



Hartman Strategic Planning Workshops

Strategic planning can greatly benefit from a download of food trends, consumer demand context and strategic advice from the premier food culture consultancy in the U.S. The Hartman Group designs workshops to be staged right before, or during the early stages of, a brand's strategic planning cycle. These workshops offer thorough immersion into the key consumer demand trends affecting your brand and its category. The goal is to take time to reflect on the broadest possible consumer context affecting the brand in the near future so that nothing is missed.

How it Works:

Food Culture Context

- We look at the key forces in the Future of Food (a proprietary analysis) and how they may impact your category in the next 3-5 years
- We share insights on early stage companies disrupting your category in the mass market and brands to watch
- We give our POV on key topical issues submitted to us by your team

Strategic Advice

- We download on the business using existing situation assessments and strategic plan drafts
- We examine the key pockets of sales growth in your category using the Hartman Growth Matrix and what they would mean for your brand
- We share three strategic options for the brand to consider based on our Growth Matrix analysis

Timing:

- 3 weeks of preparation
- 2 day workshop with Hartman team (SVP or CEO plus 1-2 consultants)

Fee:

- \$50,000 for brands with up to five line extensions
- \$75,000 for brands with six or more line extensions
- *Fee is inclusive of travel and hard data costs*

For more information, please contact:

Shelley Balanko, Ph.D., Senior Vice President, Business Development
shelley@hartman-group.com