Take your selfie at Boclair and be in with a chance of winning a luxurious break away for two. Just tag #ED125ml and mention us to win!

**Andiamo Restaurants** @AndiamoScotland · Jul 5  
We now offer all our house wines in 125ml measure. Pop in and take your selfie here. #ED125ml fb.me/524uQgNn8

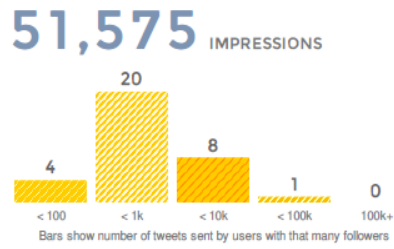


3 2

ESTIMATED REACH



EXPOSURE



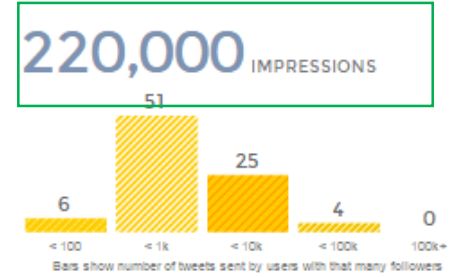
ACTIVITY



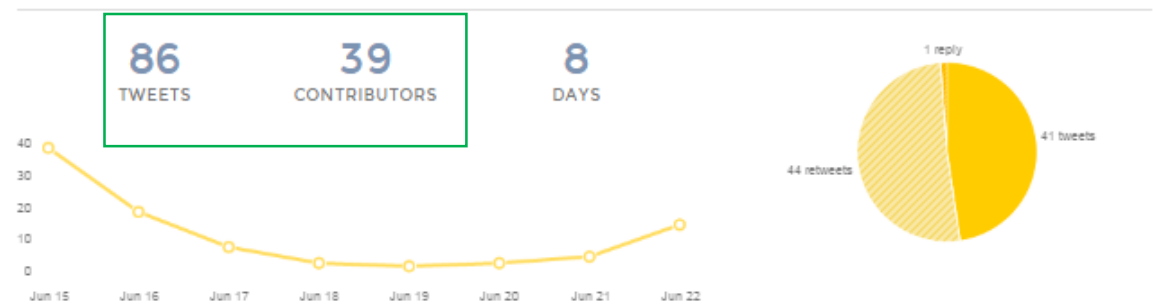
ESTIMATED REACH



EXPOSURE



ACTIVITY



## Reactive social media campaign

Spreng Thomson actively monitored, reviewed and reported the performance of the #ED125ml wine glass Twitter campaign. Content was developed and emailed to partners.

Prior to this, we engaged with venues and partners directly by email and over the phone to identify how we could support their involvement.

Reasons given for low engagement included: conflicting promotions, disinterest in the campaign, lack of understanding about the competition element, insufficient POS materials, not so active on Twitter, too busy.

We set up a reactive (temporary) Facebook campaign page - developed in response to low uptake from consumers and venues. This was complemented with Facebook paid posts, to boost visibility with the target demographic.

As a result of this action, we saw an increase in engagement and competition entries. The activity saw 6,200+ opportunities to view, contributing to the shift in consumer awareness towards the 125ml wine glass.



**East Dunbartonshire**  
**125ml wine glass**  
 @125mlwine

Send Email Liked Message

Home About Photos Events More

**East Dunbartonshire 125ml wine glass**  
 Published by Meadhbh SprengThomson (?) · 8 July at 17:39 · \*

Do you know someone special who would love a luxurious break away? Enter the brilliant selfie competition to win. It's really easy!

The prize includes: champagne on arrival, chocolates, a £100 voucher towards a 5 star dining experience with an overnight stay and delicious breakfast for two people at [Boclair House](#)

To win just follow these 3 steps:... [See more](#)

**6,299** People Reached

**49** Reactions, comments & shares

<b>38</b> Like	<b>36</b> On post	<b>2</b> On shares
<b>1</b> Love	<b>1</b> On post	<b>0</b> On shares
<b>8</b> Comments	<b>6</b> On Post	<b>2</b> On Shares
<b>2</b> Shares	<b>0</b> On Post	<b>2</b> On Shares

**207** Post Clicks

<b>109</b> Photo views	<b>1</b> Link clicks	<b>97</b> Other Clicks
---------------------------	-------------------------	---------------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

# Venues engagement – Facebook

**Boclair House** 12 June · 🌐

New Competition Starting Tomorrow!!! Keep an eye out for our post on how to a dream overnight stay at Boclair House tomorrow. Follow @BoclairHouse on Twitter to get involved. #TwitterComp #Ed125ml #Selfies

Boclair House (@BoclairHouse) | Twitter

Senaste Tweets från Boclair House (@BoclairHouse). Boutique Hotel & Wedding Venue. Bearsden

TWITTER.COM

15

**Bar Florence** 17 June · 🌐

#ED125ml #SELFIE cocktails at BAR FLORENCE 📸



You and 61 others

1 Comment 2 Shares

**Billington's** 21 June at 19:40 · 🌐

Wine now available in three glass sizes #ED125ml via Rip! .com



You and 9 others

131 Views

**Andiamo Milngavie** 5 July at 17:41 · 🌐

We now offer all our house wines in 125ml measure. Pop in and take your selfie here. #ED125ml



**The Avenue** 22 June at 21:37 · 🌐

Promoting #125ml #ED125ml 📸



16

**Boclair House** 13 June · 🌐

Our Competition starts today!! To win your dream overnight stay, come to Boclair House for a 125ml glass of any of our Fine wines, take the Most extravagant selfie possible and post it on Twitter and hashtag #Ed125ml so we can see it. Lets get creative! Our Favourite Selfie Wins!! #TwitterComp #OvernightStay #Selfies



17

3 Comments

**Douglas Park Golf Club** 14 June · 🌐

Like Page

A small glass of wine has never been so fashionable. In the clubhouse we have smart new coasters which you can use in a selfie in any imaginative pose, and tweet to #ED125ml. You will be entered into a prize draw where you could win an overnight stay at Boclair House Hotel. Don't forget to say where you took your pic

You and 1 other

1 Comment

## Venues engagement – Facebook



**Glazert Country House Hotel**

27 June at 16:27 · 🌐

Come in and take a selfie at the bar with your small 125ml wine to win this fab break for 2! Don't forget to tag us and [#ED125ML](#) to be in with a chance of winning.

**TAKE A SELFIE AND WIN A LUXURIOUS BREAK FOR TWO!**



**Meitai Chinese, Thai & Japanese Restaurant** added 2 new photos.

Like Page

July 8 at 2:43pm · 🌐

In conjunction with East Dunbartonshire for Small wine measure this Summer. We are now promoting our 125ml ORGANIC WINE exclusively here in Meitai! Come this weekend and join us hashtag your Selfie photos [#ED125ml](#) with the designed wine coaster in our restaurant simply log on to Twitter to mention Meitai you're in and win the prize. Closing date Sunday 10th July. Visit <http://www.125mlwine.org/> for Campaign



10



# Selfie entries (zoom to view) – Twitter + Facebook



# Selfie entries (zoom to view) – Twitter + Facebook



# Wider engagement – Twitter

Family Focus Mag and 82 others follow  
Scot Gov Health @scotgovhealth · Jun 15  
Great news East Dunbartonshire has over 90 venues offering 125ml wine measures #ED125ml



15 15

Scot Gov Health @scotgovhealth · Jun 16  
Proud to support #ED125ml wine measure campaign, more information: [harpers.co.uk/news/the-scott...](http://harpers.co.uk/news/the-scott...)



FamiliesEEdinburgh and 13 others follow  
ScotlandsPubs @ScotlandsPubs · Jun 16  
71% of customers interviewed in East Dunbartonshire support 125ml wine measures, #ED125ml @scotgovhealth



1 2

Scot Gov Health @scotgovhealth · Jun 22  
It's week 2 of the #ED125ml wine glass campaign. Grab a copy of @kirkyherald today for a chance to win a break away!



1 1

Scot Gov Health @scotgovhealth · Jun 22  
46% interviewed in East Dunbartonshire survey think about glass size when ordering wine #ED125ml



2 1

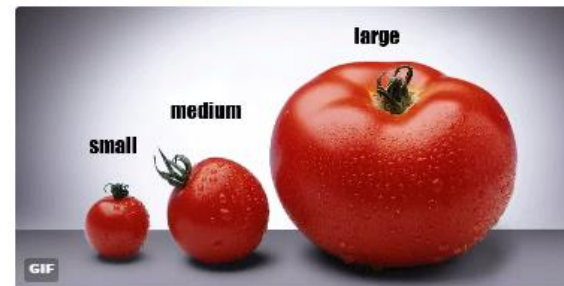
Family Focus Mag and 82 others follow  
Scot Gov Health @scotgovhealth · Jun 22  
Did you know 71% interviewed in East Dunbartonshire survey support smaller #ED125ml measure?



4 3

Darren Healy @darrenhealy\_ · 20h  
@EDCouncil @\_Billingtons Or rather #ED125ml, stupid thumbs.

Family Focus Mag and 82 others follow  
Scot Gov Health @scotgovhealth · Jun 24  
Wine glasses come in all shapes and sizes. 125ml wine measures now available in East Dunbartonshire #ED125ml



10

# Appendix

# Appendix

## 125ml Consumer Campaign Evaluation

# Campaign Overview

A new consumer campaign to raise awareness that a 125ml measure of wine is available.

This is a pilot scheme for East Dunbartonshire which will hopefully be rolled out nationwide.

# Objectives

## **Primary:**

- Raise awareness that a small 125ml measure of wine is available at participating venues in East Dunbartonshire

## **Secondary:**

- Engagement with the social media competition

# Audience

## Primary Audience

Female Wine Drinkers 18+

## Secondary Audience

All Wine Drinkers 18+

- The majority of wine drinkers in East Dunbartonshire are ABC1s, 25+ and female
- Most are unaware of the availability of the 125ml wine measure in East Dunbartonshire
- Our aim is to increase awareness of the availability of the 125ml wine measure in East Dunbartonshire



Creative

# Creative Proposition

We're pleased to be selling small 125ml glasses of wine here

Leading to creative route:

We come in all shapes and sizes

Building on the 'Drop a glass size' campaign and aimed at women in East Dunbartonshire

# Master Campaign Creative

**We come in all shapes and sizes...**



Three sizes of wine glasses as the main image highlighting the options available

Sub headline focuses on the locality of the campaign

**125ml now available in East Dunbartonshire**

Lead headline plays on the idea of clothing sizes, which is further promoted through the glasses tags

The campaign creative builds on the 'drop a glass size' campaign previously run

URL inclusion for more info



**'story'**  
the best selling agency

# Campaign Executions

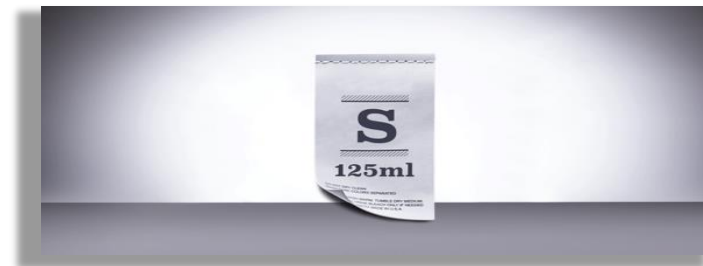
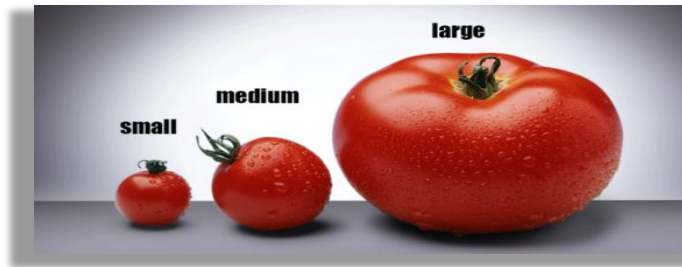
# POS Materials

- Feedback from the group was that venues wanted unique POS materials
- With this in mind we created riveted coasters and top and tail mirror vinyls
- POS packs were delivered to participating venues w/c June 6<sup>th</sup> by the East Dunbartonshire Licensing Advisors
  - 50,000 Coasters
  - 200 Mirror vinyls



# Social Media

- Story designed a suite of GIFs and still images inspired by the core creative
- It added colour and humour to the digital assets to encourage share-ability for the social media campaign
- The GIFs and stills were shared with the campaign partners as well as participating venues



# Results

# Survey Results

Executive summary\* Please refer to full Spreng Thomson report for further info

**The post-campaign survey evidences a positive shift in consumer awareness towards smaller measures - including the 125ml wine glass.**

- Pre-campaign survey found that 11% had seen the 125ml wine glass compared to 52% in this survey (70% improvement)
- 49% had seen 175ml glass size, compared with 31% in the post-campaign survey.
- Pre-campaign survey revealed 38% had seen 250ml glass size, compared to only 16% in this survey

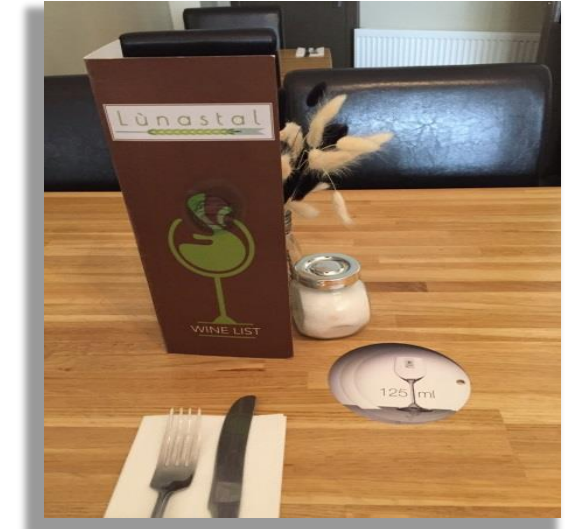
**A multiplatform approach encompassing PR / media partnership, social media and campaign collateral underpinned a transformation in awareness of the 125ml wine glass.**

- Pre-campaign 40% heard about the 125ml glass size, compared to 69% in the post-campaign survey
- 52% heard about it through on-premises campaign materials
- 49% heard about it in the local newspapers
- 14% said they heard about it through social media
- A further 7% heard about it on the radio
- 51% said they had seen the campaign coaster, while 49% had not seen the coaster before



# Merchandising Results

- 90 outlets were visited by East Dunbartonshire Licensing Advisors to disseminate the POS resources
- Based on venue capacity, provided by the Licensing team, this offered us a potential OTS of over 550K in the 4 week campaign period
- Feedback from the Licensing Advisors showed the coasters were well received by venues, with positive comments on the quality and also the campaign tag line 'We come in all shapes and sizes...'
- Post survey results showed that 52% of people surveyed had heard about the campaign through on premise materials, with 51% recognising the coaster



# What worked well

- Feedback from the Licensing Advisors showed the coasters were well received by venues as was the campaign creative
- Consumer awareness survey
- Media partnership – lessons learned for future approach
- Spreng Thomson media communications and Story creative collateral – providing solutions to challenges – good dialog throughout!
- Reactive Facebook campaign by Spreng Thomson
- BBC Radio Scotland piece featuring Paul Waterson



**'story'**  
the best selling agency

# What would we do next time

- Pre-campaign outreach activity to increase buy-in from licensees. This could include a Licensing meeting where POS packs could be handed out.
- Include a venue incentive to promote the competition and campaign
- Shorten campaign duration by running the consumer campaign shortly after the trade launch, capitalising on awareness
- The coasters were well received, however we don't have any information on use of the mirror vinyls, which leads us to believe these should not be repeated
- Include posters in the POS materials as these were well received by the venues Story and Spreng Thomson visited. This also offers a cheap and effective way to explain campaign and competition
- Ensure 125ml.org is up to date



# Appendices

## Venue Capacity Report

premises	premises05_Name	Premises05_Address	Premises05_Address_2	Premises05_Address_3	Premises05_Address_4	Capacity	Week Capacity	Month Capacity
	La Vita	185/187 Kirkintilloch Road	Bishopbriggs	Glasgow	G64 2LS	95	665	2660
	Burnbrae	Milngavie Road	Bearsden	Glasgow	G61 3DG	512	3584	14336
	Auchinairn Tavern	137 Auchinairn Road	Bishopbriggs	Glasgow	G64 1UT	444	3108	12432
	Smiths Hotel	3 David Donnelly Place	Kirkintilloch	Glasgow	G66 1DD	758	5306	21224
	The Torrance Inn	96 Main Street	Torrance	Glasgow	G64 4EL	175	1225	4900
	The Indian Cottage	10 Kilsyth Road	Kirkintilloch	Glasgow	G66 1QD	297	2079	8316
	Cyan	14 - 16 Stewart Street	Milngavie	Glasgow	G62 6BW	217	1519	6076
	Delhi Darbar	4 Woodhill Road	Bishopbriggs	Glasgow	G64 1JL	76	532	2128
	The New Manor Garden	13 Baljaffray Precinct	Grampian Way	Bearsden	Glasgow	72	504	2016
	The Station	2 Station Road	Bearsden	Glasgow	G61 4AN	152	1064	4256
	Eagle Lodge	2 Hilton Road	Bishopbriggs	Glasgow	G64 2PN	1226	8582	34328
	Gulistan Tandoori Restaurant	4 Beech Road	Bishopbriggs	Glasgow	G64 1NE	64	448	1792
	Meitai Restaurant	15 Station Road	Milngavie	Glasgow	G62 8PG	28	196	784
	The Grove	Millersneuk Shopping Centre	Millersneuk Road	Lenzie	Glasgow	280	1960	7840
	Glazert Country House Hotel	25 Milton Road	Lennoxton	Glasgow	G66 7DJ	340	2380	9520
	Talbot Arms	30 Main Street	Milngavie	Glasgow	G62 6BU	161	1127	4508
	Lunastal	44/46 Station Road	Milngavie	Glasgow	G62 8AB	32	224	896
	The Wheatsheaf Inn	Main Street	Torrance	Glasgow	G64 4EN	290	2030	8120
	The Redbrae	Redbrae Road	Kirkintilloch	Glasgow	G66 2BX	900	6300	25200
	Taste Indian Cuisine	25-27 St Mungo Street	Bishopbriggs	Glasgow	G64 1QT	158	1106	4424
	Garvie & Co.	1 Station Road	Milngavie	Glasgow	G62 8PG	440	3080	12320
	Royal Garden	12 Arnold Avenue	Bishopbriggs	Glasgow	G64 1PE	32	224	896
	The Kirky Puffer	9 Townhead	Kirkintilloch	Glasgow	G66 1NF	504	3528	14112
	The Avenue	177 Kirkintilloch Road	Bishopbriggs	Glasgow	G64 2LS	472	3304	13216
	Atash Bar	23/25 West High Street	Kirkintilloch	Glasgow	G66 1AB	95	665	2660
	The Den	128 Drymen Road	Bearsden	Glasgow	G61 3RB	214	1498	5992
	Ashoka	9 Kirk Road	Bearsden	Glasgow	G61 3RG	82	574	2296
	Crow Tavern	118 Kirkintilloch Road	Bishopbriggs	Glasgow	G64 2AB	118	826	3304
	The Larder	5 Kirk Lane	Bearsden	Glasgow	G61 3RU	100	700	2800
	Kirkintilloch Miners Welfare & C	Townhead	Kirkintilloch	Glasgow	G66 3AA	700	4900	19600
	Massimo	3 Kirk Road	Bearsden	Glasgow	G61 3RG	177	1239	4956
	Cook & Indi's World Buffet	74 Kirkintilloch Road	Bishopbriggs	Glasgow	G64 2AH	310	2170	8680
	Lion and Star Bar and Kitchen	32 Townhead	Kirkintilloch	Glasgow	G66 1NG	174	1218	4872
	Bocclair House	100 Milngavie Road	Bearsden	Glasgow	G61 2TP	380	2660	10640
	Raffaella's	151-155 Milngavie Road	Bearsden	Glasgow	G61 3DY	105	735	2940
	Oriental Palace	14a Eastside	Kirkintilloch	Glasgow	G66 1PY	50	350	1400
	Thai Cafe	45a Townhead	Kirkintilloch	Glasgow	G66 1NG	60	420	1680
	Alessio's Cafe & Bistro	121 Cowgate	Kirkintilloch	Glasgow	G66 1JD	60	420	1680
	Atash Restaurant	17a West High Street	Kirkintilloch	Glasgow	G66 1AB	50	350	1400
	Bar Bliss	1 Cowgate	Kirkintilloch	Glasgow	G66 1HW	130	910	3640
	Spice Chilli Restaurant	9 Baljaffray Shopping Centre	Grampian Way	Bearsden	Glasgow	25	175	700
	Rainbow Restaurant	173 Kirkintilloch Road	Bishopbriggs	Glasgow	G64 2LS	56	392	1568
	Classic India	5 Douglas Street	Milngavie	Glasgow	G62 6PA	42	294	1176
	Ashoka Brasserie	93/97 Cowgate	Kirkintilloch	Glasgow	G66 1JD	135	945	3780
	Milngavie Bowling Club	Station Road	Milngavie	Glasgow	G62 8BY	110	770	3080

## Venue Capacity Report Continued

premisesC	premises05_Name	Premises05_Address	Premises05_Address_2	Premises05_Address_3	Premises05_Address_4	Capacity	Week Capacity	Month Capacity
	Clober Golf Club	Craigton Road	Milngavie	Glasgow	G62 7HP	170	1190	4760
	The Stables	Glasgow Road	Kirkintilloch	Glasgow	G66 1RH	474	3318	13272
	The Lenzie Club	48 Victoria Road	Lenzie	Glasgow	G66 5AP	65	455	1820
	Kincaid House Hotel	Birdston Road	Milton of Campsie	Glasgow	G66 8BZ	400	2800	11200
	Fort Theatre	Kenmure Avenue	Bishopbriggs	G64 2DW		120	840	3360
	Bishopbriggs Bowling Club	11 Kenmure Avenue	Bishopbriggs	Glasgow	G64 2RG	60	420	1680
	Campsie Bowling Club	Lennox Place	Lennoxton	Glasgow	G66 7HD	120	840	3360
	Killermont Bowling Club	55A Woodvale Avenue	Bearsden	G61 2NY		150	1050	4200
	Cawder Golf Club	Cadder Road	Bishopbriggs	Glasgow	G64 3QD	320	2240	8960
	Hilton Park Golf Club	Auldmarroch Estate	Stockiemuir Road	Milngavie	Glasgow	199	1393	5572
	Bearsden Ski Club	The Mound	Stockiemuir Road	Bearsden	Glasgow	220	1540	6160
	West Highland Gate Beefeater	103 Main Street	Milngavie	Glasgow	G62 6JQ	256	1792	7168
	The Rambler	17 Main Street	Torrance	Glasgow	G64 4EX	160	1120	4480
	Glasgow Golf Club	Killermont	Bearsden	G61 2TW		550	3850	15400
	Chase Inn	93 Merkland Drive	Kirkintilloch	Glasgow	G66 2QF	361	2527	10108
	Club Bliss	17 High Street	Kirkintilloch	Glasgow	G66 1PP	650	4550	18200
	Ghiloni's	77 Townhead	Kirkintilloch	Glasgow	G66 1NN	100	700	2800
	Kirkintilloch Golf Club	Todhill	Campsie Road	Kirkintilloch	Glasgow	170	1190	4760
	Riverside Bar and Grill	8-14 Eastside	Kirkintilloch	Glasgow	G66 1PY	268	1876	7504
	West of Scotland Football Club	Burnbrae	Glasgow Road	Milngavie	Glasgow	880	6160	24640
	Douglas Park Golf Club	Hillfoot	Bearsden	Glasgow	G61 2TJ	130	910	3640
	Andiamo	1 Glasgow Road	Milngavie	Glasgow	G62 6AQ	220	1540	6160
	Milngavie Golf Club	Laighpark	Milngavie	Glasgow	G62 8EP	100	700	2800
	Cadder Freestone Social Club	5 St Mungo Street	Bishopbriggs	Glasgow	G64 1QT	508	3556	14224
	Lenzie Rugby Football Club	Viewfield	Viewfield Avenue	Lenzie	Glasgow	140	980	3920
	The Lenzie Bowling Club	Regent Square	Lenzie	Glasgow	G66 5AE	80	560	2240
	Mariana	141 Cowgate	Kirkintilloch	Glasgow	G66 1JT	80	560	2240
	Campsie Golf Club	Crow Road	Lennoxton	Glasgow	G66 7HX	90	630	2520
	Victoria Bowling Club	School Road	Torrance	Glasgow	G64 4BZ	100	700	2800
	Billington's	114 Kirkintilloch Road	Lenzie	G66 4LQ		25	175	700
	Milton of Campsie Bowling Club	Kincaidfield	Milton of Campsie	Glasgow	G66 8ER	120	840	3360
	Rasoi	Unit 1	Millersneuk Shopping Centre	Millersneuk Road	Lenzie	80	560	2240
	The Restaurant at 19	19 New Kirk Road	Bearsden	Glasgow	G61 3SJ	55	385	1540
	Campsie Glen Coffee Shop	Aldessan House	Campsie Glen	Glasgow	G66 7AB	40	280	1120
	Frankie & Benny's	Site Between Unit 9 & 10	Strathkelvin Retail Park	Crosshill Road	Bishopbriggs	185	1295	5180
	Nonna's Kitchen	126 Cowgate	Kirkintilloch	Glasgow	G66 1HF	200	1400	5600
	Bullands	27 Mugdock Road	Milngavie	Glasgow	G62 8PD	48	336	1344
	Stewart House	16 Stewart Street	Milngavie	Glasgow	G62 6BW	150	1050	4200
	Meet Me @ The Corner	44 Main Street	Milngavie	Glasgow	G62 6BU	90	630	2520
	Roma	181 -183 Kirkintilloch Road	Bishopbriggs	Glasgow	G64 2LS	180	1260	5040
	Cathay Cuisine	3 Gavin's Mill Road	Milngavie	Glasgow	G62 6NB	100	700	2800
	Café Crème	6/7 The Cross Court	Bishopbriggs	Glasgow	G62 2RD	35	245	980
	The Lion & Star	32 Townhead	Kirkintilloch	Glasgow	G66 1NG	174	1218	4872
	Allan Glens Sports Club	212 Kirkintilloch Road	Bishopbriggs	Glasgow	G64 2NE	225	1575	6300
	Bearsden Bowling Club	Station Road	Bearsden	Glasgow	G61 4AW	110	770	3080
					<b>Total Capacity</b>	<b>19856</b>	<b>138992</b>	<b>555968</b>

**Appendix**  
**Pre-campaign consumer awareness survey. May 2016.**

## Pre-campaign consumer awareness survey findings

- 46% responded that they do think about the amount of wine in the glass when buying a drink
- 49% have seen 175ml glass size
- **11% have seen 125ml glass size**
- 60% were not aware of the 125ml glass size
  
- For those who were aware of the 125ml glass size, 76% heard about it through on-premises campaign materials, with a further 10% saying they heard about it on the television
  
- Of the 101 respondents, 85 agreed to their opinions being reported. The vast majority, 71% were in favour of wider availability of 125ml

## Qualitative feedback highlights

- 85 chose to provide feedback
- 71% were in favour of the 125ml glass size, 12% were opposed, 2% neutral and 12% no comment.
- Some voiced concerns about whether the 125ml glass size would offer the same value for money as the other larger glass sizes.
- Some voiced concerns that the 125ml glass size may confuse consumers who may mistakenly believe this will keep them within Scotland's drink driving laws.

"I usually go for a small –  
I don't want it going to my head."

"I choose depending on the time of  
day e.g. out for lunch or dinner."

"Nice to see options being offered."

**"I think it (125ml size) gives the impression that  
people will be under the drink drive limit."**

**"Trying to lose weight so a good idea."**

"I don't enjoy a small glass."



## Emerging themes

A number of the respondents made positive statements about the advantages of wider availability of the 125ml glass size. These included:

- Helps people make healthier lifestyle choices
- Helps people manage their weight
- Helps change perceptions of the current drinking culture
- Improves consumer choice

## Pre-campaign consumer awareness survey sample. May 2016.

Number of completed responses: 101   Demographic profile

Areas covered

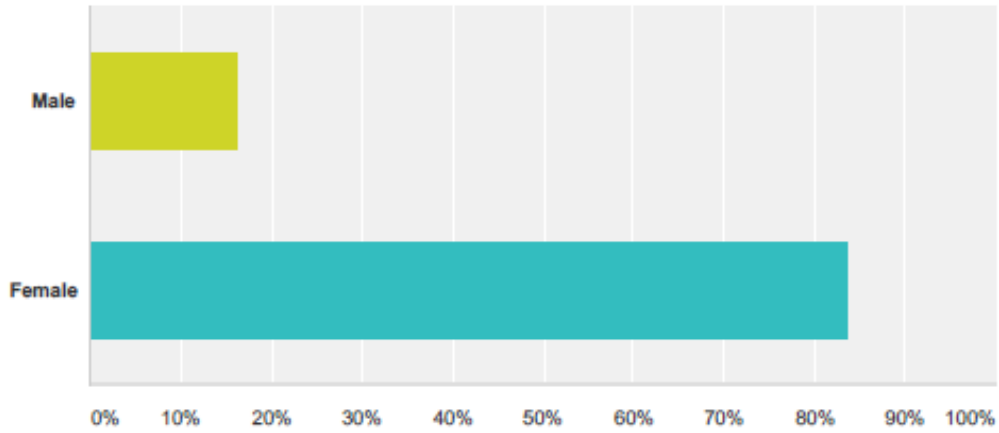
Bishopbriggs: 21  
Kirkintilloch: 19  
Bearsden: 17  
Milngavie: 14  
Lennoxton: 10  
Milton of Campsie: 8  
Torrance/Balmore: 3  
Lenzie: 1  
Other (visitors to the locality): 8

33% of interviewees: 45 – 59  
29%                    30 - 44  
22%                    60+  
16%                    18 – 29

- 83% female
- 17% male

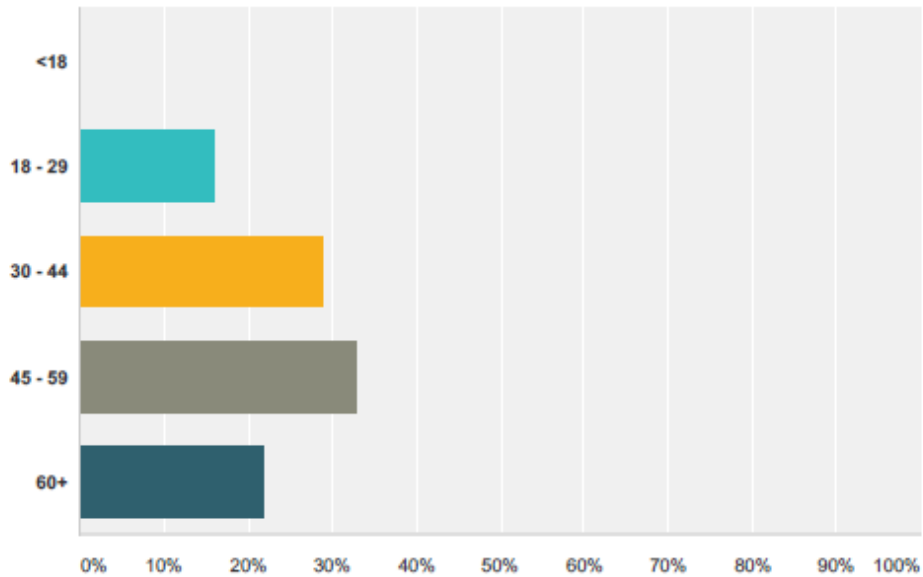
### Q6 Are you male or female?

Answered: 98 Skipped: 3



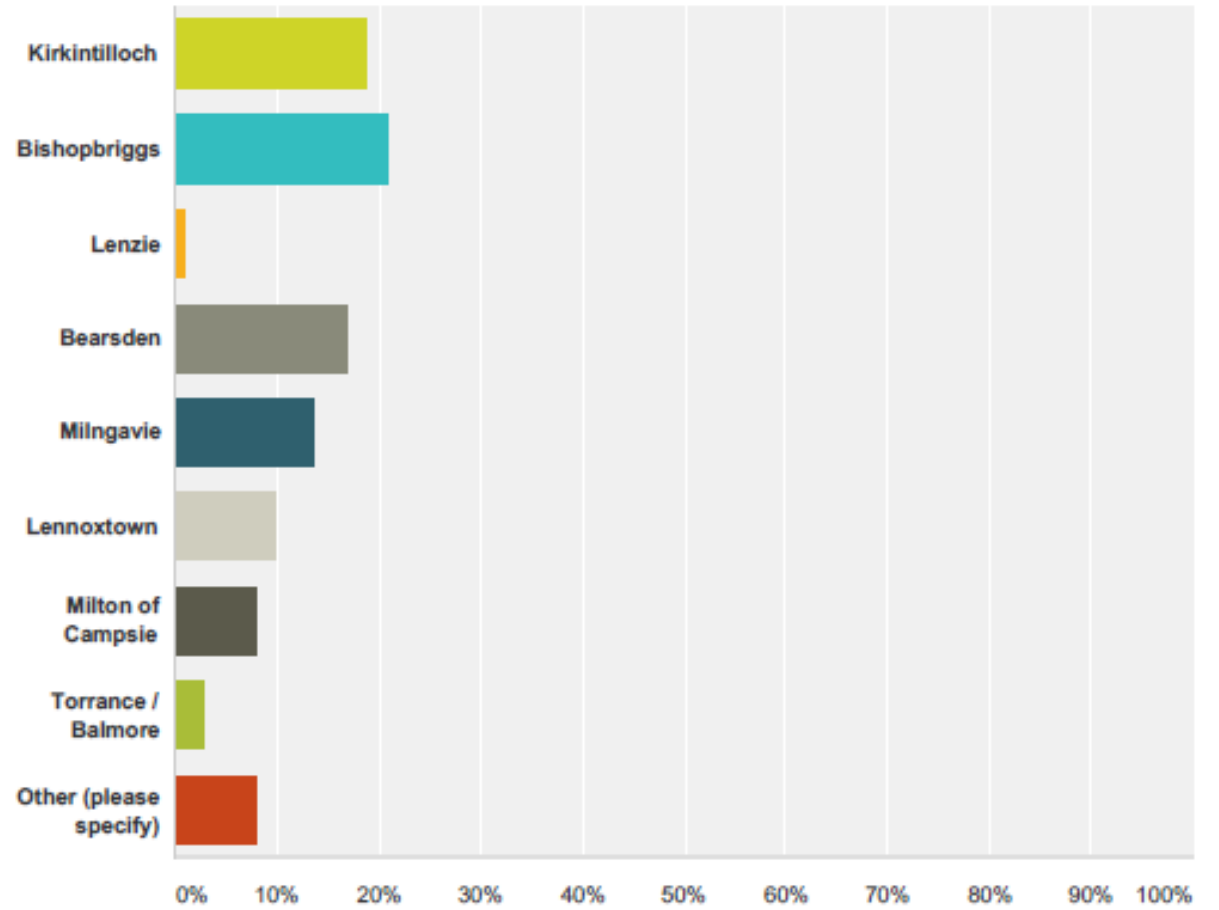
### Q7 Age

Answered: 100 Skipped: 1



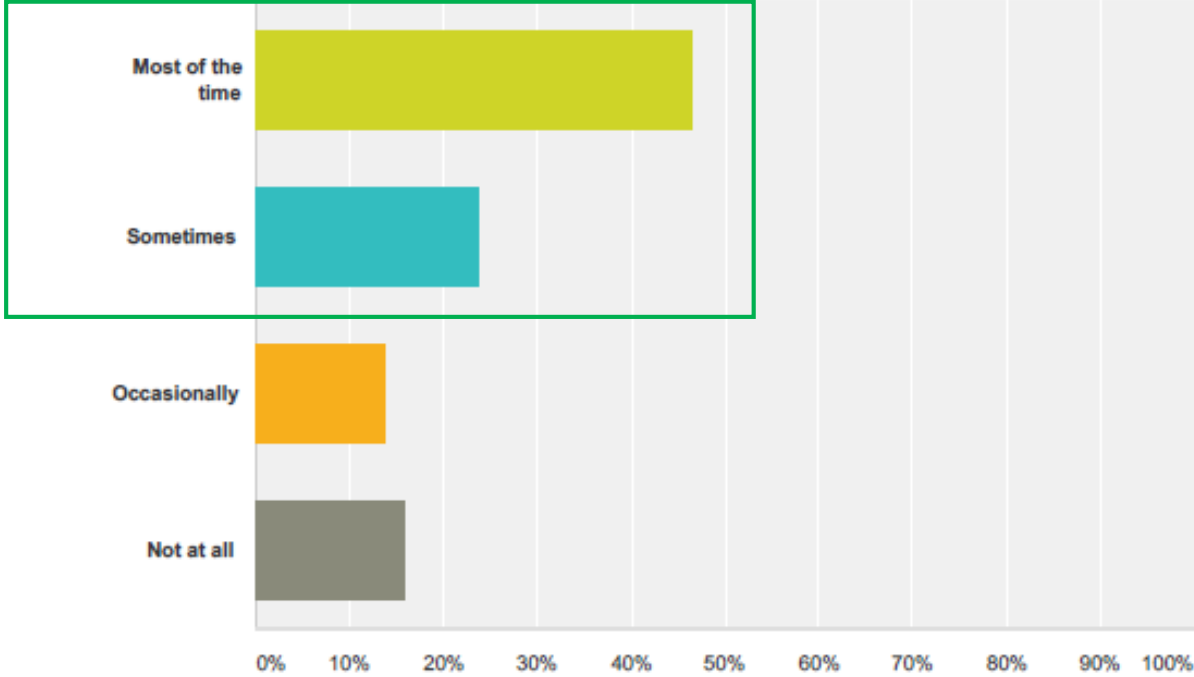
### Q8 Locality

Answered: 101 Skipped: 0



# Q1 When you order a glass of wine do you think about the amount of wine in the glass?

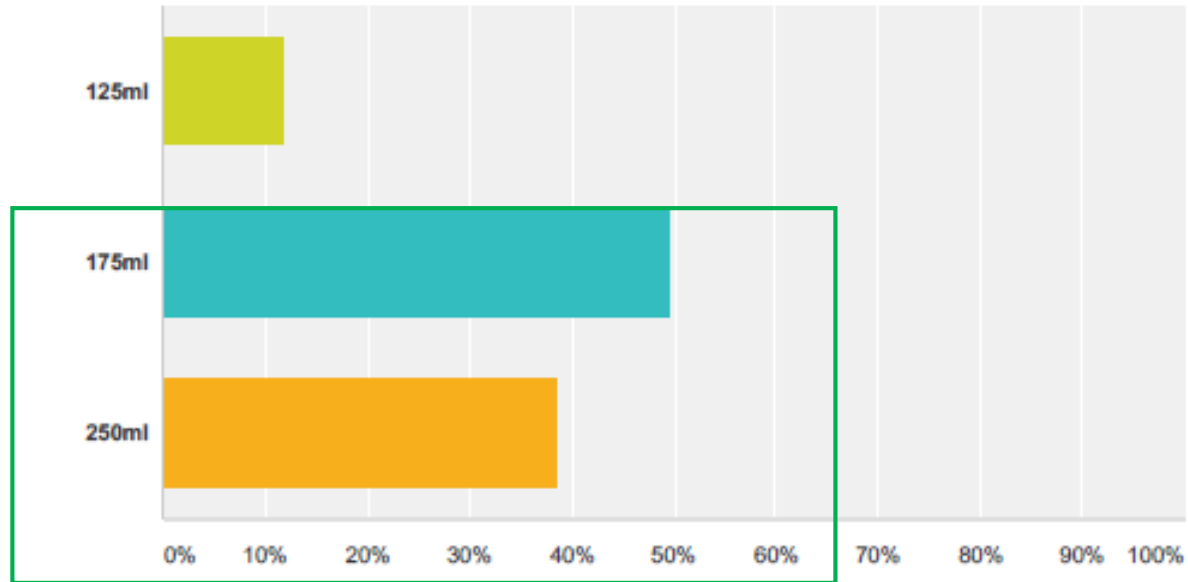
Answered: 101 Skipped: 0



Answer Choices	Responses	
Most of the time	46.53%	47
Sometimes	23.76%	24
Occasionally	13.86%	14
Not at all	15.84%	16
<b>Total</b>		<b>101</b>

## Q2 Which size of wine glass have you seen?

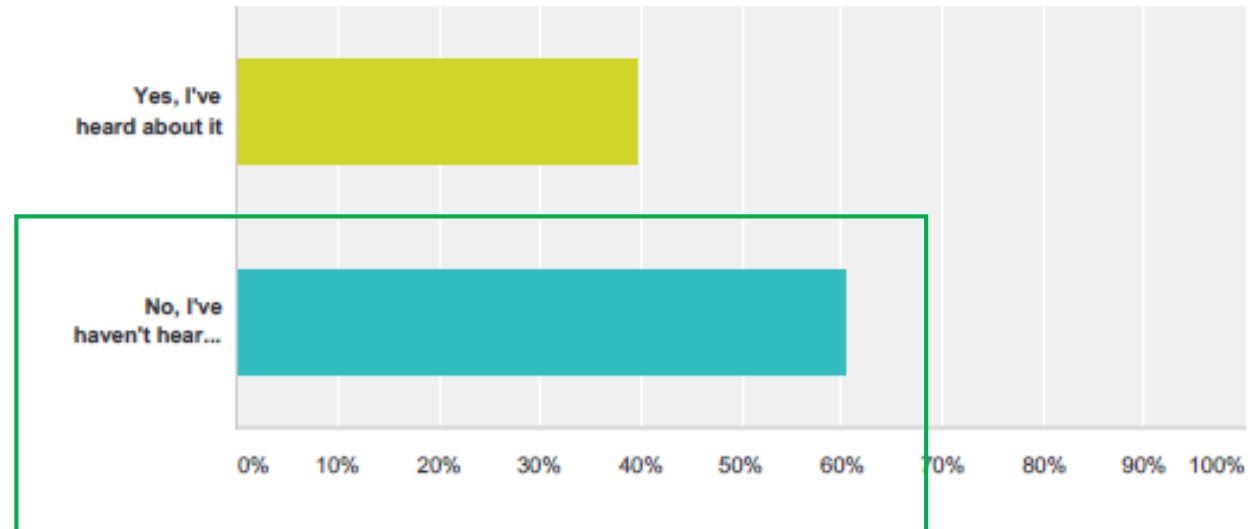
Answered: 101 Skipped: 0



Answer Choices	Responses	
125ml	11.88%	12
175ml	49.50%	50
250ml	38.61%	39
<b>Total</b>		<b>101</b>

### Q3 Have you heard anything about smaller sizes of wine glasses (125ml) being introduced in some places in East Dunbartonshire?

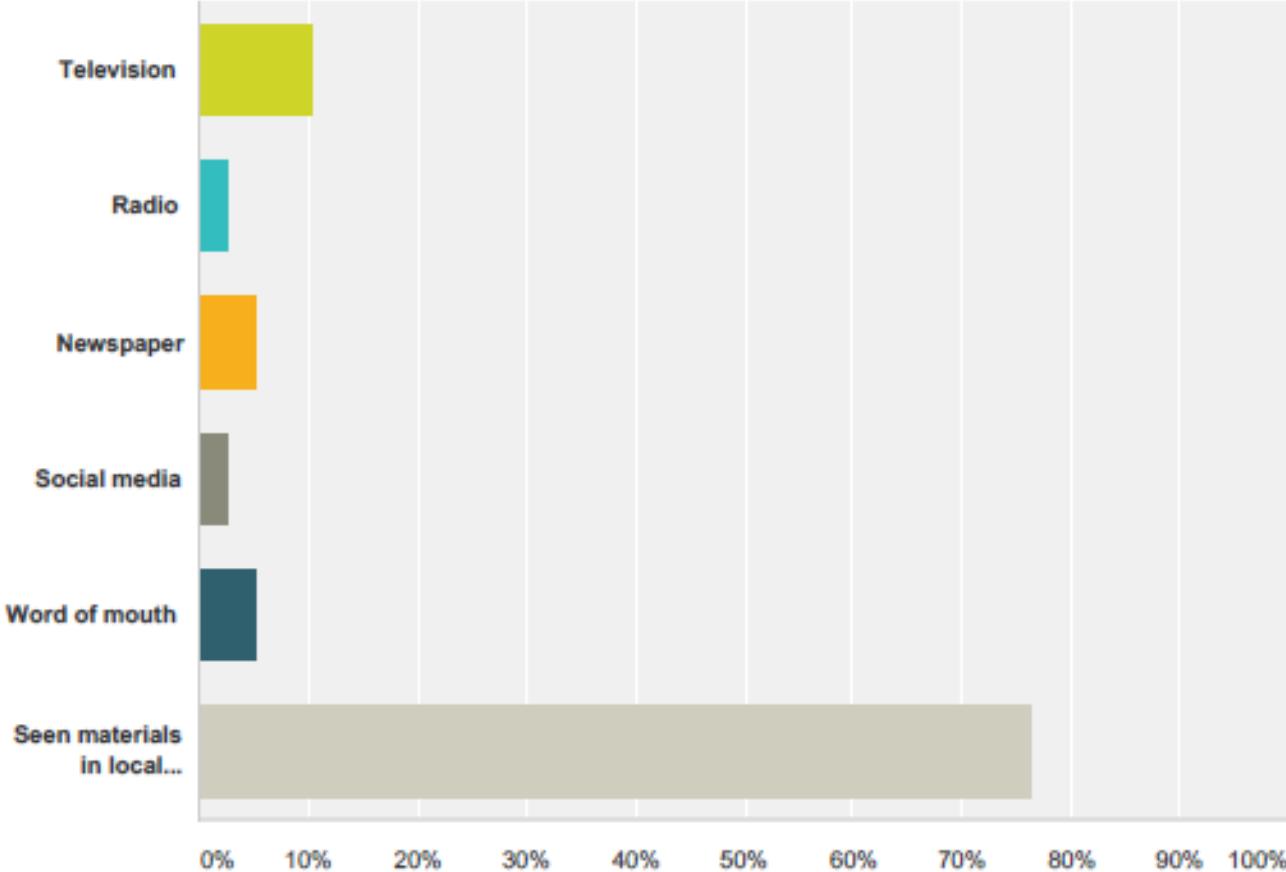
Answered: 101 Skipped: 0



Answer Choices	Responses
Yes, I've heard about it	39.60% 40
No, I've haven't heard about it	60.40% 61
<b>Total</b>	<b>101</b>

# Q4 How did you hear about the new 125ml glasses?

Answered: 38 Skipped: 63



# Pre-campaign consumer opinions

The following section captures respondents' individual comments on the new 125ml glass size



## Q5 What do you think about the new, smaller glasses of wine?

Answered: 86 Skipped: 15

#	Responses	Date
1	More choice - better	5/16/2016 3:41 PM
2	Does no harm	5/16/2016 3:15 PM
3	Like smaller measures	5/16/2016 3:11 PM
4	Good idea	5/16/2016 3:09 PM
5	No opinion	5/16/2016 3:08 PM
6	Drink drive limit	5/16/2016 3:05 PM
7	Gives more option	5/16/2016 3:02 PM
8	BAd idea	5/16/2016 3:00 PM
9	Very good idea	5/16/2016 2:41 PM
10	No point in it	5/16/2016 2:39 PM
11	Good thing worry about costings	5/16/2016 2:36 PM
12	Good idea good to share	5/16/2016 2:34 PM
13	Gives people the choice	5/16/2016 2:30 PM
14	Not sure	5/16/2016 2:30 PM
15	Novel idea	5/16/2016 2:28 PM
16	Great idea	5/16/2016 2:26 PM
17	What's the point	5/16/2016 2:25 PM
18	Good idea	5/16/2016 2:23 PM
19	I think it gives the impression that people will be under the drink drive limit	5/16/2016 2:22 PM
20	Good idea	5/16/2016 2:21 PM
21	Bad idea tempt people to drink and drivd	5/16/2016 2:19 PM
22	Don't think it makes any difference	5/16/2016 2:18 PM

23	Nice idea	5/16/2016 2:16 PM
24	Good idea	5/16/2016 2:15 PM
25	Not sure, ok makes sense I suppose	5/16/2016 2:12 PM
26	Good idea for lunchtime drinkers	5/16/2016 2:10 PM
27	Good idea	5/16/2016 1:52 PM
28	Good to have options available	5/16/2016 1:50 PM
29	No comment	5/16/2016 1:49 PM
30	Yes fine no problem gives you a choice	5/16/2016 1:48 PM
31	Can only be a good thing	5/16/2016 1:48 PM
32	Good idea	5/16/2016 1:47 PM
33	No comment	5/16/2016 1:46 PM
34	Fine no issues with it being brought in	5/16/2016 1:43 PM
35	If it costs less then fine also good for weight for women	5/16/2016 1:40 PM
36	No thoughts	5/16/2016 1:40 PM
37	Good I suppose more choice	5/16/2016 1:36 PM
38	Drink driving an issue so ok	5/16/2016 1:34 PM
39	Like to have Choice so good	5/16/2016 1:33 PM
40	Welcome the choice	5/16/2016 1:32 PM
41	Option is fab. Especially with car	5/16/2016 1:31 PM
42	Trying to lose weight so good idea	5/16/2016 1:30 PM
43	More choice - good idea	5/16/2016 1:26 PM
44	Good idea - cut down alcohol intake. They should also only sell alcohol in off sales not supermarkets	5/16/2016 1:24 PM
45	Rather have a large one	5/16/2016 1:21 PM
46	I don't enjoy a small glass	5/16/2016 1:19 PM
47	Fine good for health	5/16/2016 1:15 PM
48	No thoughts	5/16/2016 1:11 PM
49	More choice is good idea	5/16/2016 1:10 PM
50	No thoughts	5/16/2016 1:07 PM

51	Yes supportive	5/16/2016 1:06 PM
52	Good sensible	5/16/2016 12:59 PM
53	Wouldn't apply to me	5/16/2016 12:55 PM
54	More choice is always good	5/16/2016 12:55 PM
55	No thoughts	5/16/2016 12:53 PM
56	Yes ok more publicity would be good	5/16/2016 12:53 PM
57	Nice to see options being offered	5/16/2016 12:51 PM
58	Positive change in drinking culture	5/16/2016 12:48 PM
59	No comment	5/16/2016 12:46 PM
60	Helpful to have smaller option	5/16/2016 12:44 PM
61	Not for me	5/16/2016 12:43 PM
62	Good idea due to new drink driving laws	5/16/2016 12:41 PM
63	No thoughts	5/16/2016 12:41 PM
64	Good to highlight choice is available	5/16/2016 12:40 PM
65	Good to have choice	5/16/2016 12:36 PM
66	No comment really , supportive	5/16/2016 12:35 PM
67	Good if you don't want to get drunk	5/16/2016 12:32 PM
68	I usually go for small I don't want it going to my head	5/16/2016 12:28 PM
69	Supportive yes good idea	5/16/2016 12:26 PM
70	I would always have large	5/16/2016 12:25 PM
71	Like having an option	5/16/2016 12:22 PM
72	Good more choice	5/16/2016 12:20 PM
73	Good to have a choice - I choose depending on time of day eg out for lunch or dinner	5/16/2016 12:20 PM
74	No comment	5/16/2016 12:17 PM
75	Good to have choice	5/16/2016 12:17 PM
76	No thoughts	5/16/2016 12:15 PM
77	Gives you more choice	5/16/2016 12:09 PM
78	You don't always want a large glass so nice to have a choice	5/16/2016 12:08 PM

79	Great but I still wouldn't take one if I had the car	5/16/2016 12:05 PM
80	Supportive	5/16/2016 12:01 PM
81	Good to have a choice but not for me	5/16/2016 12:01 PM
82	Healthier option	5/16/2016 11:58 AM
83	Suits me at lunch	5/16/2016 11:58 AM
84	Ok for health reasons	5/16/2016 11:53 AM
85	Good idea because of drink driving	5/16/2016 11:48 AM
86	Good for lunch time	5/16/2016 11:38 AM

**Appendix**  
**Post-campaign consumer awareness survey. July 2016.**

## Key findings – Awareness of wine glass sizes

The post-campaign survey evidences a positive shift in consumer awareness towards smaller measures - including the 125ml wine glass.

- Pre-campaign survey found that **11%** had seen the 125ml wine glass compared to **52%** in this survey
  - 49% had seen 175ml glass size, compared with 31% in the post-campaign survey.
  - Pre-campaign survey revealed 38% had seen 250ml glass size, compared to only 16% in this survey
- 

A multiplatform approach encompassing PR / media partnership, social media and campaign collateral underpinned a transformation in awareness of the 125ml wine glass.

- Pre-campaign 39.6% had heard about the 125ml
- Post-campaign 69% said they had heard about the 125ml (29% improvement in awareness)
- 52% heard about it through on-premises campaign materials
- 49% heard about it in the local newspapers
- 14% said they heard about it through social media
- A further 7% heard about it on the radio
- 51% said they had seen the campaign coaster, while 49% had not seen the coaster before

## Post-campaign consumer awareness survey sample. July 2016.

Number of completed responses: 96

Demographic profile

Areas covered

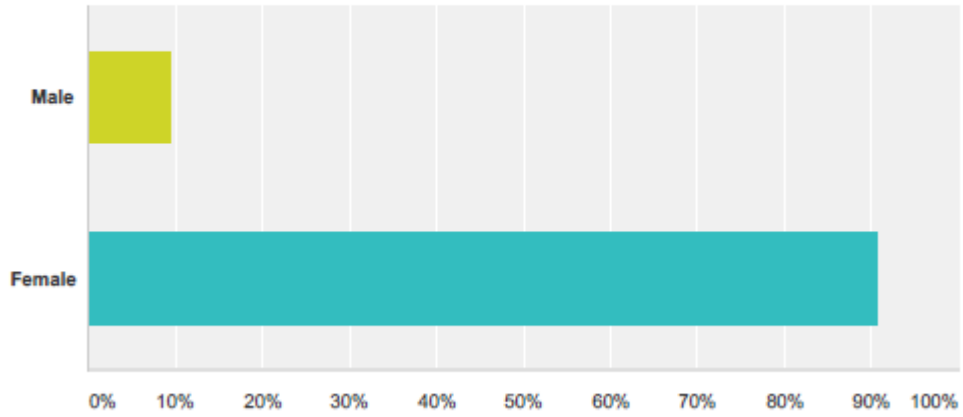
Kirkintilloch: 21 (3 more)  
Bishopbriggs: 15 (6 fewer)  
Lenzie: 6 (5 more)  
Bearsden: 14 (3 fewer)  
Milngavie: 14  
Lennoxton: 10  
Milton of Campsie: 4 (4 fewer)  
Torrance/Balmore: 3  
Other (visitors to the locality): 9

30% of interviewees: 18 – 29  
28% 45 – 59  
25% 30 - 44  
16% 60+

- 90% female
- 10% male

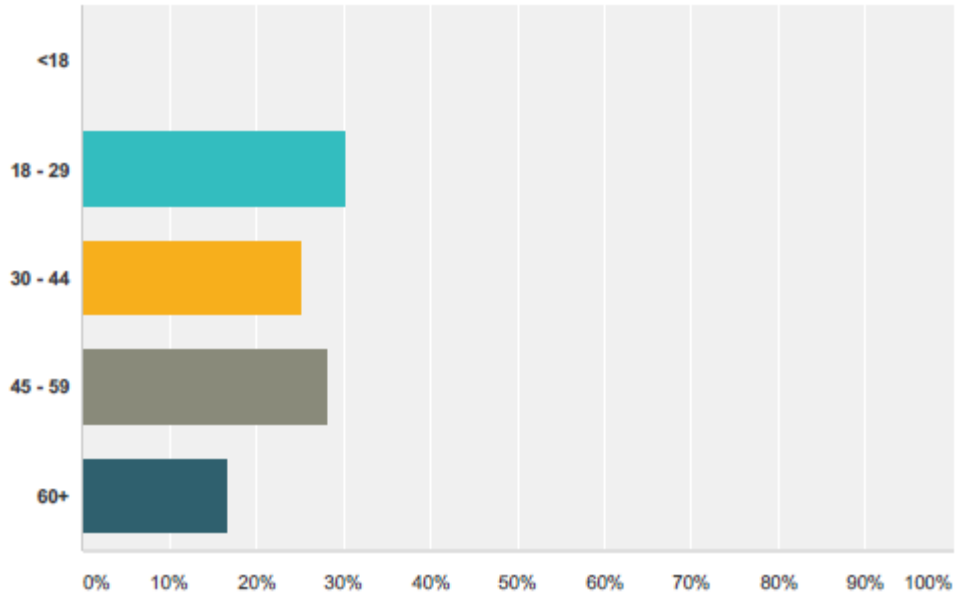
### Q5 Are you male or female?

Answered: 96 Skipped: 0



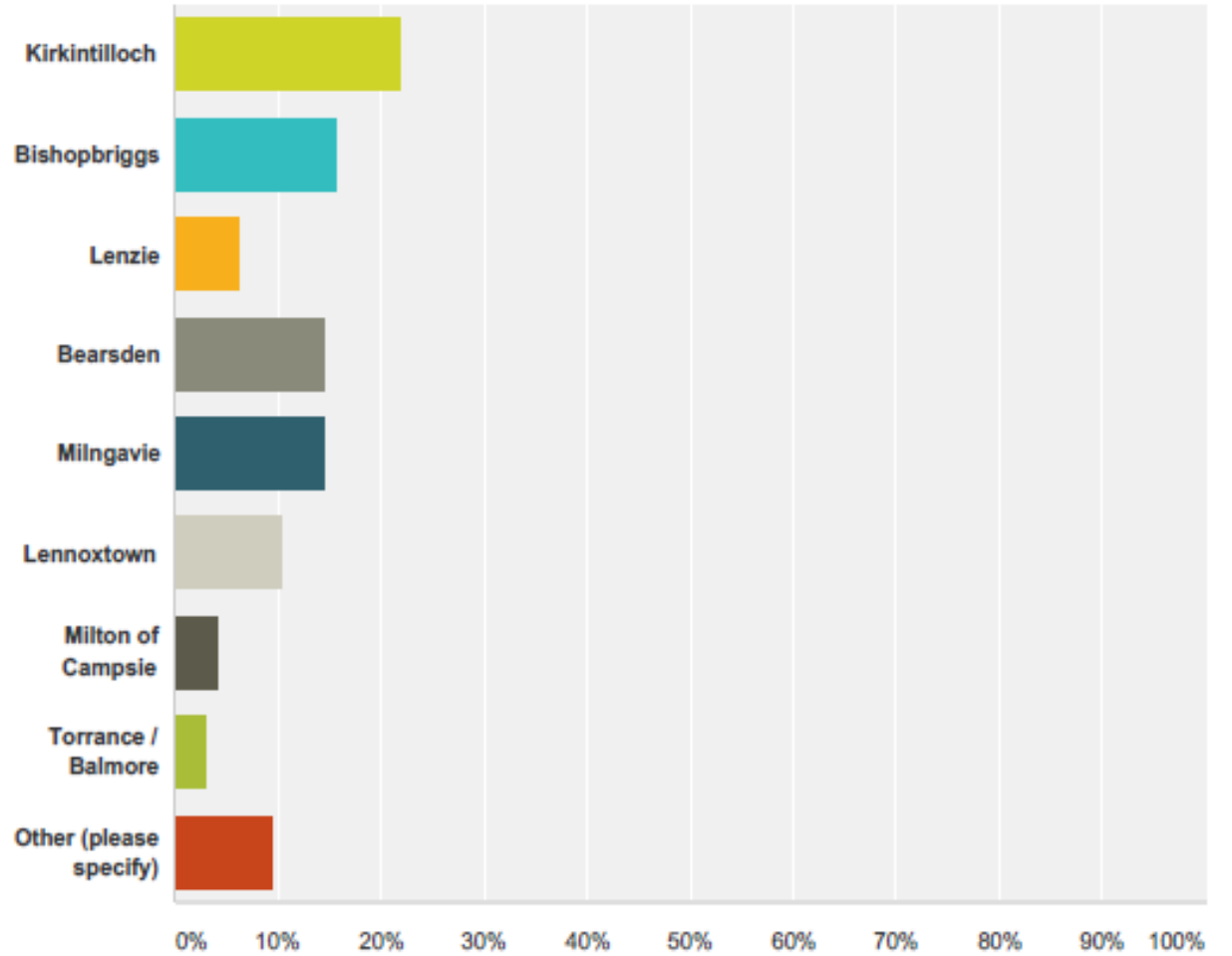
### Q6 Age

Answered: 96 Skipped: 0



### Q7 Locality

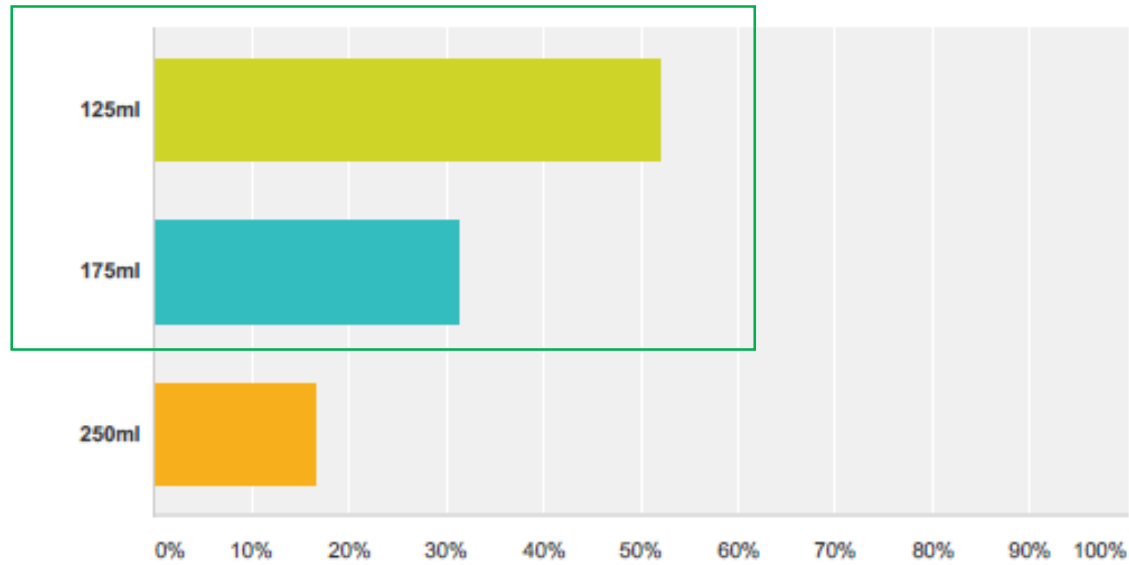
Answered: 96 Skipped: 0





# Q1 Which size of wine glass have you seen?

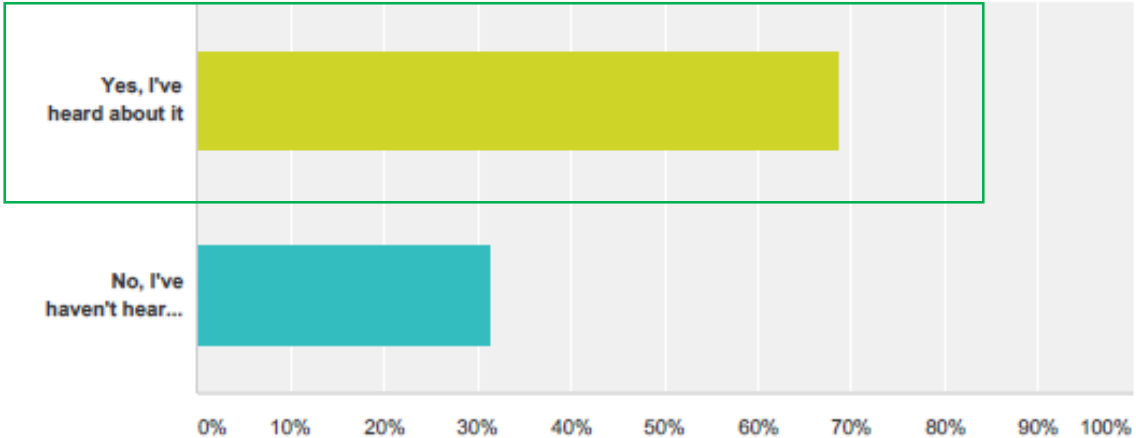
Answered: 96 Skipped: 0



Answer Choices	Responses	
125ml	52.08%	50
175ml	31.25%	30
250ml	16.67%	16
<b>Total</b>		<b>96</b>

**Q2 Have you heard anything about smaller sizes of wine glasses (125ml) being introduced in some places in East Dunbartonshire?**

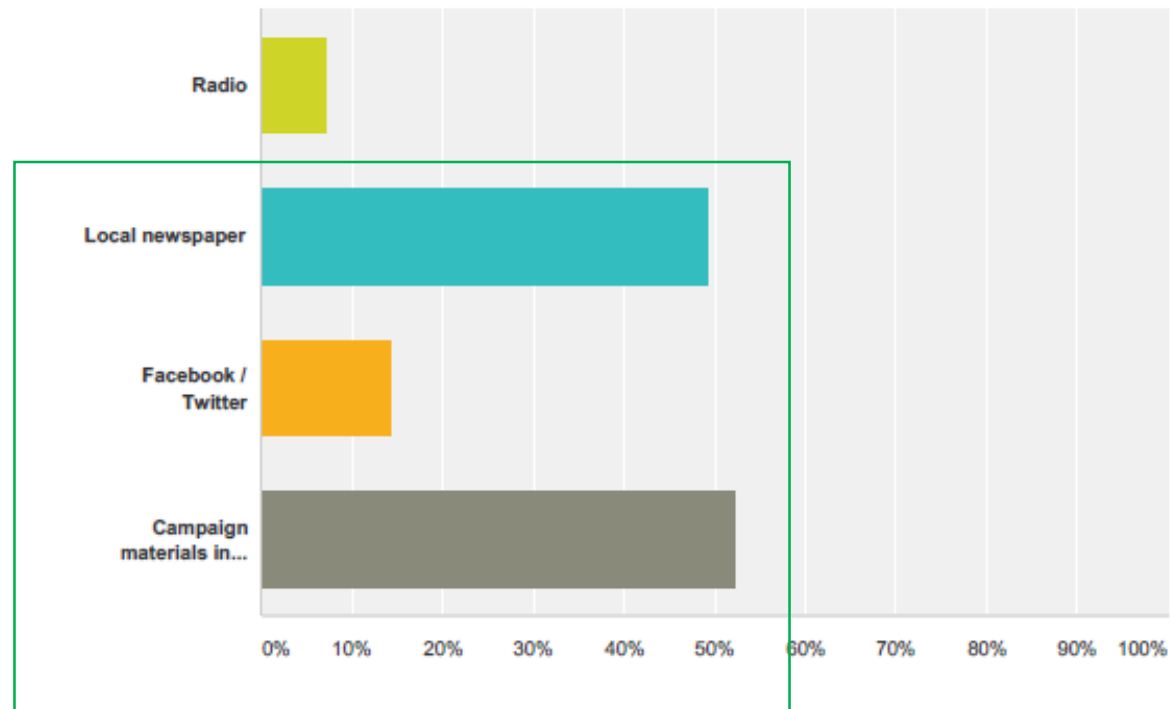
Answered: 96 Skipped: 0



Answer Choices	Responses
Yes, I've heard about it	68.75% 66
No, I've haven't heard about it	31.25% 30
<b>Total</b>	<b>96</b>

### Q3 How did you hear about the new 125ml glasses?

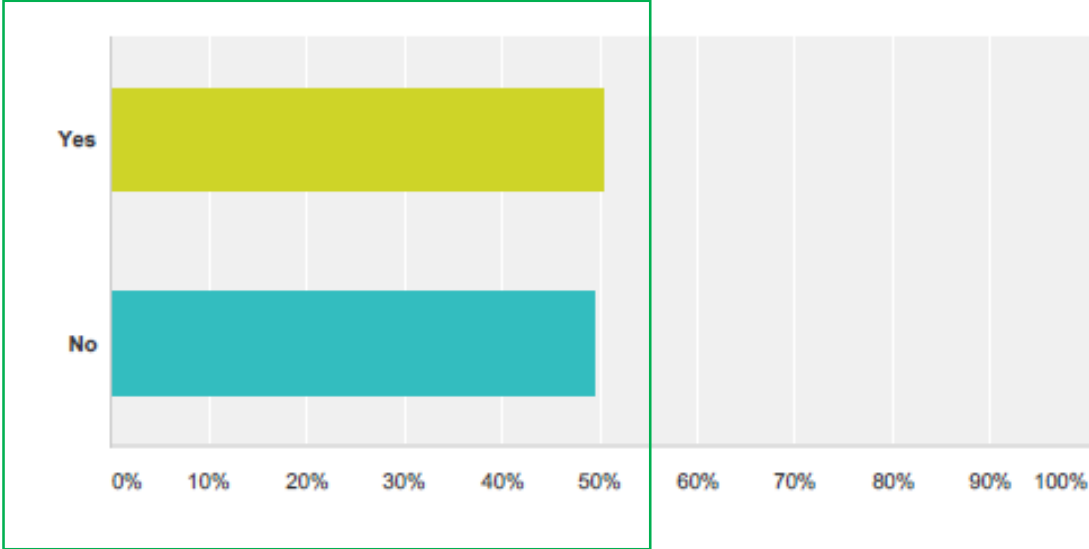
Answered: 69 Skipped: 27



Answer Choices	Responses
Radio	7.25% 5
Local newspaper	49.28% 34
Facebook / Twitter	14.49% 10
Campaign materials in premises (coasters)	52.17% 36
<b>Total Respondents: 69</b>	

### Q4 Have you seen this coaster before?

Answered: 95 Skipped: 1



Answer Choices	Responses	
Yes	50.53%	48
No	49.47%	47
<b>Total</b>		<b>95</b>

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