

## **Smarter snacking with [www.clever-naschen.de](http://www.clever-naschen.de)**

**All about responsible snacking - just one click away.**

The Mars platform for parents - [www.clever-naschen.de](http://www.clever-naschen.de) - has been online since April 2007. This website constitutes an important building block of the company's consumer information program and offers orientation particularly to parents on how to snack responsibly plus provides useful tips on how to make snacking part of an active life style. Independent experts including educators, psychologists, nutritionists and physicians have all provided expert knowledge and tips from their professional consulting careers.

### **Snack Check**

With interactive tools such as "Snack Check", families can test the snack profile of their children and receive individual tips on how to manage snackfood consumption at home. Above that, consumers can find extensive information on nutritional values and ingredients for Mars products. Mars has worked with the Research Institute for Children's Nutrition in Germany (FKE) to answer the question of how much snackfood is permissible for children in different age groups. The findings have been developed into specific recommendations made available to parents on this website.

### **Tips for family life**

[www.clever-naschen.de](http://www.clever-naschen.de) is directed at parents, and apart from tips by experts such as physicians and psychologists, they can also get advice from other families. Here, mothers and fathers can talk about how they handle topics like consumption and health at home. In addition, in her column, Gaby Fussel, a mother of two children, writes about the everyday challenges in her family life - and also about current nutritional topics.

The website was designed with scientific guidance from Prof. Dr. Joachim Westenhöfer, Professor for Nutrition & Health Psychology at the University of Hamburg. His scientific focus is on research covering the development and therapy of obesity and eating disorders.

**'Clever naschen' - also in Turkish**

As a special service since June 2009, the content of [www.clever-naschen.de](http://www.clever-naschen.de) is also available in Turkish. Direct access to the Turkish site is possible by entering [www.acillica-tatli-yemenin-sirlari.de](http://www.acillica-tatli-yemenin-sirlari.de)

Only a few clicks away are many exercise tips and ideas for spontaneous physical activities for the family as well as information about responsible snacking. And now those parents are also able to check out the snack profile of their children with the Turkish version of the "Snack Test".