

TRANSFORM SNACKING INTO A MINDFUL EXPERIENCE

Mindful Snacking is choosing and enjoying snacks with both attention and intention.



Snacking is a universal behavior that transcends cultures and geographies. The reason for snacking is not just about satisfying hunger, and we recognize that snacking helps support both physical and emotional needs. That's why we believe in the importance of Mindful Snacking. We strive to embed mindfulness into how we craft our foods and encourage people to savor the whole eating experience.

EXPERTS SAY MINDFUL EATING LEADS TO:



A positive relationship with food¹⁻⁴ supporting well-being



More pleasure derived from snacking moments⁵⁻⁹



More satisfying moments with less food⁵⁻⁹

1

FIRST, IT IS IMPORTANT TO UNDERSTAND **WHY** YOU WANT A SNACK.

Do you need **fuel**, energy for a pick-me-up or **comfort**?

2

THIS WILL HELP YOU CHOOSE **WHAT** TO EAT FOR A MORE SATISFYING SNACKING EXPERIENCE.

Are you looking for something **sweet** or **savoury**, **creamy** or **crunchy**, **hot** or **cold**, **soft** or **crispy**?

3

THEN, BE IN THE MOMENT. HERE'S **HOW**:

✓ PORTION OUT YOUR SNACK

and put the rest away; or choose single, pre-wrapped servings of snack foods

✓ MINIMIZE DISTRACTIONS

(phone, TV, computer)

✓ SMELL AND TASTE

each bite fully

✓ CHEW SLOWLY

and give each bite your full attention

✓ NOTICE

the texture

✓ FINISH

your bite before you take the next



This guide was created by Dr. Susan Albers, Psy.D., clinical psychologist and mindful eating expert. She is a *New York Times* best-selling author of seven books on mindful eating. She also conducts mindful eating workshops. Mondelez International commissioned Dr. Albers as a consultant to create this work.

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