



ROLE OF MINDFUL SNACKING IN MODERN LIFESTYLE AND NUTRITION

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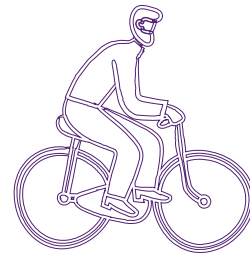
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We all know

Consuming a balanced & diverse diet along with an active lifestyle are key determinants of health and well-being.



health and well-being.

Although this recommendation seems simple and straightforward, many people find it challenging to put into practice. While there are clear guidelines on the types and quantities of foods and beverages to consume, there remains a gap when it comes to eating experiences and how to adopt healthy eating behaviour

MINDFULNESS

Mindfulness is a behavioral approach focused on paying attention and being present in the moment.

MINDFULNESS

In 1990, Dr. Jon Kabat-Zinn, a Professor at the University of Massachusetts Medical School, defined mindfulness as 'paying attention to the present moment on purpose while being non-judgmental on thoughts and feelings.'

Today, there's convincing evidence that mindfulness interventions can reduce anxiety, stress or depression and improve attention and affective outcomes.

MINDFUL EATING

In the late 1990s, a pioneering clinical trial found that binge eating disorders decreased following a mindfulness intervention applied to the context of eating.

The positive impact of mindfulness-based interventions on eating disorders has since been confirmed in more recent studies.

Mindful eating (the application of mindfulness principles to eating) has been investigated in both at-risk populations, such as overweight or obese subjects, and healthy populations to assess its effect on health and wellbeing. Research has shown, for instance, that eating mindfully can result in deriving more pleasure from food and being satisfied with smaller amounts of food.

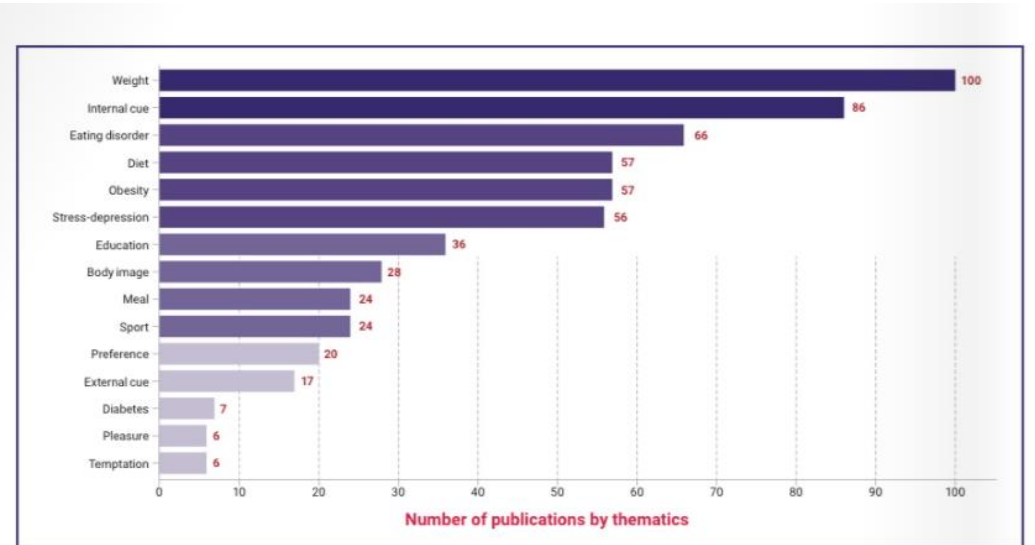


Figure 2: Number of mindful eating publications by subjective sub-domains issued up to January 12, 2017. The data were gathered from a Medline & CABabstract abstract/title search of human studies and reviews using the terms « mindfulness or intuition » and « eating or eating behavior or occasion or meal pattern or snack or feeding » and processed by © Questel tool.

Source: Orchidali, January 2017

Khoury et al., 2013; Creswell, 2017

OCCASIONS, IT IS PARTICULARLY RELEVANT IN THE CONTEXT OF SNACKING

Snacking: Any eating occasion occurring between the three main meals

is usually less structured than meals

is easily affected by environmental factors

It can be triggered not only by physical cues but also emotional cues

SNACKING IS VERY COMMON WORLDWIDE

Country	Mean number of snacking occasions /day	Year of data collection
China (Wang et al. 2012)	0.9 - 1	2009
Japan (Murakami et al. 2022)	1.7	2017-18
Australia (Fayet-Moore et al. 2021)	2.1	2011-12
USA (Hunt et al. 2020a)	2.6	2007-2016
Mexico (Duffey et al. 2014)	1.3 – 1.6	2012
Denmark (Lund and Gronow 2014)	4.0	2012
France (ANSES 2017)	3.7 – 4.1	2014-2015

Eating outside of the three main meals, ie snacking, has been observed in all parts of the world.

- Even in very different culinary cultures and continents, eating in-between main meals is a regular food habit.
- However, the frequency may be different between age and countries

STATE OF SNACKING IN INDIA

Nearly every single Indian consumer engages in snacking daily (97%).

Among them, **70%** partake in this delightful ritual twice daily.

Compared to five years ago, Indian consumers are paying more attention to...			
Well-being	Mindfulness	Personalization	Sensation
Nutritional value (83%)	My hunger or fullness level (73%)	Ingredients I believe are beneficial for me (80%)	Sensory experience including taste, smell, visual appeal, etc. (73%)
Portion size (68%)	Time and pace of enjoying the snack (72%)	Ingredients I'm trying to avoid (65%)	

Mindful snacking is an emerging but promising approach that may help counteract passive eating, overconsumption.



WHAT ARE THE BENEFITS OF EATING MINDFULLY



Emerging science tells us eating mindfully

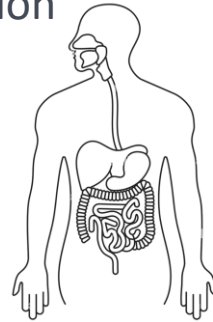
helps reduce overeating

A review of 15 studies of mindfulness-based interventions in adolescents found that mindfulness techniques were associated with reduced concerns about body shape, less dietary restraint, decreased weight, and less binge eating.



support digestion

Mindful eating promotes slower eating, which aids digestion. Chewing your food thoroughly breaks down more easily, allowing your digestive system to process it more efficiently. This can result in reduced bloating, gas, and indigestion



Supports Nutrient Absorption

When you eat fully and chew your food thoroughly, your body can absorb the nutrients from your meals more effectively. This can improve your overall nutrient intake and support better health and well-being



Reduced Emotional Eating

Many people turn to food for comfort during stress or emotional distress. Mindful eating allows you to be more aware of your eating habits and their reasons. By identifying emotional triggers for eating, you can develop healthier coping strategies and reduce emotional eating.



Emerging science tells us eating mindfully leads to

Greater Awareness of Hunger and Satiety

By practicing mindful eating, you should tune into your body's natural hunger and fullness cues. This increased awareness allows you to eat when you're starving and stop when you're comfortably full, fostering a healthy relationship with food.



Help manage Stress

Focusing on the present moment and fully engaging in the eating experience can help reduce stress and anxiety. Mindful eating allows you to slow down, relax, and enjoy a peaceful day.



Improved Relationship with Food

Mindful eating encourages a nonjudgmental approach to food. Rather than labeling food as "good" or "bad," you learn to appreciate all foods in moderation. This can reduce guilt or shame around eating and promote a healthier, more balanced relationship with food.

Enhanced Enjoyment of Food

Mindful eating involves savoring each bite and inhaling the food's flavors, textures, and fragrances. This can enhance one's overall enjoyment of meals and make eating a more pleasurable and satisfying experience.





HOW CAN WE TRAIN OURSELF TO SNACK MINDFULLY



TRANSLATING THIS ENCOURAGING SCIENCE TO CONSUMERS



**KNOW WHAT
YOU WANT
(EMOTIONAL
AND
FUNCTIONAL
NEEDS)**



**BE AWARE
OF PORTION
&
MODERATE
IT**



**BE PRESENT IN
THE MOMENT**



**ENJOY AND
APPRECIATE
THE SNACK
WITH ALL YOUR
SENSES**



**BE AWARE OF
YOUR HUNGER,
FULLNESS AND
SATISFACTION
LEVEL**



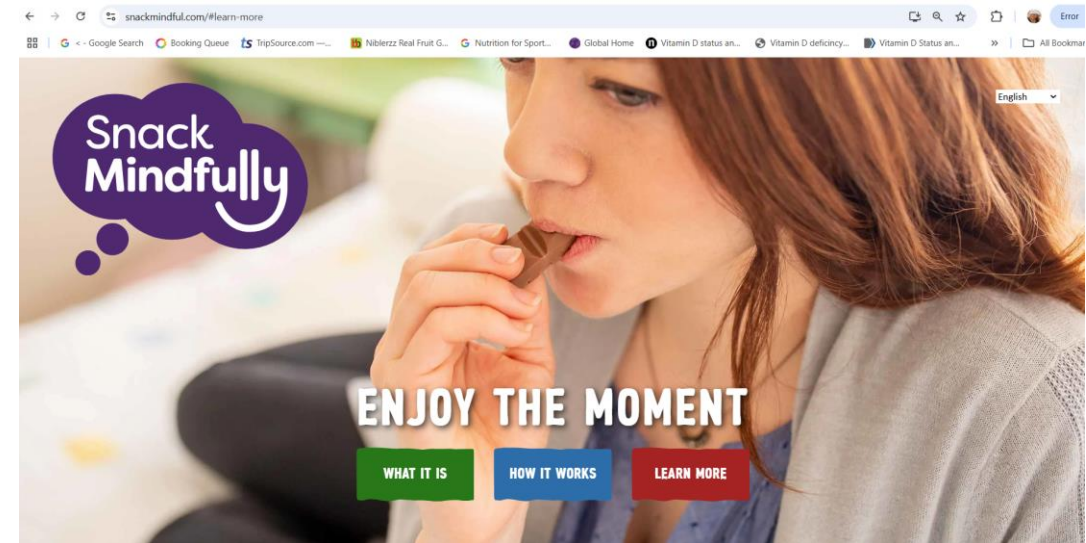
**REFLECT ON
YOUR WHOLE
EATING
EXPERIENCE**

INSPIRING PEOPLE TO SNACK MINDFULLY

At Mondelez International, we believe snacks can be enjoyed in a mindful way and fit into a balanced lifestyle. We are guided by our purpose to empower consumers to choose the right snack, for the right moment, made the right way, to help them to savor each bite, experiencing more satisfaction

Website: www.snackmindfully.com

Snack Mindfully portion packs & icon on pack.



THANK YOU



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SNACKING MADE RIGHT