

# Smart Snacking

## “Chews” To Snack Smart

(NAPSA)—When the afternoon snack attack hits, are you tempted to reach for the cookies and chips? If you're among those who are desperately trying to avoid extra calories, there is an easy way you can snack and satisfy your sweet tooth without the added guilt.

“The solution is simple: Make small changes to your snacking behavior,” said Dr. Doris Tancredi, gum behavior expert and nutritionist for Cadbury Adams USA LLC, the U.S. business unit of confectionery and beverage leader Cadbury Schweppes (NYSE: CSG). “The good news is you don't have to get rid of snacking altogether. You just need to make snacking work for you by replacing your high-calorie snacks with something more sensible.”

Strict eating habits can be hard to follow due to hectic work schedules, the countless chores that need to get done around the house and running the kids from one activity to another.

“People need an easier option for avoiding higher-calorie foods,” added Dr. Tancredi. “As a working mom, I know that time is a valuable commodity in today's world. For people on the go, it's tempting to take the quick and easy route of grabbing chips, cookies or fast food as a snack or meal.”

However, the smallest changes in your diet can make a difference. One of the small changes that Dr. Tancredi suggests is chewing a piece of sugar-free gum when you feel that afternoon snack attack coming on. A recent NPD study showed that



**According to Dr. Doris Tancredi, small behavior changes like choosing smarter snacks may enable you to lose five pounds in a year.**

chewing gum is now the No. 1 snack food among adults in America.<sup>1</sup> During a 2006 study conducted by Braun Research, over two-thirds (68 percent) of Americans said they are now chewing sugar-free gum as a snack alternative.

According to Tancredi, “Chewing gum can help you avoid consuming higher-calorie foods that could potentially turn into extra pounds. However, people won't choose gum as a snack alternative unless it delivers on taste.”

Trident Splash<sup>®</sup>, from Cadbury Adams, was developed to deliver a satisfying chewing experience that entertains your mouth with a unique combination of textures—a liquid-filled center surrounded by soft, chewy gum and a sweet, crispy outer shell. Trident Splash also offers consumers flavor variety—it comes in three unique flavor combinations: Peppermint with Vanilla, Strawberry with Lime and, the latest, Apple with Raspberry.

Just how important is choosing the right snack? “Let's talk numbers,” said Dr. Tancredi. “Try consistently eliminating 50 calories a day from your average 2,000-calorie-per-day dietary intake—it doesn't seem so big a change when you look at it this way. Translating those 50 calories into weight, this one small behavior change may enable you to lose five pounds in a year just by choosing smarter snacks.”<sup>2</sup>

Dr. Tancredi recommends other simple changes like using the stairs instead of the elevator, parking your car farther away from the door and going to bed 15 to 30 minutes earlier than usual every night. Or simply get outside for a walk. “In a recent survey,” laughed Tancredi, “nearly all Americans (98 percent) said they are capable of walking and chewing gum at the same time. So pop a piece of sugarless gum in your mouth and go for a brisk five-minute walk in the afternoon. A good walk gets your blood moving and helps you feel invigorated.”

And, of course, when you're feeling hungry, don't ignore it, just choose the right snack. “Gum chewing may not satisfy your hunger pangs for hours, but it will silence them for a bit and help break the habitual eating behaviors of turning to food when you're not hungry at all,” said Dr. Tancredi. “Smart snacking doesn't have to be boring—just give yourself a variety of simple, affordable choices.”

<sup>1</sup> *Snacking statistics from NPD SnackTrack<sup>®</sup> Group Study, Port Washington, N.Y., June 16, 2005.*

<sup>2</sup> *National Institutes of Health, National Heart, Lung and Blood Institute and the North American Association for the Study of Obesity (2000)—The Practical Guide: Identification, Evaluation, and Treatment of Overweight and Obesity in Adults (p. 13).*