



Cravings Mini Guide:
What's Really Going On
(And How to Work With Them)

By Jane Moran **Nutrition**

Cravings don't mean you're weak ...

They mean your body's trying to tell you something.
The trick is learning how to listen, without guilt or shame.

So What Are Cravings, Really?

A craving is an intense desire for a specific food, usually salty, sweet, carb-heavy or fatty. They're not just about hunger; they can come from a mix of physical, emotional and hormonal cues.

Sometimes your body is saying:

“I need fuel!”

Other times it's more like:

“I need comfort / distraction / energy / a break.”

It can be helpful to tune in to your body when a craving arises and try and understand what your body needs.

Don't judge yourself, it's just a process of becoming aware of what's going on for you.

The Hormone Connection

Here's how your hormones play into cravings, especially for women.

Blood Sugar Swings

When your blood sugar drops too low (often after skipping meals or eating lots of refined carbs), your body panics and craves a quick energy fix, hello biscuits and crisps.

What helps:

Balanced meals with protein, fibre, and healthy fats.

Regular meals/snacks to avoid that energy dip.

Don't wait until you're ravenous, it's harder to make nourishing choices.

Cortisol

High stress = high cortisol. Cortisol increases your desire for high-fat, high-sugar foods to give you fast energy and comfort.

What helps:

A regular wind-down routine (walks, journaling, breathwork, whatever helps you)

Having balanced snacks on hand so you don't grab whatever's nearest.

Oestrogen & Progesterone

Hormonal shifts can ramp up cravings. Your body may need more energy, magnesium, or carbs. That's normal.

What helps:

Don't try to "white-knuckle" your way through it. Add satisfying, complex carbs (like oats, brown rice, root veg) and chocolate with a higher cocoa content.

Add magnesium-rich foods like leafy greens, seeds, dark chocolate, and nuts.

Emotional Triggers

Boredom, loneliness, anxiety or overwhelm can all trigger cravings, especially if food is one of your main “coping tools.” You’re not alone in this. You’re human.

What helps:

Pause and ask: What do I really need right now?

Sometimes it’s food. Sometimes it’s connection, a rest, or a small reset.

If you need a lift, try going for a walk or creating a comforting, healthy ritual, like making your favourite coffee or herbal tea and really savouring the process. It may help get you past the craving and make you feel nourished in another way.

A Few Grounding Tips

Don’t label foods “good” or “bad.” The more we restrict, the more we obsess. Aim for a balance of 80/20. 80% of the time eat well, so you can indulge occasionally without feeling negatively about it.

Include the foods you crave in ways that feel good. A chocolate square with lunch is different from eating a whole bar at 9pm feeling guilty.

Stay nourished. Under-eating or skipping meals makes cravings worse. Fuel first, then assess.

Final Thought:

Cravings aren’t something to battle, they’re a whisper from your body. When we listen with curiosity instead of criticism, everything shifts.

Healthy Snack Ideas

Think of snacks as mini balanced meals. A satisfying snack isn't about eating less, it's about eating smarter. When you combine protein, fibre, and healthy fats, your snack is more likely to keep you fuller for longer, support steady energy levels and reduce mindless grazing later on. Balance beats restriction.

Sweet Snack Combos

Apple slices + peanut butter + chia seeds
(Crunchy, satisfying, great for energy dips)

Greek yoghurt + berries + ground flaxseed/seeds
(Protein-rich with gut-loving fibre and fats)

Cottage cheese + pear + walnuts
(Sweet, creamy, and naturally balanced)

Banana + almond butter + hemp seeds
(Perfect pre- or post-movement snack)

Overnight oats with milk, seeds & nut butter
(A snack-sized version of a classic)

Handful of nuts + a piece of fruit
(no prep required)

Smoothie with milk, fruit + nut butter
(easily portable to drink anywhere)

Savoury Snack Combos

Hummus + carrot & cucumber sticks + olive oil drizzle
(Fibre-rich veg with protein and fats)

Boiled eggs + oatcakes + avocado
(Simple, filling, and blood-sugar friendly)

Cheese + wholegrain crackers + cherry tomatoes
(A classic combo that works beautifully)

Tuna or mackerel + rye crispbreads + cucumber
(Protein-packed with omega-3 fats)

Houmous or cream cheese + peppers + seeds
(Colourful, crunchy, and satisfying)

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& want to know more about my
approach to personalised
nutrition, book a free call with
me to see how we can
work together.*

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*Happy eating
Jane
x*

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