



Hartman Group Capabilities | 2024

In 1989, Hartman Group was founded on the belief that **what consumers say does not always align with what they do**

Our founder believed that understanding consumer demand was the best path forward for businesses in a society where consumers were increasingly empowered.

Hartman Group's interests have always followed consumer aspirations: from the Green Marketplace to a broader aim for health and wellness, and then the pursuit of sustainability. Our team of social scientists and business consultants remain authorities on consumers today.

- **We are proudly woman-owned and led.**
- **We are students of culture at our core.**
- **And your success is what motivates us.**

A photograph of Harvey Hartman and Laurie Demeritt. Harvey Hartman is in the foreground, wearing glasses, a white shirt, a striped tie, and a dark suit jacket. Laurie Demeritt is in the background, smiling, wearing a dark blazer. They are standing in front of a large globe.

Harvey Hartman, Founder and Laurie Demeritt, Owner and CEO

Hartman Group was built on a commitment to
consumers, culture and clients

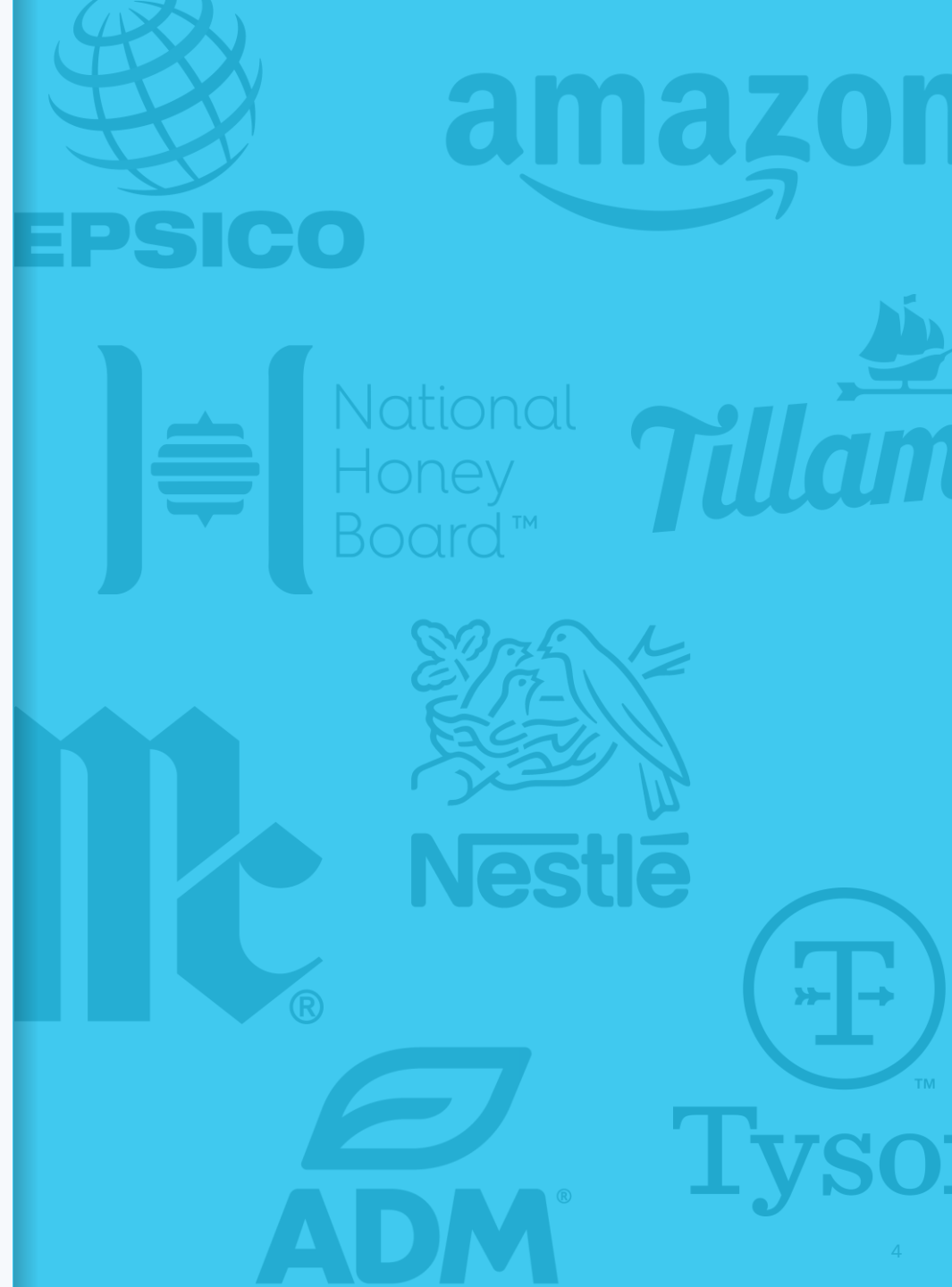
WE HAVE A SINGULAR MISSION:

Translate consumer behavior and
food culture into strategic growth
opportunities for our clients.

Our passion for food is what fuels our purpose:

Helping others across the industry make an impact

- CPG manufacturers
- Food/beverage retailers
- Foodservice organizations
- Ingredient suppliers
- Industry associations/boards, NGOs
- Agriculture companies
- Food technology companies
- Media companies
- Packaging providers
- Academic institutions



When you need expertise that is US-centric with global reach,
you can rely on our 30+ years of experience in...



**Eating/Drinking
Approaches &
Lifestyles**



**Health &
Wellness**



Sustainability



**Food &
Technology**



**Organic &
Natural**

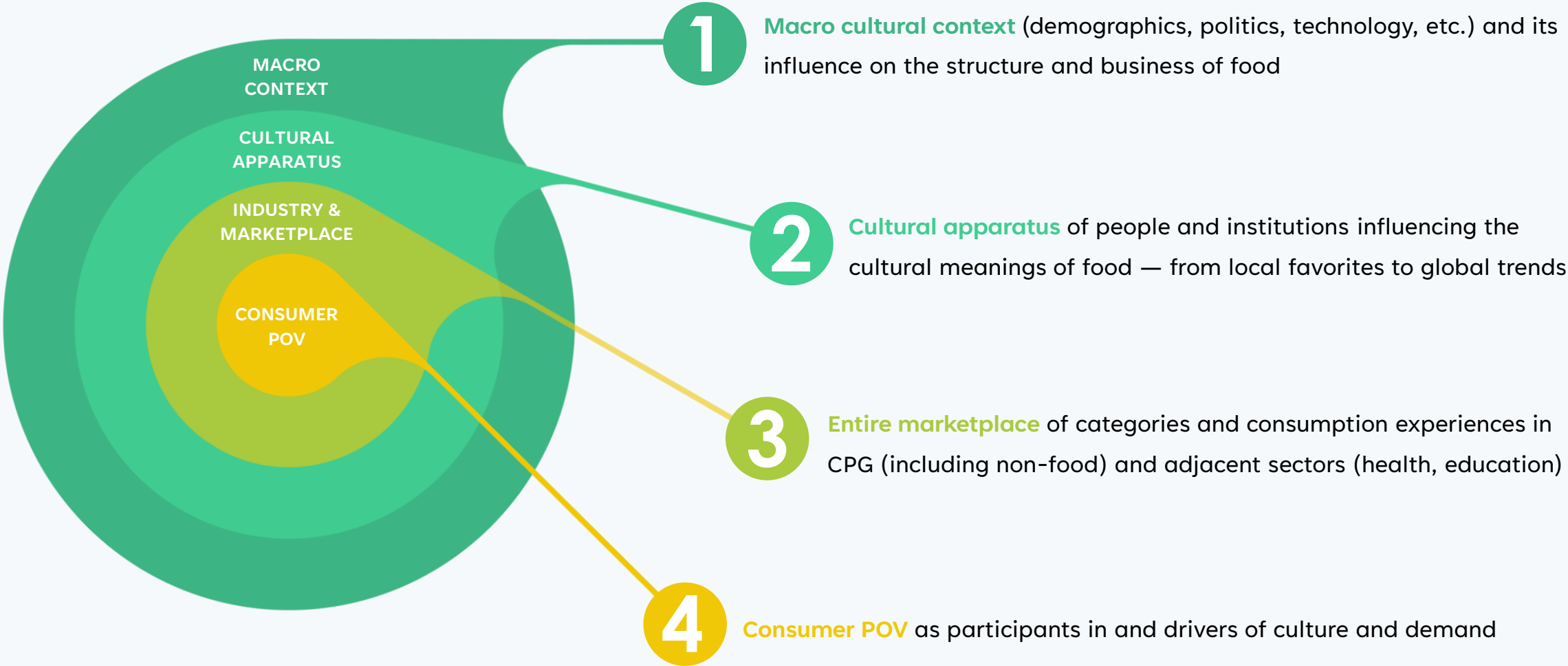


**Food & Beverage
Categories**



**Food & Beverage
Retail/Foodservice
Landscape**

You can expect a **cultural perspective**, always considering...



Gain a holistic understanding of not only what consumers **say and do, but how they feel**



CONSUMER/SHOPPER INSIGHTS

Understand how and why consumers think about, shop for and consume food through trusted research techniques.



TRENDS AND INNOVATION

Discover opportunities that are on-trend, differentiated, and aligned with your growth goals by pinpointing where and how trends start.



STRATEGY

Develop growth strategies that emanate from long-term structural changes in the food landscape and drivers of demand.

Find the right fit with our **flexible engagement options**



HARTMAN RETAINER SERVICES

On-demand strategic consulting on an array of topics, categories, and/or brands with access to all Hartman Group intellectual capital



CUSTOM ENGAGEMENTS

Custom-designed engagements with discrete objectives and timelines to tackle your toughest business questions



REPORTS

Robust primary quantitative and qualitative research with rich insight into a focused topic area(s)

Our solutions are tailored to meet your needs, no matter how complex

Hartman Retainer Services:

Ongoing access to experts and knowledge

Gone are the hassles of re-introductions of team members and re-articulations of objectives. Hartman Retainer Services clients have ongoing access to our dedicated team of consumer culture experts and our robust knowledge library.

Retainer Services packages typically include:

Hours of efficient, strategic guidance

Packages starting at 50 hours for engagements like:

- Data mining and deep dive reports
- Innovation and strategy
- Trend identification and implications
- Occasion-based insights and strategies
- Identifying “white spaces”
- Concept evaluation
- Global insights

New IC to build your knowledge base

- All Hartman Group syndicated research reports
- Presentations and webinars available to your entire organization
- Annual Compass Eating & Drinking Occasions Landscape report and dashboards

Database access for turnkey insights

- Unlimited users for searchable microsite housing all syndicated studies, white papers and reports
- Mining of Hartman Group's Compass Eating & Drinking Occasions Database

Compass Eating and Drinking Occasions Database

Compass reveals disruptive market opportunities through foundational data and insights about the basics of eating and drinking in America. Our powerful online recall methodology randomly selects two eating or drinking occasions a participant has had in the past 24 hours, allowing us to access consumers very close to their eating occasions for optimal accuracy.

Access includes dashboards of data points and insights on:

300+ food and beverage categories (including alcohol)

- 8 major dayparts and 4 major locations
- Person(s) involved (alone, couple, family, friends, child-centric)
- Shopping incidence for 40+ national and regional retailers
- Sourcing from 25 major national food service chains

What makes up an eating occasion?

- **Who:** what person(s) was involved
- **When:** circumstance or time period (routine snack, family dinner)
- **Where:** the place of the consumption occasion (at home, office, on the go)
- **From Where:** channel used for sourcing
- **What:** the key needs relevant to the occasion
- **Why:** the emotional stakes of the occasion



Compass access is included in all Hartman Retainer Services partnerships and can also be leveraged via custom engagements.



10+ years of data

200,000+ Adult eating occasions

44,000+ Child eating occasions

Custom engagements:

Time- and objective-specific project design and strategy

As a small agency, ingenuity is our specialty. We get to the heart of your question with unbeatable clarity by taking human approaches to complex challenges, leveraging a range of solutions to fit your goals and resource requirements.

Tailored solutions that reveal:

Consumer/shopper driven insights

- Custom quantitative research: segmentation, A&U, occasion-based surveys
- Custom qualitative research: consumer ethnography, retail/category immersion, experience design, in-situ expert and cultural informant engagement
- Mining of Hartman Group's intellectual capital: syndicated studies; Compass Eating & Drinking Occasions Database

Culturally-relevant trends and innovation

- Trends frameworks and experiences (treks, artifact stations)
- Innovation platforms
- Ideation
- Concept testing

Future strategy

- Portfolio
- Category
- Brand
- Marketing & Communications

Primary research expertise



Qualitative

True consumer empathy comes from immersion: being in their homes; shopping with them; dining with them. Effectively leveraging cutting-edge ethnographic research tools helps surface insights from real life.

- Explore uncharted territories
- Understand unarticulated motivations
- Uncover richness
- Draw connections
- Reveal patterns
- Identify needs



Quantitative

A robust quantitative foundation helps you better understand trends and growth opportunities by answering questions about consumers, competitors and markets.

- Identify unmet demand
- Track changes in behavior
- Segment consumer targets
- Extend prior research
- Rank/prioritize opportunities
- Decide where to focus

Reports:

On-demand access to insights

Our deep library of syndicated data fuels everything we do, benefitting you no matter how we work together. Our reports are designed to spark strategic thinking and make your organization smarter — without the financial or time investments of larger-scale custom research.

We conduct at least four syndicated studies annually, plus many other data-rich publications throughout the year.

A cost-effective way to stay on the leading edge:

Syndicated reports

By leveraging both ethnographic immersion and quantitative surveys, these reports help you deeply understand the current market as well as specific topical areas.

Trend reports

Deep dives into current and emerging trends across the marketplace, providing cultural context and detailing the "why" behind consumer, category and channel trends.

Occasions reports

Comprehensive analysis of the current eating/drinking landscape, with over a decade of data on specific dynamics like sourcing, category, daypart, and more.

Recent and upcoming syndicated reports

2024 study lineup



Q1: Future of Snacking



Q2: Beyond Organic: Quality Distinctions in Food & Beverage



Q3: Health Benefits: From Energy to Immunity



Q4: Premiumization & Everyday Value(s)

Other recent publications



**Taste of Tomorrow 2023:
Navigating Food
Through The Eyes of
Gen Z and Alpha**



**Sustainability 2023:
Making Things
Personal**



**Reliance on Restaurants:
An American Eating
Occasions Perspective**

Visit the
Report Store



Finding your path forward...

Let's connect to see how we can draw on our unique approaches and tools to align on a partnership suited to your priorities and budget.

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