

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 food**^{1,2}

🌊 **More satisfying snacking moments**³

🌊 **Being less likely to overeat**^{4,5}



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

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.