

THE HARTMAN GROUP'S FOOD & BEVERAGE CULTURE YEAR IN REVIEW, 2017

Trend of the Year (Once Again)

Consumers Seeking **Higher-Quality** Foods & Beverages

Almost all consumers are looking for, at least on some level, foods that are **fresh, real and less processed**. Consumers believe less processed products are self-evident. They are not looking for a "less processed" label. When shopping for foods and beverages:

65% of consumers say they look on the product label to see if the food or beverage is... **"minimally processed."**

A.C.T. Summit Highlights

Telling the Story of Food

Narrative is important. At its essence, narrative is about creating meaning. It's the tool for making sense of the vastness of our world and the infinite data points, factoids and opinions. 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	PRODUCTION	PEOPLE	PACKAGING
What's in it? Where did the recipe come from?	How and where was it made?	Who made it? What is their relationship to the food?	How does overall presentation convey meaning?

Hartman A.C.T. Food Culture Forecast 2017, Minneapolis

Key Insights

The Rise of **Meal Kit** Delivery Services

A new breed of businesses has sprung up in the form of home delivery meal solutions that propose to help consumers overcome their anxiety surrounding planning and cooking meals.



of consumers are interested in using services that would deliver ingredients for meals they could assemble/prepare at home.

Food Shopping in America 2017 report

Snacking Our Way Through Each Day

Chances are, within the past 24 hours, we've all had a snack. Snacking has emerged onto the landscape as the most significant food and beverage occasion.

91% of consumers snack **multiple times** throughout the day

CAN'T LIVE WITHOUT IT: 47% of consumers say that most days they **can't get through the day** without a snack

The Future of Snacking 2016 report

Quote of the Year

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While many point to the “demise” of the conventional retail channel in terms of consumers abandoning them, we look at what is happening in a somewhat different light. Consumers today are embracing the **myriad of ways to procure food**. Not necessarily because they are unhappy with existing channels but because many of the **new channels offer dimensions of value or discovery or convenience or experience that are fun and exciting.**

— LAURIE DEMERITT, CEO, THE HARTMAN GROUP

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The Hartman Group's anthropologists, social scientists and business analysts have been immersed in a 25-year-long study of American food and beverage culture using ethnographic observation, quantitative tracking surveys and deep study of food and beverage trends. What we have learned and continue to uncover allows us to upend many notions of our traditional American eating and drinking patterns, thereby identifying unique opportunities and winning strategies for our clients.

