# 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:



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



96% of consumers globally engage in mindful snacking behaviors<sup>1</sup>



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:





# 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



# 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



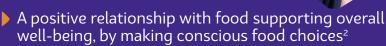


# BE AWARE OF HUNGER AND FULLNESS CUES

- ✓ 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:



- More pleasure and satisfaction, by savoring with all the senses<sup>3</sup>
- Better management of food portions when hungry, and less likely to overeat from a large portion, by paying attention to hunger and fullness feelings<sup>4</sup>

#### health-pro.snackmindful.com

Source 1: Mondelēz 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

Meier et al., 2023 Source 4: Oldham-Cooper et al., 2011 ; Higgs & Donohoe, 2011 ; Robinson et al., 2014 ; Higgs, 2015 ; Allirot 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





## REFERENCES

- Mondelez International State of Snacking 2024 Global Consumer Snacking Trends Study. Mondelez International 2024. https://www.mondelezinternational.com/stateofsnacking/
- Katterman SN, Kleinman BM, Hood MM, Nackers LM, Corsica JA. Mindfulness meditation as an intervention for binge eating, emotional eating, and weight loss: a systematic review. Eating Behaviors. 2014; 15(2):197-204.
- Gravel K, Ouellet St-Hilaire G, Deslauriers A, Watiez M, Dumont M, Dufour Bouchard AA, Provencher V. E ect of sensory-based intervention on the increased use of food-related descriptive terms among restrained eaters. Food Quality and Preference. 2014; 32:271-276.
- Hendrickson, K.L. and E.B. Rasmussen, Mindful eating reduces impulsive food choice in adolescents and adults. Health Psychol, 2017 Mar; 36(3):226-235.
- Cornil Y & Chandon P. Pleasure as an ally of healthy eating? Contrasting visceral and Epicurean eating pleasure and their association with portion size preferences and wellbeing. Appetite. 2016; 104:52-59.
- Hong PY, Lishner DA, Han KH. Mindfulness and eating: An experiment examining the e ect of mindful raisin eating on the enjoyment of sampled food. Mindfulness. 2014; 5(1):80-87.
- Arch JJ, Brown KW, Goodman RJ, Della Porta MD, Kiken LG, Tillman S. Enjoying food without caloric cost: The impact
  of brief mindfulness on laboratory eating outcomes. Behavioral Research and Therapy. 2016; 79:23-34.
- Cornil Y & Chandon P. Pleasure as a substitute for size: how multisensory imagery can make people happier with smaller food portions. Journal of Marketing Research. 2015; 53(5):847-864.
- Hetherington MM, Blundell-Birtill P, Caton SJ, Cecil JE, Evans CE, Rolls BJ, Tang T. Understanding the science of portion control and the art of downsizing. Proceedings of the Nutrition Society. 2018; 77(3):347-355.
- Meier BP, Romano A, Kateman S, Nori R. Less is more: Mindfulness, portion size, and candy eating pleasure. Food Quality and Preference. 2023; 103:104703.
- Oldham-Cooper RE, Hardman CA, Nicoll CE, Rogers PJ, Brunstrom JM. Playing a computer game during lunch a ects fullness, memory for lunch, and later snack intake. The American Journal of Clinical Nutrition. 2011; 93(2):308-13.
- Higgs S & Donohoe JE. Focusing on food during lunch enhances lunch memory and decreases later snack intake. Appetite. 2011; 57(1):202-206.
- Robinson E, Kersbergen I, Higgs S. Eating 'attentively' reduces later energy consumption in overweight and obeses females. British Journal of Nutrition, 2014. 112:657-661.
- Higgs, S. Manipulations of attention during eating and their e ects on later snack intake. Appetite. 2015; 92:287-294.
- Allirot X, Miragall M, Perdices I, Baños RM, Urdaneta E, Cebolla A. Effects of a Brief Mindful Eating Induction on Food Choices and Energy Intake: External Eating and Mindfulness State as Moderators. Mindfulness. 2018; 9:750-760.
- Petit O, Spence C, Velasco C, Woods AT, Cheok AD. Changing the influence of portion size on consumer behavior via imagined consumption. Journal of Business Research. 2017; 75:240–248.
- Mantzios M, Skillett K, Egan H. Examining the Effects of Two Mindful Eating Exercises on Chocolate Consumption. European Journal of Health Psychology. 2019; 26:120-128.
- Dutt, S, Keyte, R, Egan, H, Hussain, M, Mantzios, M. Healthy and unhealthy eating amongst stressed students: considering the influence of mindfulness on eating choices and consumption. Health Psychology Report. 2019; 7(2):113–120.
- Mantzios M, Egan H, Asif T. A Randomised Experiment Evaluating the Mindful Raisin Practice as a Method of Reducing Chocolate Consumption During and After a Mindless Activity. J Cogn Enhanc. 2020; 4:250–257.



