



A Message From the Director

Dear Friends in Food,

As the holidays are fast approaching, we at the Cornell Food and Brand Lab, want to share some new tools to help you and your family eat less and enjoy it more this season. We hope that you enjoy the new format of our newsletter and find our research-backed tools helpful whether you are hosting or attending parties, traveling or at home for the holidays. It is our mission to provide easy ways for you to live healthier and this year you can find even more useful tips and information at FoodPsychology.cornell.edu/discoveries.

I am also pleased to announce the publication of my new book, Slim by Design: Mindless Eating Solutions For Everyday Life. In it you will find hundreds of insights to help you design food environments that encourage healthy eating. It is my hope that together we can create healthier homes, workplaces, restaurants, grocery stores, and schools! Please visit the website SlimbyDesign.org for more information and highlights from the

Wishing you a healthy and happy 2014 holiday season,

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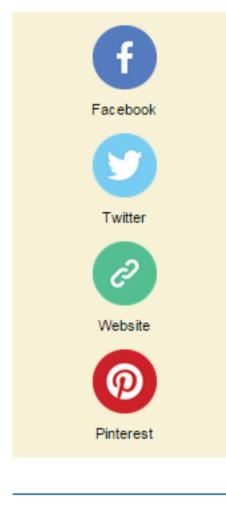
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First Served, Most Eaten

We've all filled up our plates with turkey, stuffing, and potatoes leaving no room for the green beans and squash. In fact, our research found that when eating buffet style meals we fill about two thirds of our plate with the first three foods in the line! Furthermore, if less healthy foods are placed at the start of the line, we tend to fill our plates with about 30% more food all together.



organize the buffet table so that the healthier items are first in line and easy to reach. If you are attending a buffet style dinner, be sure to survey all of the items

This holiday season, if you are hosting a dish to pass meal, be sure to

offered before loading your plate with the first items you see. Wansink and Hanks (2013) PLOS ONE. More info here.

You're in the Clean Plate Club Are you part of the Clean Plate Club? It turns

out, most of us are! Our recent study shows that adults eat about 92% of self-served food. This means that we will eat almost all of the food we put on our plates! As a host this holiday, give your guests smaller 8" dinner plates so it's more difficult to overload. As a diner, ask yourself, "How much do I want to eat?" and serve



accordingly. Interestingly, children eat only about 60% of their food. But don't worry!

This may be because they are still learning what they like and how much they can eat, so don't force them to clean their plates. Wansink and Johnson (2014) International Journal of Obesity. More info

Smarandescu, Walker, and Wansink (2014) International Journal of Drug

Wine glasses come in all shapes and sizes so it can be difficult to gauge a standard

Thumb

Try the Half Glass Rule of

pour. To avoid accidently drinking too much at this year's parties, adopt a rule of thumb! Our research found that those who have a rule of thumb such as never pouring more



than a half glass of wine at a time, drink about 18% less. If you are hosting a party, offer glasses that are tall and thin, such as white wine or champagne glasses - they appear fuller so people will be

less likely to over-pour!

You Between family, friends', and office parties

Your Weight Plays Tricks on

Policy. More info here.

Facts. More info here.

season.



In a recent study we found that people experience weekly weight rhythms and Monday morning may be the worst time to measure true weight. According to our findings, adults tend to weigh the

most on Monday morning and the least on Friday morning.

This means that weight loss mostly occurs during week days. The more weight you lose during week days the more you will lose over time so don't stress about a bit of weekend splurging and try and weigh yourself midweek for the most accurate measurement.

Orsama, Mattila, Ermes, van Gils, Wansink and Korhonen (2014) Obesity

Fridge Tip Clip Sheet: Hosting a Healthy Holiday Event



Place healthier foods



Use narrow glasses for wine & apply the half-glass rule of thumb

Use, smaller 9-10"

dinner plates

SlimbyDesign.org

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