



hartman GROUP

Translating consumer behavior and food
culture into strategic growth opportunities

Capabilities & Services Overview 2022

Who We Are | Authorities on consumers. Students of culture. Passionate about food.



The Hartman Group is a food culture consultancy.

Our mission is to translate consumer behavior and food culture into strategic growth opportunities for our clients.

You can never fully understand why consumers are changing if you don't understand how the broader culture they live in is changing. Since 1989, The Hartman Group has been immersed in the study of American food and beverage culture while also keeping a finger on the pulse of the global ecosystem in which it operates.

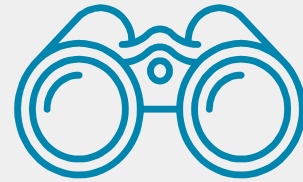
We are a team of social scientists, marketers and business professionals with deep industry experience and a passion for food. We have spent years challenging common assumptions about consumer culture with one goal in mind: your success.

What We Do | Unpack consumer culture to deliver marketplace advantage



CONSUMER/SHOPPER INSIGHTS

We deploy anthropological and statistical techniques to understand the drivers behind how consumers make decisions about food, how they shop for food and how they consume food to provide you with nuanced and actionable insights to drive your business forward.



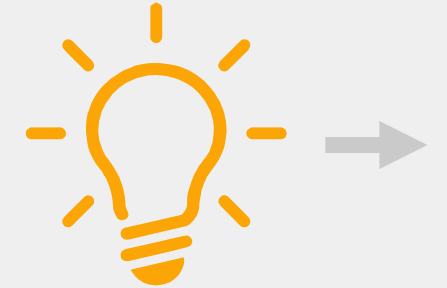
FORESIGHTS AND TRENDS

The Hartman Group understands where and how cultural trends start, how to identify the sites of innovation and how to assess the likelihood of early trends gathering momentum. Our Cultural Analytics Framework, powered by our decades of primary qualitative and quantitative research, enables you to anticipate future demand and future threats to your portfolio, categories and brands.



STRATEGIC CONSULTING

Your biggest problem is our new favorite challenge. Our consulting engagements leverage our vast intellectual capital and your existing research/market data with a robust multidisciplinary analytical tool kit to uncover growth strategies that emanate from long-term structural changes in the food landscape and drivers of demand.



INNOVATION AND IDEATION

For innovation to ultimately succeed, it must be strategically-based, growth-oriented and evolve in step with consumer priorities and trends. Our process allows you to emerge with high-level strategic opportunity areas and concepts that are on-trend, differentiated and in alignment with your innovation and growth goals.

What We Do | Empower thought leadership and topical expertise

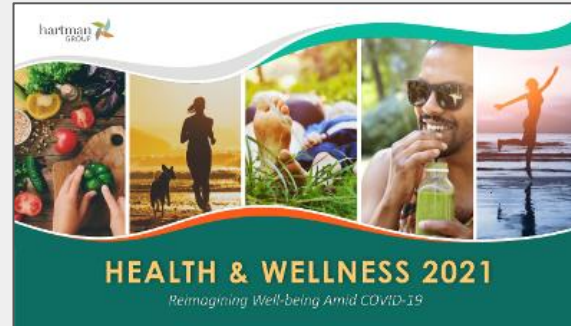
Hartman Syndicated Research integrates immersive ethnography and quantitative online surveys with our signature brand of cultural analysis.

We ground you in the latest consumer insights and trends, enabling you to be a thought leader in your organization and with your partners.

Topics for 2022:

- Organic and Natural
- Modern Approaches to Eating
- Food Sourcing in America
- Food & Technology

Health and Wellness



Sustainability



Organic and Natural



Food and Beverage Culture/Industry



Engaging with Hartman Group is easy as 1, 2, 3...



Hartman Retainer Partnership

On-demand strategic counsel and consulting on an array of topics, categories, and/or brands over a 12-month period



Custom Consulting/ Research Engagements

High-impact outcomes for your toughest business challenges



Syndicated Research Report/Bundle Purchase

Rich insight into a focused topic area(s) of interest for your organization



**WE LOOK FORWARD TO
HELPING YOU UNLOCK
GROWTH.**



The Hartman Group, Inc.
3150 Richards Road, Suite 200
Bellevue, Washington 98005
425.452.0818

hartman-group.com

Contact:

Shelley Balanko,
SVP, Business Development
shelley@hartman-group.com
425-452-0818 x.103