



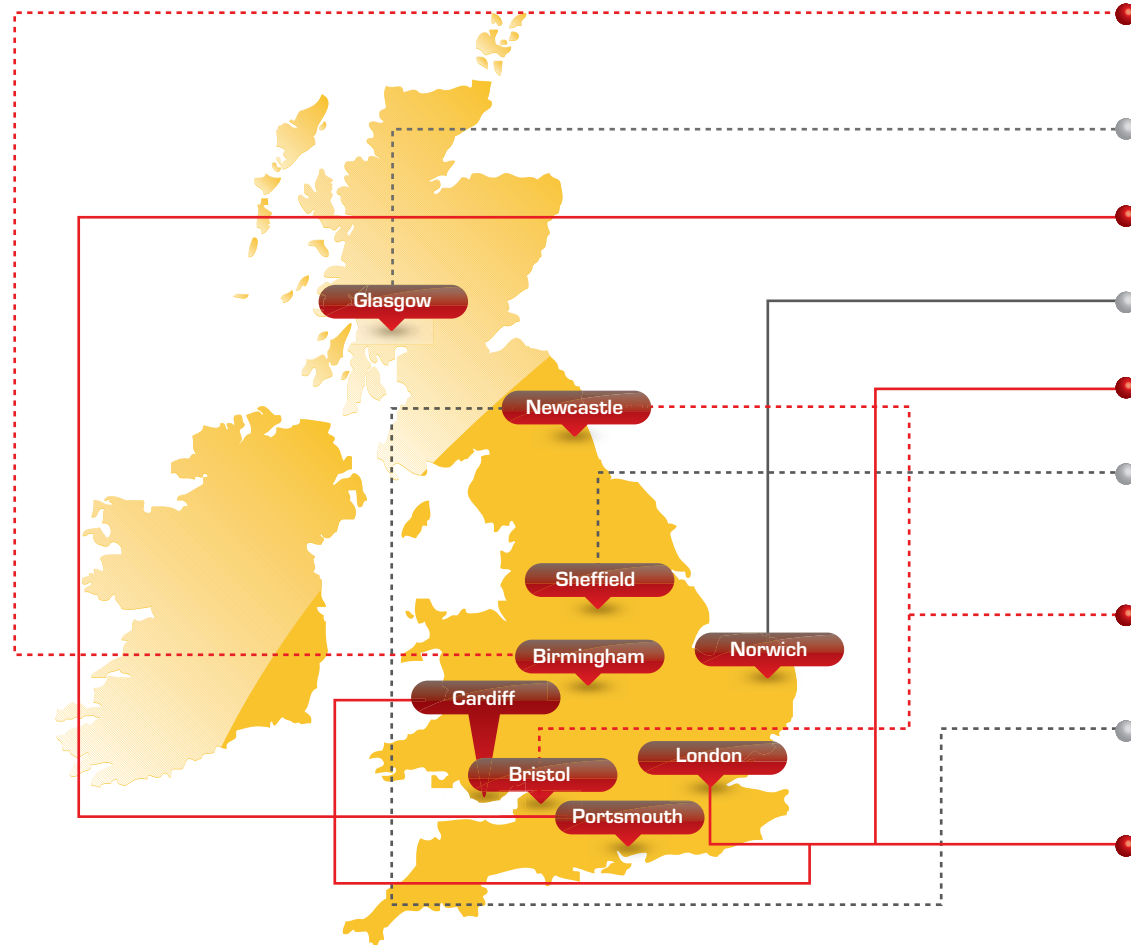
Smarter Snacking Report

Kellogg's

For Media
2008



The UK's Snack Map



Birmingham is the UK's Snacking Capital where the highest number of people (76%) give in to temptation and grab a snack when hunger strikes. They're smart snackers though as 37% are likely to opt for a healthy piece of fruit

Glasgow is home to the UK's chocoholics with almost half (44%) of all Glaswegians chomping on a chocolate bar to stave off hunger

People from **Portsmouth** appear to have too much on their 'work plates' as 39% claim they're too busy to snack

It's a boredom feast in the East - more people from **Norwich** (62%) snack because they are bored than anywhere else in the UK

Over half (52%) of smart thinking **Londoners** think snacking can boost health and fitness and help aid weight loss

Give them a break! - folk in **Sheffield** are best at preparing snacks and taking them to work - one in six do it on a regular basis - so it's no wonder that 69% are happy to gorge completely guilt-free and 86% believe they'd benefit most from having two daily pit stops to refuel

Secret snackers settle in **Newcastle** and **Bristol** with 98% too embarrassed to snack in public preferring to gorge behind closed doors compared with one in ten bold Brummies who aren't ashamed of their snacking habits

"A moment on the lips is a lifetime on the hips" according to **Geordies** who are most worried about piling on the pounds as a result of snacking (51%). So much so that over half (51%) eat three big meals a day and nothing else

Londoners have a lot of food for thought with 41% spending hours salivating over what to eat next. People from Portsmouth and **Cardiff** have the most will power in the UK: 44% and 42% respectively claim to push on through to lunch and avoid snacks when hunger comes calling

(All stats - Kellogg's research, February 2008)

A state of confusion!

Four out of 10 clueless Brits have no idea whether snacking is good or bad for them

It's as easy as two plus three...

But only just over half of all Brits (56%) think eating three main meals and two snacks is best for your health. 44% think that just three main meals is the healthier option

We're bored and we're hungry!

A whopping 56% of Brits snack because they've nothing better to do!

A test of will...

Three quarters of women (73%) and 59% of men give in and grab a snack when hunger comes calling

Chocs away!

Despite being bombarded with healthy eating advice, the most popular snack for men and women is the indulgent, sweet tasting chocolate bar (34%). However, most people (67%) just grab what's available

Guilty pleasures and secret snackers

Half of Brits admit to feeling guilty after eating a between-meal snack – and 96% even snack in private!

"Little pickers wear bigger knickers..."

Is a myth guiding nearly half of all Brits. 43% worry that snacking will make them put on weight while 36% avoid snacks as they don't want to spoil their appetites

Snacking confusion and empty calories

57% of Brits incorrectly believe that snacking won't boost health and fitness or aid weight loss. However, 57% of 25-34 year olds disagree - and they're right!

Performance power - athletes know best!

41% of those who regularly exercise correctly believe snacking beforehand enhances their performance, compared to just 27% of people who don't exercise regularly

Give us two breaks!

Over three quarters (78%) of the UK believe they would be more productive if they had two regular breaks during the working day

Food on the brain

Almost double the number of women than men (41% Vs 22%) daydream about food

Not as clever as we think!

Only a third of Brits have mastered sensible snacking! The other two thirds find their poor snacking habits make them miss main meals

(All stats – Kellogg's research, February 2008)

It's official: after generations of mums shouting, "You'll spoil your dinner!", we now know the truth: snacking is not bad for you...if you do it right.

New research based advice from Kellogg's shows that far from being the enemy of healthy eating, snacking might actually be something of a superhero. In this report, we'll show you how smarter snacking, i.e. selecting snacks that are consistent with dietary guidelines and provide essential nutrients, can:

- Control food intake at meals
- Aid your concentration
- Improve your mental performance
- Lift your mood
- Help you meet your daily nutrient requirements
- Provide essential nutrients for people who can't eat much at meal times – particularly young children and the elderly
- Provide vital energy to fuel your busy day

We'll also illustrate the benefits of following different eating patterns from the traditional three meals-a-day, and debunk the myth that just because we might enjoy snacking, it should remain forbidden fruit.



Over half of us (56%) admit to snacking at least three times a week! The biggest snacking group are 16 - 24 year-olds: 81% of them snack between meals three times a week⁴



Food is the subject we think about most with 85% of us naming it as the number one distraction during the day above money (81%), family (78%) & sex (56%)¹

The Snacking Truth

Food is essential to our lives and these days, with an army of scientists and nutritionists pumping out information about food, we know more about it than ever before.

But this can be confusing. Contradictory messages make us distrust our instincts about when we want to eat. We've been scolded so many times about wanting to eat between meals that we resist our natural instinct to snack even when hunger is making us tired and irritable. As a nation we have very mixed opinions of what we believe to be right and wrong. 44%³ of Brits think it is healthier to eat just three main meals a day, whilst 56%³ of Brits believe main meals plus snacks is the healthiest option.

But take a look at the facts and it's clear that your rumbling tummy at eleven o'clock and four o'clock is talking sense.

- **Eating main meals plus snacks may help control hunger so we don't overeat at meal times**, a problem 55%³ of the nation struggle with. Preventing over eating can help people avoid the afternoon slump suffered by a staggering 82%³ of Brits who overeat at lunchtime
- **Snacking itself does not cause us to be overweight.** It may actually have a more beneficial effect on appetite and body weight control than sticking to three meals a day. With 43%³ of Brits unaware of the weight control benefits of snacking, it is time to bring them up to speed
- Eating small meals and regular snacks can provide the best mood and **mental performance**⁴ throughout the day. Almost three quarters³ of consumers (71%) believe that they would be far more productive with two snack breaks a day. And they're right!



Failing to eat regularly at work costs UK business' almost £17 billion each year - equivalent to 97 million lost days - due to impaired performance⁵

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Snacks – not just empty calories

Snacking can supply a whopping 30%³ of the energy, macronutrients and a variety of the vitamins and minerals we need each day.

The nutrients we consume through snacking can contribute to our overall health and wellbeing by:

- Reaching the body's recommended quota of nutrients per day
- Keeping our energy levels up during our daily routines
- Helping us to keep our weight controlled by not overeating at meal times
- Enhancing our physical performance



One study in 2004 explored ways of controlling the night snacking phenomenon. Participants in the survey ate a ready-to-eat breakfast cereal snack after their evening meal which was found to enable significant weight loss among the group²

Our evolving eating routine

We often feel guilty as we reach for the snacks. We're so used to the message that three designated daily meals is the 'right' way to eat, that snacking outside of them can feel wrong and produce feelings of unease or even guilt. Half of Brits (50%)³ admit to having a battle with their conscience when they snack between meals.

New research from the Future Foundation Report, March 2008, has found that eating in the UK today has become a more flexible exercise due to flexi time in the workplace alongside commuting times, the school-run, growing leisure commitments and an ever-shrinking gender gap in the workplace. Mealtimes are more loosely defined than they used to be. The report's findings reveal we have entered into a snacking culture – indulging hunger throughout the morning and afternoon with light snacks.

So, what is fact and what is fiction when it comes to snacking? The Kellogg's experts have exposed the myths behind our commonly held snacking beliefs.

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Snacking makes you fat	False	Despite 46% ³ of women believing they must steer clear of snacks or risk piling on the pounds, evidence shows that people who eat small amounts of food at frequent intervals tend to be slimmer than those eating big meals less regularly. Having a snack should not pile on the calories and low fat, high carbohydrate snacks could help you stay in shape.
Eating snacks will increase my appetite	False	Kellogg's research ² shows that leaving a long time between eating means that you're then more likely to overeat next time you have a chance i.e. at your very next meal! This is supported by a study carried out in 1993 at Leeds University which found that dividing daily energy intake into five eating episodes – as opposed to three main meals – resulted in a fewer hunger pangs across the day.
Family meals are in danger if people snack too often	False	Our research has found that 82% of people have dinner with their children all or most of the time ⁴ and the figures have remained constant for the past decade, even though we now eat in less regular patterns. More than half of us (58%) ⁴ eat a family meal with all the members of their household every day. As people adapt to the snacking culture they can prevent a decline in family mealtime moments by introducing a routine family snack time for mid morning and afternoon snacks which will also help to prevent overeating during meal times and improve energy levels throughout the day.
All snacks are bad. It doesn't matter what you snack on – it's never going to be good for you	False	A low fat, high carbohydrate snack is nearly always the best choice. Problems with snacking occur when you're adding high fat, calorie dense snacks to an already complete diet ⁴ .

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Snacking makes you feel guilty - so snacking makes you miserable	False	Eating small meals and regular snacks is likely to give the best mood across the whole day ² . In fact, not snacking is more likely to have an adverse effect on your mood. Research shows that 59% of British women see red as a result of hunger pangs ¹ .
It's a waste of time me snacking - I don't even bother with breakfast	False	Limiting food intake during the early part of the day is more likely to encourage overeating or increase the risk of unplanned snacking on overly indulgent snacks later on in the day. 54% ³ of Brits notice their tendency to over eat when they've missed out on the morning feed. A snack mid-morning can help stabilise glucose levels ² . And remember not to skip breakfast: it's the most important meal of the day.
Having a snack before sporting activities won't improve my performance – it's just an excuse to eat more	False	You don't need to be Kelly Holmes to feel the benefit of a high carbohydrate, low fat snack before you take part in a sporting activity. Evidence certainly suggests that carbohydrate-rich foods can be beneficial for those taking part in sports ² despite two thirds ⁴ of Brits being unaware of this.

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A quarter of people who forego lunch, do so because they prefer to eat smaller amounts throughout the day⁴

Snacking - The Conclusion?

The verdict suggests that our guilt about snacking is misplaced. The benefits of smarter snacking can be felt at work through our improved ability to stay focused, during exercise and even in our mood.

So our advice would be to enjoy a daily diet that consists of three main meals plus two snacks. There's nothing to feel guilty about in snacking - even the boffins agree!

Snack Sense

Snacking has so many benefits. Here are a few helpful hints from the Kellogg's nutritionist, Stevie Reid, to make sure you get the most out of your snacking.

Stevie Reid's Smarter Snacking Top Tips:

- **Plan ahead** - It is important to plan ahead and choose foods that contribute important nutrients to your day. When choosing your snacks for the week, make food choices that will give you the right nutrients and energy for your day
- **Choose wisely** - It's a smart idea to create a snack from one or more food groups outlined in the Food Standard Agency's eatwell plate:
 - Vegetables & Fruit: Try fresh, canned, frozen, or dried fruit or 100% fruit juice. Choose fruits canned in 100% fruit juice or water rather than syrup. Snack on fresh, frozen, canned, or dried/dehydrated vegetables or 100% vegetable juice. Pre-washed and cut vegetables, such as baby carrots, celery sticks and cherry tomatoes make for quick snacks
 - Grains Products: These include foods made from cereal grains such as breakfast cereal, cereal bars, breads, muffins and crackers
 - Milk & Alternatives: Pick from milk, yoghurt and cheese. Try to choose low-fat options where appropriate
 - Meat & Alternatives: This includes meat, poultry, fish, dry beans or peas, eggs, nuts, and seeds. Try a serving of almonds, or some hummus (chickpea dip)
- **Variety** - vary the type of food you are snacking on. This will make your snacks more enjoyable and it will also help you get the different nutrients you require

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- **Pack a snack** - Before heading out to work, school or the park remember to pack a snack so that you aren't tempted to less healthy options. It may also help you from overeating at your next meal!
- **Watch your portions** - Be sure to check the serving size and number of calories per serving on the nutrition information or the Guideline Daily Amount (GDA) labeling on the front of the package and compare it to what you actually eat. It is important to know if you are eating more than the serving size so that you can more accurately determine just how many calories and nutrients you are consuming
- **Everything in moderation** - If you're keeping an eye on the calories you eat, the best trick is to put a serving on a plate and put away the package (rather than eating directly from the box or bag) e.g. biscuits. Pre-portioned snacks can help you keep track of what you are eating and they also fit nicely in handbags and backpacks when you're out and about
- **Don't be caught out** - It's easy to forget that beverages such as regular soft drinks, fruit drinks and take away coffees with all the trimmings contain calories. If you choose a drink that contains calories, be sure to factor those calories into your snack – because they count, too! To quench your thirst without calories, **plain water** is always a great choice

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And finally....don't feel guilty about snacking just snack smarter. Learn to listen to your body telling you that it needs to be refuelled. Snacking can be good for you - so enjoy it!



It has been estimated that by 2009 snacks will account for over 40% of eating occasions in Europe and the United States⁴



Appendix

- 1/. **Kellogg's research, November 2007**, conducted by Fly Research among 1,000 adults in the UK
- 2/. **Eating, Frequency & Health Report – A review of Evidence, December 2007**, Compiled by Angie Jefferson RD RPHNutr, Consultant Dietician
- 3/. **Kellogg's research, February 2008**, conducted by Fly Research among 1,000 adults in the UK
- 4/. **Future Foundation Report – Food Habits & Social Change, March 2008**

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