



2015 Food Culture Year in Review

While we're eagerly looking forward to writing about the many wonders in food and beverage culture that 2016 will surely produce, we're equally excited about what a remarkable year 2015 has been. Throughout the year, our inquisitive and shrewd social scientists ventured far and wide across America to further our knowledge base about consumers' attitudes and behaviors and uncover the emerging trends important to your business. Our business analysts mined data and crunched numbers to reveal potential growth opportunities. Here, then, are some of the key highlights from the year that was 2015 from our weekly Hartbeat articles and Acumen infographics.

2015 Quote of the Year

"When we talk about what's the No. 1 trend or long-term change in what's going on in food culture today, we found over the years that consumers are really looking for products that appear or are perceived to be fresh, real and less processed."

— Laurie Demeritt, CEO, The Hartman Group

Strategic Direction: Hartbeat Exec 2015

We expanded the boundaries of your thinking with these free quarterly publications.

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Q1. Packaged Food
at a Crossroads



Q2. New Premium
Marketplace



Q3. Marketing to
Restaurant Occasions



Q4. Strategizing
Simple

Hot Trend of 2015: Simplicity

*When purchasing packaged or convenience foods, consumers seek food and beverage products with **clean and minimal ingredient panels**.*



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Syndicated Research

Studying topics such as transparency, health and wellness, new appetites and new routines in food culture, and healthy eating and weight management provides important data, insights and strategic recommendations for your business. **Click on the image or title to go to the file download page.**



Q1. Sustainability:
Transparency



Q2. Health & Wellness



Q3. Culture of Food



Q4. Healthy Eating &
Weight Management



SPECIAL REPORT:
How Gen Z Looks at
Health & Wellness

Top Thinking: Hartbeat Newsletter

It's been another transformative year in food culture. Here are the five most widely read Hartbeat newsletter articles from 2015. **Click on the title to read the article.**

Why ALDI Is a Real Menace to Walmart

Sour on Milk? Why Consumers Are Rethinking Milk Consumption

Cracking the Millennial Code: Generation Fast Casual

GMOs: The Elephant That Won't Leave the Room

U.S. Packaged Foods at a Crossroads

The Best Hartbeat Acumens of 2015

When you have only a few minutes to absorb a lot of data, there's nothing like a good infographic. Here are the five Acumen infographics that garnered the most buzz in 2015. **Click on the title to view the infographic.**

Organic Consumer Profile

Eating Out Habits

Health & Wellness Trends: Food Ingredients

5 Things to Know About Millennials

GMOs, the Consumer Side of the Issue

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