

MINDFUL SNACKING IS...

Choosing and enjoying snacks with both attention and intention. We strive to embed mindfulness into how we craft our foods, and, through education, encourage people to savor the whole eating experience, inspired by the widely-recognized mindful eating practice. **Mindful Eating**, being one of our four guiding principles, is:



RELEVANT

More and more people use mindfulness for well-being and to balance their lifestyle



UNIVERSAL

96% of consumers globally engage in mindful snacking behaviors¹



EFFECTIVE

Research shows that applying mindfulness in eating interventions results in multiple, clinically relevant benefits.

EASY STEPS TO EXPERIENCE MINDFUL EATING

Several mindful eating protocols have been developed by clinical researchers, including three key components:

1



BE PRESENT IN THE MOMENT

- ✓ Reduce distraction such as your phone or your TV
- ✓ Focus your awareness on the snacking experience and pay attention to each bite or sip.
- ✓ Portion out the amount you choose to eat

2



ENJOY THE SNACK WITH ALL YOUR SENSES

- ✓ Focus on the smells, tastes, textures, shapes, and colors of foods to enjoy the snacking experience
- ✓ Slow down the pace of eating and pause to see if you still feel like eating

3



BE AWARE OF HUNGER AND FULLNESS CUES

- ✓ Check your hunger level before snacking
- ✓ Be aware of emotional and external cues that can trigger snacking – such as social settings, convenience, and time of day
- ✓ Tune into your snack preferences at the present moment

MINDFUL EATING BENEFITS

Emerging science tells us that mindful eating leads to:

- ▶ A positive relationship with food supporting overall well-being, by making conscious food choices²
- ▶ More pleasure and satisfaction, by savoring with all the senses³
- ▶ Better management of food portions when hungry, and less likely to overeat from a large portion, by paying attention to hunger and fullness feelings⁴



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Source 1: Mondelez International State of Snacking 2024 Global Consumer Snacking Trends Study.

Source 2: Katterman et al., 2014 ; Gravel et al., 2014 ; Hendrickson et al., 2017 ; Cornil & Chandon, 2016

Source 3: Hong et al., 2014 ; Arch et al., 2016 ; Cornil & Chandon, 2015 ; Hetherington et al., 2018 ; Meier et al., 2023

Source 4: Oldham-Cooper et al., 2011 ; Higgs & Donohoe, 2011 ; Robinson et al., 2014 ; Higgs, 2015 ; Alliot et al., 2018 ; Petit et al., 2019 ; Mantzios et al., 2019 ; Dutt et al., 2019 ; Mantzios et al., 2020

Full references are available on the electronic version at health-pro.snackmindful.com



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