

Smart Snacking

3 P.M. Declared America's Official Snack Time

(NAPSA)—Here's food for thought: A recent survey revealed more Americans snack at 3 p.m. than any other time in the afternoon.

Because many snack choices are not necessary and can lead to consumption of unwanted calories, NBC's "Biggest Loser" trainer Bob Harper offers smart snacking solutions. "My clients tell me the afternoon is their toughest time of day when it comes to snack cravings, and they typically reach for snacks even if they aren't hungry," said Harper. "To get through those tough times, I suggest chewing a stick of long-lasting Extra® sugar-free gum because research shows that Extra gum helps reduce snack cravings."

To understand why the afternoon is a peak time for cravings, the survey revealed some "confessions" that address the root causes of American snacking. Among those causes, 58 percent of adults polled admit to reaching for a snack because "it's there." Since mindless munching can undermine a healthy eating routine, taking simple steps, such as chewing gum instead of giving in to high-calorie snack cravings, can add up to significant calorie savings.

Snack Time Confessions: What kind of snacker are you?

Be prepared to face tough temptations and keep a pack of Extra gum handy to avoid the drivers of 3 p.m. snack attacks:

- **Daytime TV:** Seventy-one percent of adults surveyed admit having the urge for snacks while watching TV
- **After-school snacks:** Sixty-three percent of moms feel tempted to indulge when their kids are snacking
- **Midday boredom:** Trying to kill time leads 47 percent of adults to snack
- **Office cravings:** Thirty-nine percent of adults report wanting snacks during meetings and while working at their desks



To help you tackle your snack cravings and stick to your weight management goals, Extra gum is offering a chance to win the "3 P.M. Snackdown™ Challenge." The grand-prize winner will receive five one-on-one sessions of a personal fitness plan with Bob Harper. Visit www.Extra3pmsnackdown.com to enter; the contest runs until April 30, 2009.