



PRESS RELEASE

#NGEMILBIJAK WHEN #STAYATHOME

Mondelez Indonesia encourages people to snack more mindfully to benefit the body & mind during #stayathome.

Jakarta, 12 Mei 2020 – Changes in people's daily routine into #stayathome due to the COVID-19 pandemic has triggered a new lifestyle. Understanding the importance of snacking right becomes more relevant. Mondelez Indonesia therefore launches #NgemilBijak campaign to encourage everyone to consume their snacks more mindfully with attention and intention, to benefit the body and mind.

Khrisma Fitriasari, Head of Corporate Communication of Mondelez Indonesia explains that #NgemilBijak campaign is an invitation for people to choose the snack right for the moment and enjoy it in the right way. "This campaign is in line with the global purpose of Mondelez International to empower people to snack right through its iconic products, such as Oreo biscuits, Cadbury chocolate or KRAFT cheese," Khrisma adds.

Stay at home or not, Indonesians essentially really love to snack, 23% more than the global average, according to a consumer study 'The State of Snacking'. Conducted in Indonesia and 11 other countries, this study by Mondelez International also unveiled that average Indonesian depends on snacks to meet their mental and emotional needs.

Clinical psychologist, Tara De Thouars, agrees on the importance of snacking mindfully especially during #stayathome in this pandemic period. Boredom or emotional stress due to sudden routine changes, or fear of the pandemic itself often causes so-called emotional snacking, which is at the opposite of mindful snacking. "If emotional stress presents, the body seems to give signals similar to hunger. The signal is just a response to escape from the negative emotions. If the urge to snack continues to be satisfied, of course, the body will have excess intake and definitely, it will be riskier if done repeatedly", Tara explains.

"Essentially, snacking more mindfully is to snack with intention and attention. It can be done through three simple steps, 1) recognize your body's signals **why** you want to snack, for example, are you hungry or just need snacking to restore your mood?, 2) then, you can choose **what** to snack, based on these body's signals, and remember to portion your snack, 3) **how** you snack matters. Maximize all your senses to fully enjoy the eating experience during snacking. That way, you will be also able to recognize the body's signals if you need another bite or another portion. Therefore, snacking should not be done while doing other activities, such as playing gadgets," explains Khrisma.

Snacking more mindfully leads to a more positive relationship with the snacks preventing guilty feeling, more snacking pleasure and satisfaction, and less likely to overeat by paying attention to hunger cues and feelings of fullness. "Snacking activities should be done consciously so it's more beneficial for your body and mind. Eat slowly and enjoy every bite. Get all your body senses involved, starting from paying attention to shape, smelling the aroma, enjoying the taste, to the sound sensation

when biting or chewing on snacks," Tara said.

Tara adds that snacking can be a solution to meet the daily calorie intake and maintain the stability of the body's metabolism, as long as it is done mindfully. During the month of Ramadan, snacking habits needs to be adjusted as there is time limitation for eating. Snacking can fill up the daily calorie needs because some people cannot eat a lot at suhoor time at dawn or during the time of breaking the fast, so they are vulnerable to the risk of lacking calorie intake. Meanwhile, the body's daily calorie needs remain the same, whether fasting or not.

Enjoying a snack more mindfully with the family is also the right choice to strengthen the bond and warmth in the family. To find out more about NgemilBijak's inspiration from Mondelez International, visit www.snackmindful.com. "Moment of mindful snacking with family when #stayathome allows us to continue having a positive mind facing a pandemic" concluded Khrisma.

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About Mondelēz Indonesia

Mondelēz Indonesia is part of Mondelēz International, Inc. (NASDAQ: MDLZ); a global leader in the chocolate, biscuits, candy, and powder drinks category. Owning a variety of brands that have become global icons such as Oreo, Kraft cheese, Cadbury Dairy Milk, and Toblerone; and Biskuat as a local flagship brand, Mondelēz International has become an inseparable part of Indonesian society. Through the company's purpose to "Empower People to Snack Right", Mondelēz International is committed to inspiring people to snack more mindfully, through the right snacks, at the right time, and consuming snacks that are made in the right way. Since 2013, Mondelez International started the Cocoa Life program in Indonesia to build sustainable supplies and develop the cocoa community in Indonesia.

Website: www.mondelezinternational.com

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