Telling the Story of Food:
4 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. A strong narrative must be integral to the product itself. After decades of ethnographic research with consumers from all walks of life, across all eating and drinking occasions, and across all food and beverage categories, The Hartman Group has distilled the essential elements of a narrative.

4 key elements of a product narrative stand out with a strong connection to consumer values:

- **INGREDIENTS**: What’s in it? Where did the recipe come from?
- **PRODUCTION**: How and where was it made?
- **PEOPLE**: Who made it? What is their relationship to the food?
- **PACKAGING**: How does overall presentation convey meaning?