

The Hartman Group's A.C.T. (Anthropology. Culture. Trends,) series of summits that explore the evolving culture of food and beverage are a unique knowledge-sharing experience unlike any other industry conference. An A.C.T. summit is a transformative one-day experiential, educational platform that focuses on culture as the pathway for companies across the food and beverage industry to understand the broader contexts that create consumer desires. These experiences support or complement new product innovations, marketing initiatives and growth strategies.

Here are key insights shared at the Food Culture Forecast A.C.T. events from 2014 through 2017.

KEY HIGHLIGHTS

2014

CHICAGO

Cultural wisdom can transform your business and improve the lives of consumers. Create the most relevant products, position products in ways that respond to what consumers desire and plan for the future by understanding how culture evolves.

DENVER

The World of Health and Wellness can improve cultural competency and, when applied to answering key questions, grow your business. Look at yourself as a partner to consumers, helping them along the health and wellness journey.

2015

AUSTIN

Common food rituals are eroding along with eating styles and meal-prep habits. Snack occasions are now nearly equal to the number of meal occasions.

SEATTLE

Progressive health and wellness consumers are increasingly influential in redefining food culture. Progressives are focused on real quality food, positive nutrition, fresh, less processed foods and beverages — and fun.

2016

NASHVILLE

Four megatrends are altering the structure of demand for foods and beverages. These quality pillars are: freshness, health and wellness, transparency and culinary values.

SEATTLE

Expectations of quality in food and beverage products have evolved. This new redefinition is about real distinctions in quality as expressed through values and experiences. It is about intentionally making things better through transparency and trust, and pleasure and discovery.

2017

MINNEAPOLIS

Four key elements of a product narrative. Narrative is a story or account that goes beyond key attributes or facts — and isn't just about marketing. The essential elements of a narrative with strong connections to consumer values are: ingredients, production, packaging and people.

SEATTLE

Premium is not only a big opportunity — about one-third of consumers have purchased premium products in the past month — but as consumers change the way they eat and change the way they engage with food, there is a tremendous upside to leveraging premium benefits as the pathway to increase household penetration and frequency of purchase.

