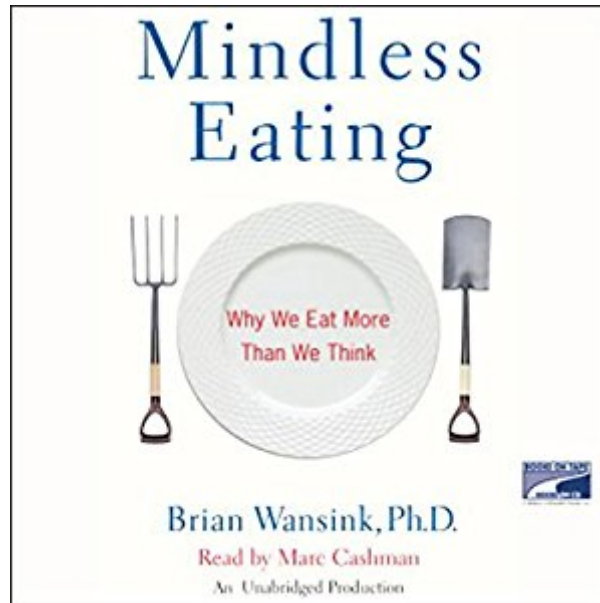


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# Mindless Eating: Why We Eat More Than We Think



## Synopsis

In this illuminating and groundbreaking new book, food psychologist Brian Wansink shows why you may not realize how much you're eating, what you're eating, or why you're even eating at all. Does food with a brand name really taste better? Do you hate brussels sprouts because your mother did? Does the size of your plate determine how hungry you feel? How much would you eat if your soup bowl secretly refilled itself? What does your favorite comfort food really say about you? Why do you overeat so much at healthy restaurants? Brian Wansink is a Stanford Ph.D. and the director of the Cornell University Food and Brand Lab. He's spent a lifetime studying what we don't notice: the hidden cues that determine how much and why people eat. Using ingenious, fun, and sometimes downright fiendishly clever experiments, like the "bottomless soup bowl", Wansink takes us on a fascinating tour of the secret dynamics behind our dietary habits. How does packaging influence how much we eat? Which movies make us eat faster? How does music or the color of the room influence how much we eat? How can we recognize the "hidden persuaders" used by restaurants and supermarkets to get us to mindlessly eat? What are the real reasons most diets are doomed to fail? And how can we use the "mindless margin" to lose, instead of gain, 10 to 20 pounds in the coming year? Mindless Eating will change the way you look at food, and it will give you the facts you need to easily make smarter, healthier, more mindful, and enjoyable choices at the dinner table, in the supermarket, in restaurants, at the office, and even at a vending machine - wherever you decide to satisfy your appetite.

## Book Information

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## Customer Reviews

Last November, 16 months after my son was born I was still carrying an extra 45 pounds. I bought this book just after Thanksgiving, read it, and took the author's advice to just try three of his suggestions. Five months later I have lost 35 pounds. And I am still losing. The author's point is that we don't monitor every calorie. We can't. Instead we work with cues to decide what to eat, and when to stop. Understand the cues, and you can change them to lower your daily calories. I enjoyed the tales of diet research, but I think what worked for me was the practical suggestions -- instead of trying to rein in my "emotional eating," I just bought smaller plates and started covering half of the plate with veggies. Sounds dumb, but now I serve dinner off of the salad plates, and I eat less without thinking about it. I especially like the insight that cutting 10 calories a day for a year equals one pound. I used to think of 50 calories here and 100 calories there as not really important, but now I realize they were adding up. I apply this insight to seconds and desserts and snacks. I pick up a 50 calorie cookie and I ask myself -- is this cookie, right now, worth 5 lbs in weight? Occasionally the answer is yes -- and I enjoy my cookie. But more often I realize I'm not really hungry, I'm just eating the cookie because it is there. I think I was unusually ready to lose some serious weight. And my weight loss has definitely slowed in the last month. I've only lost about three pounds, instead of the 5-7 I had been averaging. But overall I have never had such good, quick results from a weight loss regimen. I can't recommend "Mindless Eating" highly enough. P.S.

Mindless Eating by Brian Wansink is a scientific view at why we eat the way we do and how we can change it to be healthier. I read some of Wansink's work in a recent TIME Magazine article, and I was hooked. I know that our emotions tend to control what and how much we eat, but I had no idea just how much our environment affects it. This is not a diet book, but Wansink offers several ideas for changing your mindset to encourage healthy weight loss. A few facts: we tend to want to eat the same amount of volume of food to feel full. If air or water is added to make the food appear larger, we will eat the same amount and feel just as full. Three year olds will eat until they are sated. Five year olds will eat the amount of food put upon their plate because they assume that it is the appropriate amount. If you are eating with 2 people, you will eat 50% more food than if you were eating alone. If you are eating with 7 or more people, you'll eat 96% more food than if alone. You'll eat more M&Ms in a bowl with 10 colors than with 7 colors. Wansink has done the most amazing experiments to determine why we eat the way we do, and it's a fascinating read. I couldn't put it down, and ended up reading much of it out loud to my husband. Wansink says if we add or subtract 100 calories a day to our diet, our body won't really notice, but it will mean the difference between gaining or losing a half pound a week. If we up the weight loss too much, our metabolism slows

down making it harder to lose weight. Great ideas are included to change our eating habits and lose weight without noticing it. 50/50 plating of food: half of the plate should be protein and starch, the other half should be fruits or vegetables. Use smaller plates and taller glasses. I love this one: put ice in your drinking water.

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