An alcoholic and a non-alcoholic beverage are simultaneously presented for 500 ms.

Next a small arrow appears at the location of one of the two images. Participants have to indicate as quickly as possible whether the arrow is pointing up or down, by pressing the corresponding key on the keyboard.

If the participant has clicked the right arrow, the next trial appears.

During the assessment block (and the CBM block in the placebo condition), the arrow appears at the location of the alcoholic beverage in 50% of the trials, and at the location of the non-alcoholic beverage in the other 50%. During the CBM block, the arrow always appears at the location of the non-alcoholic beverage.