

# SNACK MINDFULLY, ENJOY THE MOMENT!

Mindful Snacking is an approach that encourages you to eat with attention and to be present in the moment.



Snacking is part of everyday living. It can provide fuel for energy or a boost to jump-start your day. It can also simply be a treat. These days, though, there is so much focus on what people are eating, and not enough on **WHY** and **HOW** to fully enjoy a snack.

## EXPERTS SAY MINDFUL SNACKING LEADS TO:



A positive relationship with food <sup>1,2</sup>



More satisfying snacking moments <sup>3</sup>



Being less likely to overeat <sup>4,5</sup>

### 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. Mondelēz International commissioned Dr. Albers as a consultant to create this work.

1. Alberts HJ, Thewissen R, Raes L Dealing with problematic eating behaviour. The effects of a mindfulness-based intervention on eating behaviour, food cravings, dichotomous thinking and body image concern. *Appetite*. 2012 Jun 30;58(3):847-51. 2. 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 Apr 30;15(2):197-204. 3. 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. *Behaviour Research and Therapy*. 2016 Apr 30;79:23-34. 4. Higgs S, Donohoe JE. Focusing on food during lunch enhances lunch memory and decreases later snack intake. *Appetite*. 2011 Aug 31;57(1):202-6. 5. Robinson E, Kersbergen I, Higgs S. Eating 'attentively' reduces later energy consumption in overweight and obese females. *British Journal of Nutrition*. 2014 Aug;112(4):657-61.