

MINDFUL SNACKING

Snacking mindfully is about focusing on the present moment and eating your snack with intention and attention. It's about being conscious of what you want to eat, why you're eating and how it makes you feel.



MINDFUL SNACKING

We help snack lovers enjoy the moment and savour the snack they love through on-pack and digital education tools.



MINDFUL PORTIONS

We constantly innovate to encourage satisfying, mindful portions through product improvement, individually wrapped portions and consumer education.

JUST ASK YOURSELF THREE QUESTIONS

DO I WANT A SNACK?

Am I hungry?
Need a quick pick-me-up?
Or looking to simply treat myself at the end of a hard day?

WHAT KIND OF SNACK DO I WANT?

Sweet or savoury?
Classic or flavoured?
Crunchy or smooth?
How hungry am I really?
Grab the right portion for your snack.

HOW CAN I SAVOUR MY SNACKS?

Remove distractions and use all your sense to enjoy the texture, experience and taste. Stop to check in with yourself to know when you are satisfied.

TRY MINDFUL SNACKING WITH THE FAMILY



MY FAVOURITE THINGS

Ask your family their five favourite things about snacking.

DESCRIBING GAME

Ask your family how they would describe their favourite snack to someone who had never eaten it before. It will encourage them to really think about what it looks and tastes like.

PORTION AWARENESS

Consider the logo on the front of the pack and discover together what a recommended portion is. Think about how this compares to other portions of foods and snacks you eat.



THE KEY TO EATING A BALANCED DIET

It's all about eating a wide variety of foods in the appropriate amounts and maintaining an active lifestyle. Enjoying your favourite snack in a mindful way can be part of a balanced diet.



WHAT'S IN IT FOR YOU?

Health experts and emerging science tell us that eating more mindfully can lead to:

A MORE POSITIVE RELATIONSHIP WITH FOOD*

(*) Hendrickson et al., 2016; Camilleri et al., 2015; Gravel et al., 2014

MORE SATISFACTION AND PLEASURE FROM FOOD*

(*) Gravel et al., 2014; Hong et al., 2014; Arch et al., 2016; Cornil & Chandon, 2015

LESS CHANCE OF OVEREATING BY TUNING INTO HUNGER CUES*

(*) Gravel et al., 2014; Hong et al., 2014; Arch et al., 2016; Cornil & Chandon, 2015; Oldham-Cooper et al., 2011; Higgs, 2015; Mittal et al., 2011; Higgs et al., 2011; Robinson et al., 2014