

Learning to Snack Mindfully

With the recovery stage upon us, the coronavirus pandemic made a huge impact on the lives of many. It is only through moving mindfully through these strange new times that we can successfully navigate through this hurdle, to face better days ahead.

Amidst all this, food may be occupying more than its usual share of headspace among people today. It is not surprising, given the multifaceted role that food plays in our lives: It sustains us, it comforts us, and it brings us together. It is in this spirit of solidarity that snacking company Mondelēz International responds to the clarion call for collective action amidst the devastation wrought by the COVID-19 pandemic.

A new perspective

While food may be a source of comfort and connection for people during turbulent times, it is also prudent for us to settle into fresher perspectives when it comes to how we view eating and snacking. **Mindful Snacking** transforms our perceptions about eating as a mechanical response to hunger by focusing on the how's and why's of eating. This mindset isn't about resistance or restriction; it's about bringing awareness into the aspect of eating. Mindful Snacking is an approach that encourages you to eat with attention and to be present in every moment. It also helps you to have a better relationship with food.

Quite simply, mindful snacking is a kinder and gentler approach to eating. It entails reconnecting with our senses and paying full attention to what we are eating. Snacking this way allows us to savor the flavors, aromas, and textures of the food we consume, cultivating a better sensation of the food we ingest and our experience of it. With Mindful Snacking, we allow ourselves to be re-acquainted with the pleasure of eating, leading to more satisfying snacking moments and a more positive relationship with food. These days we may get the tendency to binge and overeat to make ourselves feel better. Mindful Snacking tells us that we should be conscious of what we eat, how we eat and why we eat.

Why Do You Snack?

This approach to eating also helps us understand our needs better. Each person's relationship to food is uniquely their own: We each have our own needs, preferences, and priorities when it comes to making choices about what we eat. To practice Mindful Snacking is to insert a pause to help us be aware of our decision-making process, helping us determine what's right for our bodies and our health. Mindful snacking can help you understand why you are eating, and based on this, what to eat for a more satisfying snacking experience. Are you looking for something sweet or savory, creamy or crunchy, hot or cold, or soft or crispy? By understanding why, you are eating, you can better choose the right snack for what you need.

Ultimately, the only way to understand our relationship with food is to spend time with it. Mindful snacking gives us better clarity on why we eat the way we eat and how much of it is influenced by what we think and feel. When we slow down to notice what goes on every time we eat and acknowledge the dynamics at play, we are better equipped to change our behavior or thinking about food. Mindful Snacking tells us it's important to be in the moment, even when we snack.

In 2019 a State of Snacking report was developed by Mondelēz International in partnership with consumer polling specialist, The Harris Poll. A notable insight from the survey showed that 6 in 10 adults worldwide prefer to eat many small meals throughout the day, as opposed to a few larger ones, with younger consumers especially leaning into snacks over meals. It highlights the growing place of snacks in daily life, and thus the importance of snacking mindfully. With this in mind, Mondelēz International is committed to fostering the growth of the Mindful Snacking movement in Malaysia by providing people with the right snack, for the right moment, and made the right way. Globally, the company has announced significant progress with its 2020 Impact Goals, including achieving its target of growing portion control snacks to 15 per cent of its net revenue, two years ahead of target.

Locally, we are setting limits on sugar as part of product development guidelines based on set nutrient criteria. It means offering reduced sugar/sugar-free products and expanding platforms.

We are also continuing efforts to empower local children to take positive steps towards their overall wellbeing through our signature CSR program, Joy Schools. This is a school adoption initiative which aims to nurture and educate students on nutrition education, guide them how to get to fresh and healthy ingredients and the promotion of active play. All these initiatives are in line with the Company's Purpose to empower people to snack right, with the right snack, for the right moment and made the right way.

In adapting with the new normal, we also have started expanding the experience of *Joy Schools* through Joy Schools e-learning. This is an effort to continue empowering children in nutrition education as schools remain closed from March to July 2020. It was an initiative led by our Nutritionist partner during the movement control order whereby our schoolchildren were grounded in their homes as a measure to help curb the Covid-19 spread. Importance of health and nutrition and how to keep being mindful in what you eat are important during the times of a pandemic as health awareness is the key feature to ensuring good health.

With Mindful Snacking, we allow ourselves to be re-acquainted with the pleasure of eating, leading to more satisfying snacking moments and a more positive relationship with food. Mondelez International remains committed to lead the future of snacking in fostering the growth of the Mindful Snacking movement amongst Malaysians by providing people with the right snack, for the right moment, and made the right way.

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