The amount that you eat can be impacted by more than just taste. Eating out of a large container can increase your consumption as much at 61%. Watch out! Who you go with, how much you pay attention, and your gender also have an effect on consumption. Learn how to control your external cues that affect your consumption!
What Influences How Much You Eat?

Could be caused by varying the container size!

‘Pop’ goes the results

151 moviegoers were given free popcorn at a movie and given a questionnaire to determine their preference of good tasting or bad tasting popcorn based on the size of popcorn (L or S) that they were given.

Movie goers who rated their popcorn as favorable at 49% more when given a large container.

Movie goers who rated their popcorn as unfavorable at 61% more when given a large container.

Don’t Be Fooled!

The study found that the following can influence consumption:

- **Container size**
  - Large containers increase consumption

- **Gender**
  - Men eat more than women

- **Attention level**
  - People who pay little attention to how much they eat consume more

- **Presence of others**
  - Those with others eat more than those alone

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What does it all mean?

Someone who does not monitor their consumption is more susceptible to container sizes than someone who closely monitors their consumption.

TIP: monitor the amount that you eat so that you do not fall prey to the large containers!

Decrease consumption by decreasing packaging sizes of unhealthy foods.

Increase consumption by increasing packaging sizes of healthy foods.

TIP: repackage unhealthy snacks into individual sized bags to prevent over consumption!

***This can be especially important for children and the elderly who need the nutrients for continued growth***


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Mind Over Matter: Learning More About Portion Control

“If you see it, you'll eat it, expert says”


To learn more about these tips and others that can help you live a healthy life visit:
www.mindlesseating.com
http://foodpsychology.cornell.edu/


You Tube: Dr. Wansink discusses the dangers of the buying in bulk (click picture)

WATCH OUT: Don’t unconsciously overeat!

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