

# Do you really think you're a foodie?

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Think you're a foodie? Adventurous eaters, known as "foodies," are often associated with indulgence and excess. However, a new Cornell

Food and Brand Lab study shows just the opposite -adventurous eaters weigh less and may be healthier than their less-adventurous counterparts.

The nationwide U.S. survey of 502 women showed that those who had eaten the widest variety of uncommon foods—including seitan, beef tongue, Kimchi, rabbit, and polenta— also rated themselves as healthier [eaters](#), more physically active, and more concerned with the healthfulness of their food when compared with non-adventurous eaters. "They also reported being much more likely to have friends over for dinner," said lead author Lara Latimer, PhD, formerly at the Cornell Food and Brand Lab and now at the University of Texas.

"These findings are important to dieters because they show that promoting adventurous eating may provide a way for people -especially women - to lose or maintain weight without feeling restricted by a strict diet," said coauthor Brian Wansink, (author of *Slim by Design: Mindless Eating Solutions for Everyday Life*). He advises, "Instead of sticking with the same boring salad, start by adding something new. It could kick start a more novel, fun and healthy life of [food](#) adventure."

The article is published in the journal *Obesity*. It is authored by former Cornell researchers, Lara Latimer, PhD, (currently a Lecturer at the University of Texas at Austin) and Lizzy Pope, PhD, RD (currently Assistant Professor at the University of Vermont), and Brian Wansink, (Professor and Director of the Food and Brand Lab at Cornell University).

**More information:** Latimer, Lara; Lizzy Pope, and Brian Wansink (2015). Food Neophiles: Profiling the Adventurous Eater. *Obesity*, forthcoming.

Provided by Cornell Food & Brand Lab

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