A picture of an alcoholic or a non-alcoholic beverage is presented together with a letter (p of f) for 1500 ms. Participants have to respond to the letter: e.g. when a p is presented with the picture they have to press the spacebar as quickly as possible (go trial), when an f is presented they have to do nothing (no-go trial).

If the correct (non)response has been made, the next trial begins 1500 ms. after the picture first appeared.

During the assessment block (and the CBM block in the placebo condition) the alcoholic and the non-alcoholic beverages are both presented with a go cue (p) in 50% of the trials and with a no-go cue (f) in the other 50%.

During the CBM block, all alcohol pictures are presented with a no-go cue (f) and all non-alcoholic beverages are presented with a go cue (p).