This guide was 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.


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.

EXPERTS SAY MINDFUL SNACKING LEADS TO:

- A positive relationship with food
- More satisfying snacking moments
- Being less likely to overeat

1. FIRST, IT IS IMPORTANT TO UNDERSTAND WHY YOU WANT A SNACK.
Do you need fuel, energy for a pick-me-up or comfort?

2. THIS WILL HELP YOU CHOOSE WHAT TO EAT FOR A MORE SATISFYING SNACKING EXPERIENCE.
Are you looking for something sweet or savoury, creamy or crunchy, hot or cold, soft or crispy?

3. 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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