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How to snack wisely

KIMBERLEY WILSON, a chartered psychologist and nutrition expert, explains how to make better choices

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WHEN it comes to snacking, chocolate, crisps and biscuits are the nation's favourites. But a new Psychology of Snacking report commissioned by snack brand Graze reveals that only 16% of us feel happy after tucking in.



Here Kimberley Wilson, chartered psychologist and nutrition expert, explains what to eat to give us a lift instead of a low.

“Ditching entire food groups is rarely a sustainable way to a healthy lifestyle. Instead, why not satisfy your cravings the clever way? Opt for delicious low-sugar treats or indulge in the natural sweetness of ingredients such as honey. It’s about balance, not sacrifice.”

“Avoid doing your weekly shopping while you’re hungry,” says Kimberley. “It can lead to impulsive choices and snacks you might normally avoid.”

“Mapping out your meals at the beginning of the day helps you avoid sugar-loaded quick fixes and keeps your energy steady,” says Kimberley.

“Graze’s research shows that people tend to choose healthier snacks earlier in the day, as decision fatigue sets in later. To combat poor choices, plan your snacks in the morning or when you’re wellrested. Stick to these decisions

GO NUTTY: Studies link having a daily helping of unsalted nuts with everything from lowering heart disease risk to boosting memory. The high fibre content keeps you feeling full and the magnesium is linked to helping reduce levels of stress hormones.

GET FRUITY: Bananas can be a brilliant snack choice. As well as containing lots of potassium, which is good for keeping your throughout the day, preventing impulsive grabs for unhealthy options when your energy and willpower fade.”

“Don’t shy away from snacks just because they have ingredients you’re unfamiliar with or think you

blood pressure low, they contain an amino acid called tryptophan which can increase levels of the feel-good chemical serotonin in the brain. won’t enjoy,” says Kimberley. “Embrace the adventure of trying new flavours.”

“Pay attention to how your body feels after eating,” she says. “If you’re energised, and happy, you’re fuelling your body right. Once you discover healthy snacks that make you

feel good, you won't miss the overly sugary and processed ones.”

Kimberley says: “For 36% of people, according to the research, simply seeing a snack at home triggers the desire to eat it. Make sure your environment works for you by stocking plenty of healthy snacks.

“If the unhealthy ones aren't as readily available, you'll be less tempted to indulge mindlessly.”

“We often associate certain foods with guilt or pleasure because of societal labels like ‘bad’ or ‘forbidden’,” says Kimberley. “Instead of labelling food choices morally, focus on how food fits with your values. This mindset shift helps you avoid using unhealthy foods as emotional comfort and encourages more balanced and guilt-free eating.”

Kimberley adds: “When you feel good after eating healthy foods, it's not just physical – your brain recognises these choices as being aligned with your health and wellbeing. By focusing on how these foods make you feel satisfied and content, you can build up a healthier habit of choosing more nourishing snacks over time.”