



Why Smart Servings?

Being Smart About Smart Servings

Portion Distortion

When it comes to portion sizes, most people tend to buy, serve and eat more than they need. It's called portion distortion.

There's no doubt that we're eating larger portions today than we were in years past. A lot of that is because of the way things are packaged and served. Check out some of these portion distortion offenders:

- Fast food restaurants
 - From super-sized French fries to triple-decker burgers, fast food chains are guilty of portion distortion
- Supermarkets
 - Products in the grocery store now offer larger-than-necessary servings and deceiving packaging
- Beverages
 - Everything from soda to energy drinks are oversized
- Cookbooks
 - Over the last 70 years, the average calories-per-serving for the same recipes in the popular *The Joy of Cooking* cookbook have jumped 63%

Plate Size

Even the size of our plates have grown. The surface area of the average dinner plate has increased 36% since 1960. And it makes a difference in how much we serve. In fact, one study found that adults served themselves 30% more cereal in a larger bowl than in a smaller bowl.¹

Distractions Influence How Much We Eat

In addition to larger portion sizes, we face many distractions that can increase the amount we eat. These distractions prevent us from realizing if we are hungry or full. This becomes an even greater problem when we eat straight from the package or have unknowingly overfilled our plates.

Everyday distractions include:

- TV
- Computer
- Phone
- Eating anywhere but at the table

Simple Solutions

So, what can we do about portion distortion? We're glad you asked!

Tips for Portion Control:

- Learn smart serving sizes for all the things you eat
- Avoid extra-large beverages or super-sized restaurant orders
- Understand what a portion-controlled plate looks like
- Eat at the table without any distractions

Did You Know ...

What served four people in 1986 would have served almost seven people by 1936 standards.²

Sources:

1. Wansink B, Ittersum KV, *Portion Size Me: Downsizing Our Consumption Norms*, J Am Diet Assoc. - Volume 107, Issue 7, July 2007.
2. Wansink and Payne, *Annals of Internal Medicine* 150:3 Feb 2009

Resources:

- Barbara Rolls, *Volumetric Eating Plan: Feel Full on Fewer Calories*, HarperCollins 2007.
Brian Wansink, *Mindless Eating: Why We Eat More Than We Think*, Bantam, 2006.

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