

hartman
GROUP



Align Your Thinking With Evolving Food Culture and a Changing Consumer Landscape

Spend time with The Hartman Group — where the food & beverage industry turns for consumer knowledge, breakthrough perspectives and strategic guidance.

There are many challenges as well as opportunities facing today's food and beverage companies. Some are forces at play in overall food culture, such as the current pandemic and the fragmentation of procurement channels, while others are unique to your business. Finding growth in mature markets cannot rely solely on better marketing. It's about challenging conventional notions of innovation and getting as close as possible to the changing cultural reality of consumers. By harnessing our decades of research on eating behavior, consumer demand and business strategy, The Hartman Group has developed proprietary analytics that break down the key forces of change in food culture, looking at the implications with the objective of helping to guide your investments in the *future of food*.

The Future of Food in the U.S. Marketplace trends presentation and scenario planning sessions offer a unique vision of the key components of future demand in food and beverage. Virtual sessions are presented by a senior member of The Hartman Group's leadership team with no limitations on client attendance.

The session will include a proprietary, cultural analysis of key consumer behavioral trends and 'pull' forces affecting the food industry in the next five years (leveraging multiple data sources and Hartman intellectual capital) and will include:

- A special update on the consumer environment emerging from the COVID-19 pandemic and a possible recession to follow (leveraging a large-scale quantitative tracker and an in-depth qualitative report)
- An assessment of the impact of COVID-19 on existing macro drivers and emerging new drivers of change in the industry
- Key uncertainties in food demand over the next one to five years
- Scenarios for the future of food demand

How will your business be impacted by what is happening now?



Choose the session option that best meets your needs—

Future of Food Express Session

\$7,500

Presentation and Q&A

- Includes virtual presentation, review of scenarios and Q&A
- 90 minutes with 1 THG senior employee

Future of Food Scenario Planning Workshop

\$10,000

Presentation and Strategy Session

- Includes virtual presentation and strategy session to workshop 3-4 scenarios (of client's choosing)
- 3 hours with 1-2 THG senior employee(s)

Proprietary customization (via primary qualitative research with consumers) also available.

Contact us to schedule your session today!

Shelley Balanko
SVP, Business Development
shelley@hartman-group.com