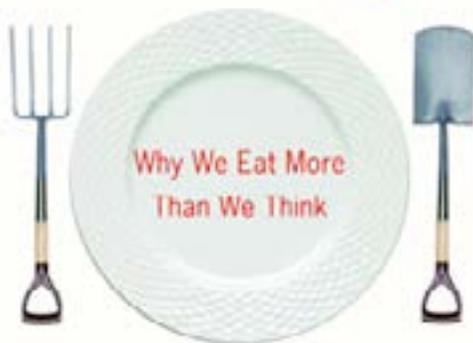


# Mindless Eating



Brian Wansink, Ph.D.

Professor Brian Wansink has based his interest on studying the way our immediate environment (supermarkets, packages, households, pantry, setting up, service) influences our food habits and preferences. His work at the « Food and Brand Lab » at Cornell university is recognised for having enabled to improve the scientific knowledge related to what we eat and the way we buy our food. This has led to his nickname « Sherlock Holmes » or « Wizard of Why ».

He puts forward that in order to eat better and less, some slight modifications need to be made in our homes and daily routines.

In his book Mindless Eating, Brian Wansink develops the idea that the best diet is the one we are unaware of following.

Following the studies he has conducted, he showed that moving from a plate that measures 12 inches to 10 inches allows the eater to serve himself and eat up to 22% less and to significantly reduce his speed of food intake (in particular the fork serving size ; we granted him the paternity of the Small Plate Movement=movement in favor of small plates).

An individual consumes in average 92% of food when he helps himself.

Product labels mentioning « low fat » lead people to consume 16 to 23% calories more.

Because of optical illusions, individuals (even Philly bartenders) pour 28% more in a large glass than a tall glass.

50% of the food that we snack bought in bulk (for example the specialised shops) is consumed six days after purchase.

When children choose their portions themselves, they take less food than if a portion was served to them. Furthermore, by doubling the size of a starter they increase the size of the mouthfuls by 25% and the total energy requirements by 15%.

Eating-rate and portion-size



Increasing portion size led to a larger bite size and faster eating rate, but a slower reduction in eating speed during the meal. Interventions to reduce bite size and slow eating rate may provide individuals with strategies to reduce the risk of overconsumption.		37 overweight women
2015	Physiology & Behavior Feb;139:297-302.	Almiron-Roig E, Jebb SA.

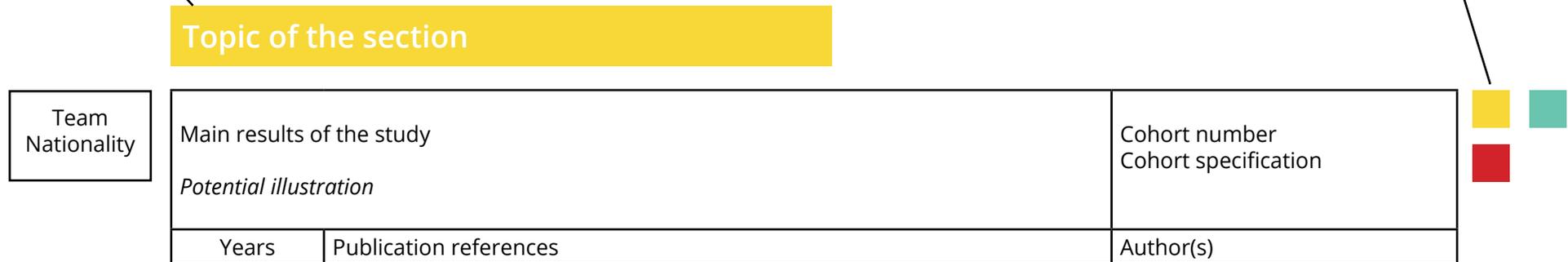


<p>Doubling an age-appropriate portion of an entrée increased entrée and total energy intakes at lunch by 25% and 15%, respectively.</p> <p>Greater responsiveness to portion size was associated with higher levels of overeating. The children consumed 25% less of the entrée when allowed to serve themselves than when served a large entrée portion.</p>		30 children
2003	The American Journal of Clinical Nutrition May;77(5):1164-70	Orlet Fisher J, Rolls BJ, Birch LL.

# Presentation of the studies

Color of the section

Color of the related topic the study treats



## Color by section :

- |   |                 |  |              |   |                   |
|---|-----------------|--|--------------|---|-------------------|
|    | Satiety         |    | Diabetes     |    | Portion Size      |
|   | Food Intake     |   | GERD         |   | Mindful eating    |
|  | Obesity         |  | Food quality |  | Gastric surgery   |
|  | Metabolic Risks |  | Chewing      |  | Scientific Method |