Food Culture Forecast 2015

The 2015 Evolving Culture of Food & Beverage event is your annual trends and perspectives tune-up. This transformative one-day experiential educational platform focuses on culture as the pathway for companies across the food and beverage industry to understand the broader contexts that create consumer desires. These experiences support or complement new product innovations, marketing initiatives and growth strategies.

Evolving Culture of Food & Beverage, The Hartman Group’s second annual A.C.T. (Anthropology. Culture. Trends.) event, treks to the epicurean hotbed of Austin, Texas, on April 2, 2015, for an unparalleled knowledge-sharing experience.

This is an exclusive event with limited space. It is the only one of its kind that tells you how to activate cultural insights for your business.

A.C.T. Series empowers you with CULTURAL COMPETENCE: an enduring awareness and sensitivity to bring consumer-relevant food and beverage products and services to any market and the confidence that comes with knowing you are—and will remain—ahead of trends and more savvy than the competition.

Get informed and inspired! Come away with new ideas! Register today!

Link: A.C.T. Austin 2015

For more information, contact Blaine Becker by phone at 425.452.0818 or by email at: blaine@hartman-group.com

“Energetic...makes you want to put away your laptop and engage; loved it!”

— A.C.T. Chicago 2014 attendee
Shelley Balanko, Ph.D., Senior Vice President, Business Development

In a world where complex, constantly changing and unpredictable consumers rule the marketplace, how do companies begin to make sense of it all? With a first love in understanding people, this is just the type of question Shelley Balanko relishes. After years studying applied social psychology and conducting research on organizational dynamics, best practices in education, women's health and empowerment, Shelley shares leading-edge insights from the field and an understanding of the evolving consumer culture. She effectively communicates the implications to diverse audiences across the consumer packaged goods and retailing marketplace.

June Jo Lee, Vice President, Strategic Insights

Internationally trained, June is responsible for developing global consumer frameworks from ethnographic analysis of everyday life in relation to food, health and wellness, sustainability, identity, tastes and desires. Her research in the U.S., Canada, Brazil, Mexico, India, Singapore, UK, South Korea and China is focused on understanding the transformation of US food culture, global food trends, eating occasions, food procurement, the cultural apparatus of food, product innovation, packaging design, and tools for building engagement. She frequently participates as a speaker at industry events such as Food Marketing Institute's Health and Wellness Summit, Cooperative Grocer Network's Marketing Matters, Sigma Executive Leadership Conference, Natural Products Expo West, as well as client Consumer Days. June holds a master's degree in East Asian Studies from Harvard and a master's degree in Korean Studies from Yonsei University.

Tamara Barnett, Vice President, Strategic Insights

With work in public relations and marketing, Tamara comes to The Hartman Group with a versatile background in communication and a broad interest in how individuals construct and reflect various facets of identity in culturally significant ways. Tamara has holds a master's degree in communication from the University of Washington.

Stas Shectman, Ph.D., Senior Ethnographic Analyst

Stas Shectman is a seasoned anthropologist and ethnographer with a broad range of experience in both the business and academic worlds. His research spans work in medicine, healthcare, and the pharmaceutical space; CPG, food service and food retail; consumer culture and visual art and performance. He holds master's doctorate degrees in cultural and visual anthropology from Temple University. His Fulbright-funded doctoral dissertation research, conducted over the course of two years in Russia, explored the emergence and development of the postsocialist food service industry from a cultural and social perspective, with a focus on its implications for social and cultural change, the middle class, and globalization. In addition to his anthropological research, he has worked as a journalist, freelance writer, magazine editor, photographer and in documentary film.

Davey McHenry, Senior Director of Client Engagement

Davey is Senior Director of Client Engagement for The Hartman Group. Davey is responsible for fostering partnerships with The Hartman Group’s key clients and works closely with the larger Hartman team to uncover and deliver actionable insights to transform clients’ strategic “big picture” business problems into highly successful business outcomes. Davey has also led the publication of foundational syndicated reports, such as Modern Eating: Cultural Roots, Daily Behaviors and Outlook on the Millennial Consumer. Davey brings to The Hartman Group over 10 years experience in client relationship management and business strategy with broad industry experience, serving clients in pharmaceuticals, technology and consumer packaged goods.

Register at: http://act-events.hartman-group.com/register/3
## Agenda

### Food Culture Forecast 2015

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>CHECK-IN</td>
</tr>
<tr>
<td>8:30am</td>
<td>OPENING EVOLVING CULTURE OF FOOD &amp; BEVERAGE</td>
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<tr>
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<td>Introduction to the day’s event and topics — Laurie Demeritt, CEO</td>
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<tr>
<td>8:45am</td>
<td>TRENDS: WORLD OF FOOD IN THE DIGITAL ERA</td>
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<td>Learn the trends and experience artifacts reshaping culture and the market — June Jo Lee</td>
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<tr>
<td>10:15am</td>
<td>NETWORKING BREAK</td>
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<tr>
<td>10:30am</td>
<td>TOMORROW’S CONSUMERS: PROJECTIONS FROM THE PRESENT</td>
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<td>A compilation on values, behaviors and lifestyle framed by cohort comparisons — Davey McHenry</td>
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<tr>
<td>11:30am</td>
<td>NETWORKING LUNCH</td>
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<tr>
<td>12:30pm</td>
<td>MODERN FOOD SHOPPING AND THE FUTURE OF FOOD RETAIL</td>
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<td>Learn how consumers navigate today’s diverse retail channel options — Tamara Barnett</td>
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<tr>
<td>1:30pm</td>
<td>NETWORKING BREAK</td>
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<tr>
<td>1:45pm</td>
<td>FOOD SERVICE FOCI: OUR AWAY-FROM-HOME KITCHENS</td>
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<td>Explore the tensions between consumers’ aspirations and behaviors in food service around issues of health and wellness, organic and natural, and sustainability — Stas Shectman, Ph.D.</td>
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<tr>
<td>2:45pm</td>
<td>THE FUTURE OF FOOD &amp; BEVERAGE IN THE U.S. MARKET</td>
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<td>This forecast for the future confronts you with key trends shaping challenges and opportunities for your business — Shelley Balanko, Ph.D.</td>
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<tr>
<td>3:45pm</td>
<td>WRAP UP</td>
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<td>Closing remarks — Shelley Balanko, Ph.D.</td>
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Session Descriptions

Trends: World of Food in the Digital Era

Consumers are becoming more engaged and more powerful in the World of Food. Food and beverages are content — cultural products to be shared, discovered, made and traded. And, digital innovations in the last 10 years, especially social and mobile technologies, have enabled this transformation as consumers shift more and more of their everyday life onto their digital devices. This session discusses the trends, artifacts and attributes driving the cultural transformation from a traditional to a participatory culture. Which have legs with consumers and which may be just passing fads? How can companies apply technology to create higher-quality food and beverage experiences that resonate with how consumers eat, shop and live in the contexts of real life?

Tomorrow’s Consumers: Projections from the Present

No cohort has been more sought after than today’s Millennial consumer. They are eclipsing Baby Boomers in numbers and importance. Millennials are leaving indelible footprints on the marketplace and are literally changing the rules of the game. Yet many companies and marketers still struggle with understanding and reaching them. The time is now to learn how to play according to their rules or risk being left behind. This session explores the lifestyle, values and behaviors of Millennials, as framed by comparisons with older generations, to provide actionable insights you can use to engage, and win, tomorrow’s consumer.

Modern Food Shopping and the Future of Food Retail

This session discusses how changes in our lifestyles, technology, food and cultural values have collectively influenced today’s food retail landscape. This presentation builds on The Hartman Group’s latest trends tracking and recent “Food Shopping in America 2014” research to describe how consumers manage evolving priorities and trade-offs as they navigate an increasingly diverse number and type of channels and retailers. It also points to a future vision of retail as digital technology accelerates the reformation of consumers’ relationship with retailers from transactional to participatory.

Food Service Foci: Our Away-from-Home Kitchens

If today’s consumers have grown more deeply engaged with food, that engagement plays out differently between the worlds of retail and food service. If, within the confines of the domestic kitchen, consumers increasingly aspire to bring home foods and products that are healthier, less processed and more aligned with ideals of sustainability, when it comes to food service, consumers relinquish some of their control and relax some of their ideals. This session explores food service through the lens of the contemporary shift from consumer to participatory culture and highlights some of the tensions between consumers’ aspirations and behaviors in food service around issues of health and wellness, organic and natural, and sustainability.

The Future of Food & Beverage in the U.S. Market

Today, the interrelationships of culture, data, trends and market forces are shaping the strategic direction of business for food and beverage companies. This forecast for the future of the food and beverage industry will confront you with key trends shaping challenges and opportunities for your business. It will illustrate potential cultural shifts via scenarios to encourage you to think about how your business will respond to these possibilities. You will leave with recommendations to consider in your three- to five-year strategic planning.
MAX'S WINE DIVE — AUSTIN

207 San Jacinto Blvd., Ste. 200
Austin, TX 78701

The inspiration for MAX's Wine Dive restaurant and wine bar came after realizing that while owners Jerry and Laura Lasco loved trying out fancy new restaurants, the places they enjoyed hanging out at most were laid-back restaurant and wine bars that were unpretentious and comfortable. Shortly thereafter, the Wine Dive mantra was created:

“Fried Chicken and Champagne?… Why the Hell Not?!”

MAX's Wine Dive is a restaurant and wine bar that’s fun, funky, eclectic and a complete juxtaposition that captures the qualities of a casual, industrial feel with a top-notch food and wine program.

The Underground: Grand Reserve Room
Austin’s most unique private event venue! Guests will be surrounded by works from local Austin artists as they dine on the Underground’s signature gourmet comfort food. The eclectic Grand Reserve Room has paintings from the Austin art scene, unique craftsman wine bottle sconces, antique carpet and a wonderful urban feel.

Registration Pricing

Reserve your place at the table. Space is limited. This event will sell out, so register now!

Registration covers snacks and beverages throughout the day and lunch.

Rates:
- 1-2 attendees: $1,500/person
- 3 or more attendees: $1,350/person

For larger groups, special requests or to learn how you can have a private A.C.T. experience for your organization, contact Blaine Becker, Sr. Director of Marketing:

- by phone at: 425.452.0818, ext. 124
- by email: blaine@hartman-group.com

Register at: http://act-events.hartman-group.com/register/3

About The Hartman Group

The Hartman Group is the premier food and beverage consultancy in the world. Companies and brands across all segments of the food and beverage industry benefit from our unparalleled depth of knowledge on consumers, culture, trends and demand-side market strategy. We listen closely to understand our clients’ business challenges and tailor solutions that deliver transformative results. Through a unique suite of integrated custom, primary research capabilities, market analytics and business strategy services, we uncover opportunity spaces and avenues for growth. We deliver more compelling insights that fuel inspiration and ideas for innovation.

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Terms and Conditions

Cancellation and Substitution

If for any reason you are unable to attend this A.C.T. event, you may transfer your registration to another person by notifying us in writing (blaine@hartman-group.com) no later than three days prior to the event you are registered for. Your request must include your name and email as well as the full contact information for the person attending in your place. A confirmation email of the substitution will be sent to your replacement.

If you need to cancel your registration, please contact Blaine by phone (425.452.0818, ext. 124) or email (blaine@hartman-group.com). To receive a full refund of your registration fee (minus a $100 cancellation fee), you must notify Blaine no later than one month before the date of the event you are registered to attend. If you cancel no later than two weeks prior to the date of the event you have registered to attend, you will receive a refund of your registration fee minus a $250 cancellation fee. There will be no full refunds for any cancellations made less than two weeks before the start of an event.

Attendees who fail to show up for the event they are registered to attend, and who have not notified Blaine prior to the start of the event, will forfeit the full registration fee.

If your event is cancelled, A.C.T. will refund your full registration fee. Any fees incurred by cancellations of related commitments, including but not limited to travel and hotel reservations, will not be paid by A.C.T. or its organizing partner and are your sole responsibility.

Disclaimer

By registering and participating in this event, you consent to being filmed, taped, interviewed, photographed and recorded during and in connection with the Event by the Conference Organizers. You also agree that the Conference Organizers may use, publish, edit and incorporate any of the recorded material (including your name, voice, image, likeness) as they deem fit to use them in connection with any promotional purposes.

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