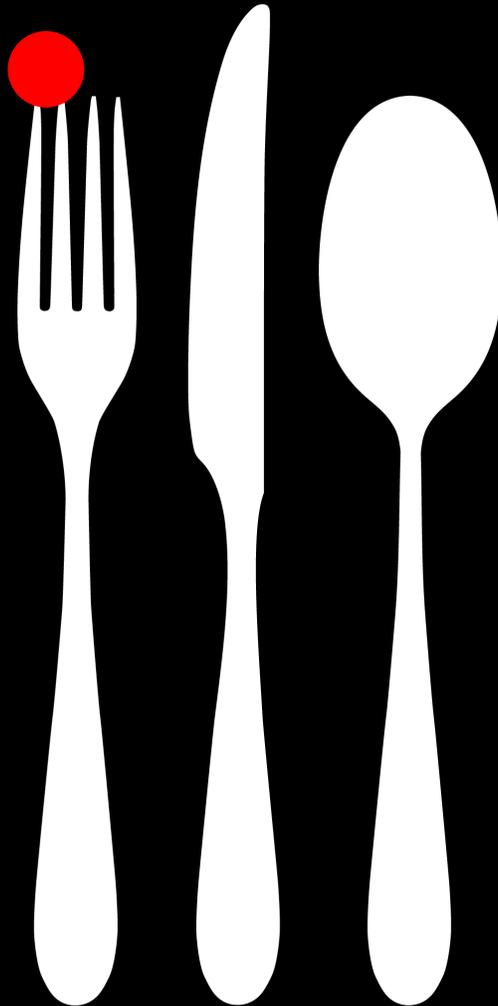




FOOD & BEVERAGE ANALYTICS

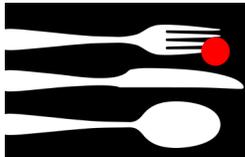
# hartman eating occasions compass



NAVIGATE AMERICA'S EATING & DRINKING  
HABITS THROUGHOUT THE DAY

hartman  
GROUP





## Tracking And Detecting Shifts In America's Food And Beverage Consumption Habits To Identify Opportunities For Your Business

### What is the Hartman Eating Occasions Compass?

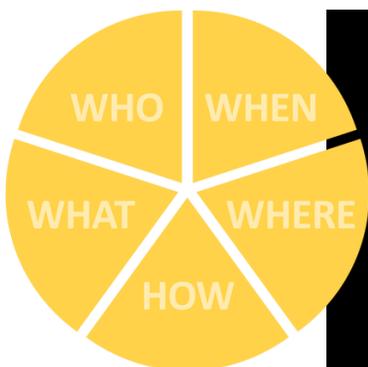
Who can keep track of America's ever-changing and evolving eating habits? Consumers define eating occasions as much as "when" something is eaten as "how much" they consume to decide whether something is a meal or a snack. The dynamics of food culture and changing demographics in the U.S. heavily influence consumers' shopping and eating behaviors. Marketers who focus only on 'trip type' or 'need state' analysis are missing the raw and true motivations that drive consumer shopping behavior. Eating occasions emerge from the way consumers live and are what give meaning and context to the way they shop.

To grasp the profound change in America's eating behaviors and practices, we need to begin to think very differently about our study of today's consumer. After years of research, we found that this behavior can be best understood at the level of occasions. The outcome of our cultural research was the development of a proprietary database, the Hartman Eating Occasions Compass, which tracks thousands of eating occasions.

The Hartman Group's proprietary Eating Occasions Compass is a dynamic database and analytics tool that tracks consumers' current and shifting eating and drinking behaviors. It provides precise data, information and penetrating insights as a foundational platform from which you can identify opportunity spaces and fine-tune strategic planning and direction.

The Compass database isn't a collection of quantitative data broken down by daypart. It is a comprehensive understanding of consumer eating behavior entrenched in our collective culture—the most influential forces that shape consumer behavior. Three broad themes have emerged from our occasions research:

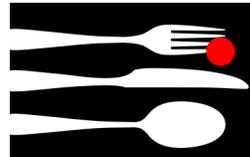
- The landscape of American eating occasions is very different than one might expect.
- The context of the occasions exerts powerful forces that shape our consumption behavior during these moments.
- These developments call for important strategic realignments if brands and retailers hope to remain relevant.



Today's food and beverage culture reflects a fragmentation of:

- We eat on the fly and fluidly—based on a whim or a craving
- We eat alone a lot...even in multi-person households
- Snacks are as frequent as meals
- Anywhere...and traditional grocery is only one of many sources to procure food and beverage
- We don't cook on a regular basis but prefer to outsource to restaurants, food purveyors and manufacturers





Three such eating and drinking occasions most poignantly reflect the fragmentation of today's modern food and beverage culture:



immediate consumption (IC)



alone

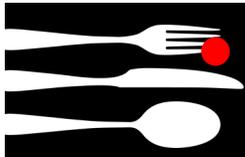


snacking

## Hartman Eating Occasions Compass: Database Overview

Updates	3x annually (Spring, Summer, Autumn)
Adult respondents (covering 2012—2016)	56,000+
Adult eating and drinking occasions	102,000+ Additionally, in 2016, we collected data for over 3,000 occasions by Gen Z respondents (ages 13-17)
Categories	300+ food and beverage (including alcohol) categories tracked
Occasion-based statistics	
Alone Eating & Drinking Occasions	46%
Immediate Consumption (IC)	17%
Snacking Eating & Drinking Occasions	51%
Key variables	
When	8 major dayparts tracked
Where: Location	4 major locations (at home, restaurant, work/school, on the go)
Who: Person or persons involved	5 major classifications (respondent-centric: alone, couple, family, friends; child-centric: all)
Sourcing from retail	Past-3-month retail banner shopping incidence for more than 40 national and regional retailers
Sourcing from food service/restaurant	25 major national chains tracked





## CASE STUDY

# Identify Occasions With Lower Price Sensitivity

In surveys, consumers routinely elevate price above other considerations, but an occasions perspective allows companies to find opportunities where price means a little—or a lot.

### Issue

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When are consumers less concerned about price? Are there identifiable conditions linked to reduced price sensitivity? Are social occasions the least price sensitive? Do desires for healthy and nutritious food decrease price sensitivity? Companies generally want to know how to market a product to capitalize on occasions when price is a lower priority consideration.

### Approach

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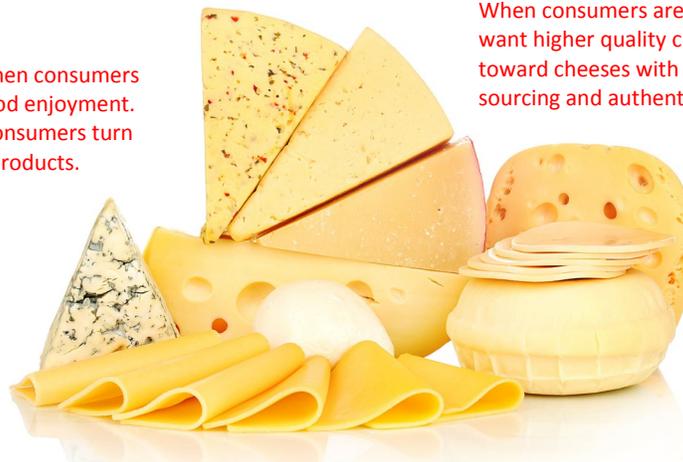
The Hartman Eating Occasions Compass identifies the occasion characteristics most closely associated with price sensitivity and constructs scenarios in which price recedes in importance. When coupled with a specific product focus this method reveals the most favorable circumstances for higher priced versions of a product. Consider the case of cheese.

### Insights

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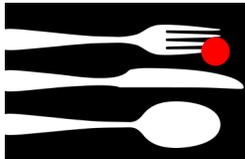
The Hartman Eating Occasions Compass reveals that price is no object for a sizeable number (26%) of adult eating occasions. Overall, occasions where cheese is consumed are not more price sensitive than occasions without cheese—consumers encounter a wide range in quality and prices when shopping for cheese at the numerous channels in food retailing.

Price matters **more** when consumers are less focused on food enjoyment. On these occasions, consumers turn to familiar, everyday products.



When consumers are **less price sensitive**, they want higher quality cheeses and will gravitate toward cheeses with a unique narrative, local sourcing and authentic varietal heritage.





## CASE STUDY

# Capturing Millennials Snacking Appetites

The Hartman Eating Occasions Compass helped a national QSR company capture a greater share of QSR food dollars by adapting or extending its product lines to snacking occasions.

## Issue

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There is no shortage of competition for Millennials' food dollars. What is most challenging about understanding this demographic group's eating behaviors is that there is no such thing as a typical Millennial's "day of eating." Despite eating as regularly as older consumers, Millennials are more flexible in their eating routines. The client, a national chain of quick service restaurants (QSR), wanted to attract more Millennials to visit its restaurants on dayparts other than breakfast.

## Approach

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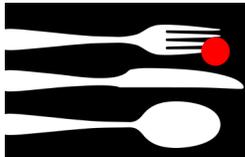
Using the Hartman Eating Occasions Compass, we conducted a comprehensive deep dive into the eating behaviors of the Millennial cohort. With the results of the Eating Occasions Compass deep dive—supported by our analytics and food culture expertise—the client found that away from home snacking occasions is fertile ground for QSR to capture the vast snacking appetites of the Millennial generation.

## Insights

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Millennials are snacking more often during the dayparts when pleasure and experiential needs can override health and wellness concerns. Millennials, more than Boomers, snack in the afternoon (46% vs. 35%) and the late evening (35% vs. 26%). Millennials show more interest in eclectic meals that represent "what I feel like tonight."





### HOW TO ACCESS THE DATABASE

Accessing data, insights and strategic analysis on consumption habits, developed and emerging categories, dayparts, channels and more can be done in one of three ways:

- **A La Carte On Request.** An a la carte request is a directional resource that combines deep data mining with strong business analytics. It is a quick and easy way to obtain answers to the questions that help connect your marketing and communications, product development and more with what consumers are doing.
- **Navigator Subscription.** Your guide to the world of food and beverage occasions. This annual subscription-based resource provides all-inclusive capabilities and services of the Hartman Food & Beverage Occasions Compass. Each Navigator subscription is custom-tailored to meet your business needs through a combination of ad hoc requests, quarterly reports and presentations.
- **Qualitative Deep Dive.** When you need to get behind the numbers to truly understand the why behind the buy, then a qualitative exploration into the occasion or category is the answer. The Hartman Group's team of seasoned, savvy ethnographers help you fully understand the eating occasion. The outcome is a unique food-culture perspective that is in sync with your business challenges and needs.

### COST

Accessing the Hartman Eating Occasions Compass is fee-based. Because services are custom-tailored at each level, costs are quoted based on scope of each request. Contact us with your request.

### CAPABILITIES

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.

### CONTACT

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