Do visuals cues sign the end of a meal?

Participants who unknowingly ate from bottomless soup bowls ate 73% more soup, but they did not believe they had eaten more or were more sated than those eating from normal bowls.

Brian Wansink, James E. Painter, and Jill North
“Do we eat with our eyes or stomach?”

- 54 participants were monitored for their:
  - Intake volume
  - Intake estimation
  - Consumption monitoring
  - Satiety

- Those assigned refillable soup bowls did not believe they had consumed more or felt more satiety than others.

Brian Wansink, James E. Painter, and Jill North

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Results

Which bowl do you want?

- Those eating from refillable soup bowls unknowingly ate more soup.
- These participants ate 73% more than those who did not eat from the altered bowl.

Do you eat with your eyes, thus eating 73% more?

Brian Wansink, James E. Painter, and Jill North
Changing your environment to help your portion control

• Use smaller sized bowls, cups, and plates

• When buying bulk packages of food, repackage them into individual serving sizes.

Brian Wansink, James E. Painter, and Jill North
Portion control fun

Interview with author, Brian Wansink
http://www.amazon.com/gp/blog/post/PLNK3EL2KTDKSWVMX

More on this study, and other Food and Brand lab projects:
http://www.foodpsychology.cornell.edu/
http://mindlesseating.org/

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