



SNACKING MADE RIGHT

At Mondelēz International, we recognize that snacking is a holistic experience that helps to support both physical and emotional needs, and that different occasions call for different types of snacks. That's why **we believe in the importance of Mindful Snacking.**



MINDFUL CHOICES

We provide snack options that **fit specific needs**. For example:



Mid-morning snack options



Purposefully crafted blend of macronutrients to help fuel athletic performance.



7 IN 10

people globally look for different snacks to meet different needs in their lives.¹

MINDFUL RECIPES

We are thoughtful about how we make our snacks, including their nutrient and ingredient profiles.

- We **strive to elevate our recipes** with key ingredients and nutrients, including whole grains, fiber, and essential vitamins and minerals.



74%

OF PEOPLE globally say they prefer snacks with high-quality nutrition.²

OVER 8 BILLION

servings of whole grains annually⁴ with products like:

triscuit

CLIF

belVita



Sodium reduced by 17% in 2024

We strive to **incrementally reduce** sugar, sodium, and saturated fat, delivering enhanced versions of our consumers' beloved snacks.

CLIF

HU

63% of people look for snacks that help minimize their environmental impact.³ We purchase billions of pounds of organic ingredients to use in CLIF, HU, and more in an effort to positively impact the planet and those that grow our food.

MINDFUL PORTIONS

We ensure portion size can be understood at a glance to help people enjoy their favorite treats in a more balanced way.

Our pre-portioned snacks with ≤200 calories help to right-size the snacking experience.



67%

OF CONSUMERS globally say that they look for snacks that are portion controlled.²

Our Mindful Portion front-of-pack labels provide a visual depiction of one portion and calories per portion.



Ritz



OREO Mini



HONEY MAID



belVita Crunchy

MINDFUL EATING

Emerging science says that mindful eating leads to more pleasure and satisfaction.³

We encourage consumers to:



Be present in the moment

Enjoy the snack with all the senses

Be aware of hunger and fullness cues

MINDFUL SNACKING EXPERTS

Our team of global nutrition experts and food scientists are committed to creating delicious mindful snacking experiences.



Over 2,500 experts across our global R&D network

Visit snackmindful.com and health-pro.snackmindful.com for more information about Mindful Snacking!

Sources:

1. Mondelēz International State of Snacking 2023 Global Consumer Snacking Trends Study. https://www.mondelezinternational.com/assets/stateofsnacking/2023/2023_MDZ_stateofsnacking_report_global.pdf
2. Mondelēz International State of Snacking 2024 Global Consumer Snacking Trends Study. https://www.mondelezinternational.com/assets/stateofsnacking/2024/2024_MDZ_stateofsnacking_report.pdf
3. Gravel et al., 2024; Hong et al., 2024; Arch et al., 2016; Cornil & Chandon, 2015; Hetherington et al., 2018; Meier et al. 2023
4. Mondelēz International Snacking Made Right 2024 Report. <https://www.mondelezinternational.com/assets/Snacking-Made-Right/SMR-Report/2024/2024-MDZ-Snacking-Made-Right-ESG-Report.pdf>