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**Participant information sheet**

Project: The impact of different types of tableware and packaging on the appeal of food and drink

*Before you decide to take part in this study it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully. A member of the team can be contacted if there is anything that is not clear or if you would like more information by emailing Dr Natasha Clarke, ncc42@medschl.cam.ac.uk. Take time to decide whether or not you wish to take part.*

***Purpose of the study***

The purpose of this study is to assess the impact of different types of tableware and packaging on visual appeal and attractiveness of food and drink. The study will also explore people’s attitudes towards different tableware and packages, including their user friendliness.

***Why have I been chosen?***

You have been chosen to participate in this study as you are over 18, regularly eat rice and regularly drink white wine.

***Do I have to take part?***

It is up to you to decide whether or not to take part. If you complete the study consent form then this will be taken as you providing your consent to take part in the study. However, you are free to withdraw at any point in the study and without giving a reason. To withdraw from the study please inform one of the researchers.

***What will happen if I take part?***

You will be invited to attend a study appointment at the Baptist Church, St Andrew’s Road in Cambridge. You will complete a short list of questions about yourself, and rate the visual attractiveness of food and wine served onto a range of different tableware and from different packages. You will not be able to eat any of the food or drink any of the wine you serve yourself. The study will take approximately 30 minutes to complete.

***Are there any possible disadvantages and/or risks in taking part?***

There are no known risks to taking part in this study. However, you are free to withdraw from the study at any point. If you choose to withdraw from the study, the amount of compensation will be commensurate with the amount of time you have spent in the study (i.e., 50% reimbursement if you have completed half of the study). Additionally a full debriefing of the details of the research will be provided once it is completed.

***What are the possible benefits of taking part?***

You will contribute to a better understanding of the impact of different tableware and packages on the visual appeal of food and drink. You will be offered a copy of the completed research should you be interested. You will also be compensated £30 for your time completing the study from the research agency.

***Will my taking part in this study be kept confidential?***

Yes. No personally identifiable information will be collected or kept by the research team. The information you provided to the research agency will be kept confidential in accordance to the terms and conditions you agreed to when signing up with them.

Further information about how the University uses personal data can be found at <https://www.information-compliance.admin.cam.ac.uk/data-protection/research-participant-data>

Anonymous study data will be shared with collaborators at the University of Bristol for analysis.

***What will happen to the results of this research project?***

The final results will be represented at academic conferences and published in academic journals. Results will be presented in publications and at scientific meetings in terms of groups of individuals. Individual data of specific people taking part in the study will not be presented. All collected data will remain totally anonymous, so there is no means of identifying the individuals who took part.

As part of best scientific practice, the anonymous data from this study will be available for other researchers to use as “open data”. This means the data will be publicly available internationally and may be used for purposes not related to this study.

***Who is organising and funding the research?***

The research is being organised by researchers at the University of Cambridge and University of Bristol. It is funded by the Wellcome Trust, a global charitable foundation based in the UK.

***Ethical review of the study***

This project has been reviewed by the Psychology Research Ethics Committee of the University of Cambridge.

***Contact for further information***

Please contact Dr Natasha Clarke for further information, via email: ncc42@medschl.cam.ac.uk.