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Food and Brand LabSLIM BY DESIGN
Movement

Holiday Food Hacks

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 book.



Wishing you a healthy and happy 2014 holiday season,

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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.

[Click to Enlarge](#)

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

[Click to Enlarge](#)

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 here](#).

Try the Half Glass Rule of Thumb

Wine glasses come in all shapes and sizes so it can be difficult to gauge a standard pour. To avoid accidentally drinking too much at this year's parties, adopt a rule of thumb!

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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!

Smarandescu, Walker, and Wansink (2014) *International Journal of Drug Policy*. [More info here](#).

Your Weight Plays Tricks on You

Between family, friends', and office parties your weight will fluctuate during the holiday season.

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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 mid-week for the most accurate measurement.

Orsama, Mattila, Ermes, van Gils, Wansink and Korhonen (2014) *Obesity Facts*. [More info here](#).

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Related Organizations



Fridge Tip Clip Sheet: Hosting a Healthy Holiday Event

Place healthier foods first in the buffet line



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

Use, smaller 9-10" dinner plates

SlimbyDesign.org

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