

# Kellogg's Reveal What Women Want - Chocolate



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Kellogg's reveal through new research that women think about it all the time, enjoy it most after a bad day and would choose it over any other pleasure in life - chocolate that is.

The research\* by Kellogg's has revealed that over 20% of women in the UK say they would kiss goodbye to their sex lives before their chocolate fix and over a quarter would give up their chardonnay and Chanel.

In fact according to the report it seems women have a one track mind for chocolate as 30% confessed they thought about their treat most during the day, compared to just 18% who said they think about sex\*\*.

A bad day at work is the main reason women turn to chocolate for comfort with over half of all women admitting this is when they indulge the most, while a third do so after an argument with their partner.

Ladies in Yorkshire are the most likely to be driven to the chocolate cupboard by their hormones with 40% saying they turn to chocolate to relieve PMT.

The research shows chocolate is a woman's ultimate guilty pleasure with 2.3m admitting they eat it more than 3 times a day however, 70% of women said they felt guilty for doing so, with health, weight and dirty looks from their partner the top reasons for guilt.

Women also use chocolate as a reward with 41% saying they treat themselves after eating healthily including [healthy snacks](#) all day and 20% after exercising. This could start with a [healthy breakfast](#) at the beginning of the day and feeling the chocolate has been earned by the end.

40% of women even said that chocolate is the only thing that cheers them up.

Sally Tribe from Kellogg's Fibre Plus said: "Our research shows women's powerful relationship with chocolate - with many admitting they would even choose it over sex. They turn to chocolate when they need comfort, a reward and just to cheer themselves up. For many chocolate never disappoints. However the study also reveals women have a love/hate relationship with their favourite treat because they feel guilty about indulging in something that doesn't give them any benefit other than pleasure."

- ENDS -

Notes to editors:

\* The research was undertaken by Opinions Matter with a sample of 2048 women and 655 men.

\*\* In comparison to men, 56% of whom think about sex most and just 11% think about chocolate most.

**About [Fibre Plus](#):**

Fibre Plus is a new [cereal bar](#) from Kellogg's which also provides 20% of a person's daily fibre needs.

**About [Kelloggs](#):**

Since William Keith Kellogg filed the papers that officially incorporated the Battle Creek Toasted Corn Flakes Company on 19th Feb 1906, the Kellogg Company has been driven by the philosophy that an improved, balanced diet, starting with a healthy breakfast, leads to improved health.

The Kellogg Company is now the most successful cereal manufacturer in the world and offers nutrition advice and tips as well as a BMI calculator.

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