

THE BEERMAN BUILD

BEERMAN STRONG

FAITH · FUEL · FITNESS

Understanding Cravings

Practical ways to notice what you need and respond with confidence
- without guilt, rigid rules or a battle with food.

FAITH · FUEL · FITNESS

USEFUL THINGS, *built from real life.*

CURIOSITY OVER JUDGMENT.

A Beerman Build · Beerman Strong guide created by Liz Beerman

THE

BEERMAN *BUILD*

BUILDING STRENGTH IN FAITH, MARRIAGE, LIFE & BUSINESS

Cravings are information

A craving is a strong desire for a particular food or experience. It can occur alongside physical hunger, or it can be influenced by habit, availability, emotions, stress, sleep, restriction, memories and environment. Having a craving does not mean you lack discipline.

Start with one question

What might my body or mind be asking for right now - nourishment, rest, comfort, connection, stimulation, familiarity or simply the pleasure of this food?

Physical hunger and cravings can overlap

Hunger often grows gradually and may be satisfied by several foods. A craving may feel more specific. But the two are not opposites: waiting too long to eat, skipping meals or restricting favourite foods can make cravings feel more urgent.

The goal is not to perfectly label every feeling. The goal is to respond in a way that supports you.

What can influence cravings?

Regular nourishment

Long gaps between meals can intensify hunger and make decisions feel urgent. A dependable meal and snack rhythm can help.

Sleep

Poor sleep can affect appetite, energy and decision-making. A realistic wind-down routine may be more useful than chasing perfect sleep.

Stress

Stress can change appetite in either direction. A pause, a few slow breaths, journaling, prayer or speaking with someone may help you identify what you need.

Restriction

Making foods forbidden can increase attention and urgency around them. Permission, structure and satisfaction can coexist.

Environment

Smells, advertising, routines and seeing food can prompt desire. That is a normal learned response, not a personal failure.

Health factors

Medication, blood glucose, hormones, digestion and other health conditions may influence appetite. Individual medical guidance belongs with your care team.

A flexible response

1 • Pause

Notice the craving without grading it as good or bad.

2 • Check in

Consider hunger, time since eating, energy, stress, sleep and what sounds satisfying.

3 • Choose

You may eat the desired food, pair it with something more sustaining, have a regular meal, or meet another need first.

4 • Stay present

Slow down enough to notice taste, satisfaction and how you feel. You do not need to eat perfectly.

5 • Reflect

Ask what helped. Use the information to support future routines, not to criticize yourself.

Build satisfaction into meals

Meals often feel more sustaining when they contain a source of protein, carbohydrate or other energy, colour from fruit or vegetables, and flavour or fat. Culture, appetite, access, health needs and preferences all matter.

Simple examples

Toast with eggs and fruit · Yogurt with oats, berries and nuts or seeds · Soup with bread and cheese or beans · Rice bowl with protein, vegetables and sauce · A favourite dessert alongside or after a satisfying meal

When the craving itself is the answer

Sometimes you simply want a particular food. You are allowed to enjoy it. Eating it intentionally may be more satisfying than repeatedly substituting foods that do not meet the desire.

For diabetes and other health conditions

Cravings, hunger and blood glucose can overlap. Follow your personal treatment plan for low or high glucose and seek individualized advice from your qualified healthcare team.

Your reflection page

Use these prompts after a craving or at the end of the day.

What was happening before I noticed the craving?

When had I last eaten, and was the earlier meal satisfying?

What food or experience sounded appealing?

What response did I choose?

What helped me feel supported afterward?

A steadier way forward

Cravings are part of being human. A helpful approach makes room for nourishment, enjoyment, health needs and real life. Aim for patterns that are supportive and repeatable rather than rules that require perfection.

RESPOND WITH CURIOSITY. BUILD WITH CONSISTENCY.

Educational information only

This guide is not medical or nutrition therapy and does not replace individualized advice from a physician, registered dietitian or diabetes care team. Seek qualified support if cravings feel distressing, eating feels difficult to manage, or a health condition affects your food choices.