

Symposium to explore driving growth in today's marketplace

Key consumer benefit pillars will be addressed at The Hartman Group's summit.

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The Hartman Group's Driving Growth 2017 symposium will be held Sept. 27 at The Edgewater Hotel in Seattle.

SEATTLE — Driving growth in a rapidly changing marketplace requires a deep understanding of consumers' increasingly fragmented and specialized needs. Today's consumer seeks customized health and wellness, nutrient density, performance and pleasure. These key benefit pillars will be explored at The Hartman Group's Driving Growth 2017 symposium.

The event will be held Sept. 27 at The Edgewater Hotel in Seattle. For more information or to register, go to act-events.hartman-group.com.

Participants will learn the latest data and insights from The Hartman Group's senior leaders and analysts with an eye to shaping business strategy to keep pace with the ever-evolving consumer. A panel of experts from food and beverage brands, including Evolution Fresh and Sahale Snacks, will share an inside view of the pathways to growth.

For more than 25 years, The Hartman Group has advised some of the world's largest food and beverage companies as a recognized thought leader on trends in the marketplace. Expertise spans the topics of social sciences and culinary arts, marketing, business analysis and consumer research.

Space for Driving Growth 2017 is limited, and registration closes Sept. 22.