Customers approached & assessed for eligibility (n=6032)

Fulfil inclusion criteria & verbal consent to anonymous SASQ screen (n=2473, 41%)

Stage 1 screening: SASQ positive, (n=1088, 44%)

Consent to participate (n=544, 50%)

Stage 2 screening: Full AUDIT

Total eligible n=408 (AUDIT range 8-19)

Exclude low risk drinkers if AUDIT scores 7 or less (estimated: n=49, 9%)

Exclude possibly dependent drinkers. Advise to see GP if AUDIT score 20 or more (estimated: n=87, 16%)

Brief Intervention n=204

Total n=143 Follow-up 3-months post randomisation. 30% (n=82) conservatively estimated loss to follow-up

Control (Alcohol: The Basics) n=204

Total n=143 Follow-up 3-months post randomisation. 30% (n=82) conservatively estimated loss to follow-up