

Table 24.1. Foods chosen because mood involved

Food	%	Food	%
Food that is directly craved because of mood			
Chocolate candy	47	Peanut butter	19
Ice cream	36	Chicken	19
Coffee	34	Cheese	17
Cola	34	Pizza	17
Pretzels	33	BBQ ribs	12
Nuts	31	Steak	12
Tortilla chips	29	Gravy	11
Food for celebration			
Steak	38	Cheese	5
BBQ ribs	25	Cola	4
Cheese cake	17	French fries	4
Olives	15	Chocolate candy	3
Chicken	3	Coffee	2
Pretzels	2	Potato chips	2
Cinnamon buns	1	Peanut butter	0
Food chosen because of associations			
Cheese	19	French fries	8
Cola	18	Tacos	8
Olives	18	Peanut butter	8
Nuts	16	Tortilla chips	8
Cheesecake	15	Pretzels	8
Chocolate candy	15	Coffee	6
Food chosen because of family and friends			
Tacos	28	Cola	9
BBQ ribs	27	Cheese	9
Steak	20	Ice cream	9
Pizza	19	Cinnamon buns	4
Tortilla chips	17	Chocolate candy	2
Hamburger	15	Peanut butter	1
Pretzels	15	Nuts	15
Gravy	15		
Food as an escape			
Cheesecake	20	Olives	5
Chocolate	20	French fries	4
Coffee	15	Peanut butter	4
Ice cream	14	Gravy	3
BBQ ribs	13	Tortilla chips	3
Chicken	13		
Food craved due to hormones			
Chocolate candy	28	BBQ ribs	4
Cinnamon rolls	13	Chicken	4
Ice Cream	10	Gravy	4
Cheesecake	10	Pizza	4
Pretzels	3	Steak	3
Cheese	1		