A picture of an alcoholic or a non-alcoholic beverage is presented, which is tilted 3 degrees to the left or to the right.

Participants have to respond as quickly as possible to the format of the picture, e.g. by pushing all pictures tilted to the left away from them (upon which picture size gradually decreases, as in the example to the right), and pulling all pictures tilted to the right towards them (upon which picture size gradually increases, as in the example below).

If the picture has been moved in the right direction (by pressing the key on the keyboard for push trials, and the key for pull trials)

During the assessment block (and the CBM block in the placebo condition), the alcoholic and the non-alcoholic beverage are both presented in ‘push format’ in 50% of the trials, and in ‘pull format’ in the other 50%. During the CBM block, all alcoholic beverages are presented in push format, and all non-alcoholic beverages in pull format.