

# MONDELEZ PHILIPPINES, INC.

## MINDFUL SNACKING



### WHAT MINDFUL SNACKING IS...

**MINDFUL SNACKING** is about *rethinking the experience of snacking*: evolving our portfolio with more options; inspiring mindful snacking habits that focus on savoring each bite; and mobilizing innovative partnerships for impact.

*... eating with intention and attention, focusing on the present moment, and savoring how the food tastes so you really enjoy it.*

In the Philippines, the Company has expanded its **well-being offerings** with **belVita breakfast biscuit**. To improve the nutrition profile of its biggest selling brands, the *sugar content of Tang powdered beverage has been reduced* by as much as 40% since 2008.

The Company also inspires consumers to **snack mindfully**, with **portion control snacks** like the *Cadbury Dairy Milk and Cadbury 5Star 15g bar, Oreo 28.5g cookie packs, and Mini Oreo pouches* which all contain **less than 200 calories per pack**.



### RELEVANT

More and more people use mindfulness for well-being and balance.

### SUSTAINABLE

Mindful eating can be practiced by anyone, anywhere, and by all ages.



### EFFECTIVE

Research shows multiple benefits of mindful eating. The evidence continues to build.

### HOW TO SNACK MINDFULLY...

- Minimize distractions
- Portion out your snack
- Focus on the smell and taste
- Notice the textures
- Chew thoroughly
- Finish one bite before starting the next



“TWO-THIRDS OF ADULTS SAY THEY ‘OFTEN LOOK AT NUTRITION INFORMATION ON SNACKS BEFORE BUYING THEM’”

The majority of adults say Snacks are just as important to their mental (71%) and Emotional (70%) wellbeing as their physical well-being.

### WHY DO PEOPLE SNACK?

- To pamper / spoil / reward myself
- For a sense of comfort
- To boost my mood
- To find quiet moments to myself or 'Me Time'
- To stay alert / energized
- To relax / calm down / relieve anxiety
- To take care of my body / For my nutritional needs

-2019  
Global Consumer Snacking Trends Study  
(The Harris Poll)



### JOY SHOOLS PROGRAM

Launched in 2011, It aims to inspire the community to snack right, through programs for access to fresh food, nutrition education and the promotion of active play. Hence, a **9-month daily feeding program** is implemented for undernourished elementary students, consisting of one hot meal per day cooked by the parents to encourage accountability and the same practice at home. So far, we have **adopted 16 schools** while **directly benefitting 4,800 students**.



# TAKE A BITE A TASTE OF WHO WE ARE