Snack Mindfully, Enjoy 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.

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

Experts say mindful snacking leads to:

- A positive relationship with food¹,²
- More satisfying snacking moments²
- Being less likely to overeat⁴,⁵

First, it is important to understand WHY you want a snack.

Do you need FUEL, ENERGY FOR A PICK-ME-UP or COMFORT?

This will help you choose what to eat for a more satisfying snacking experience.

Are you looking for something SWEET or SAVORY, CREAMY or CRUNCHY, HOT or COLD, SOFT or CRISPY?

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

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