

# futureconnect™

Developing Food Retail Leaders

April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida

LEADERSHIP  
SUCCESS →



THE VOICE OF FOOD RETAIL 



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# Global Food Culture

## Changing Times, Changing Consumers



THE VOICE OF FOOD RETAIL 



# We are participating in a Global Eating Culture

We are living in a multi-cultural marketplace

We need to think beyond “ethnic foods” (and the ethnic food aisle)

We need to understand how global trends will impact our domestic business



**A new way of  
eating today**

**Global Shift: Food Culture is Delinking from Tradition**

- Outsourcing Cooking
- Fragmentation of Eating
- Food Broadcasting

**Drivers of  
consumer  
choice**

**Dimensions of a Global Eating Culture**

- Redefining Quality
- Collecting the New
- Eating Intentionally

**Retail  
Strategies**

**Implications for a Multi-Cultural Marketplace**

- Reimagine Convenience
- Target the Multi-Cultural Shopper
- Curate Global Eating Culture
- Leverage Underserved Occasions
- Be a Roadside Pantry



# China

## Highly developed Global Eating Culture

- Eating together is social norm...this extends to snacking
- There is no time to cook and more money to eat out
- Even if you love to cook, cooking is a hobby for weekends
- Food is relatively cheap...everyone can participate in food culture
- Food bloggers are the new cooking teachers
- Restaurant and product reviews and online stores are a forum for discovery, trial and participatory consumption





## Brazil

### Developing Global Eating Culture

- Food is a party, to be enjoyed together
- Lunch is most significant meal of day and very social
- Snacking is culturally desirable and guiltless, and happens throughout the day on top of meals
- There is less time to cook and more money to eat out and have a good time
- Packaged convenience products are replacing street snacks and home meals



# Mexico

## Emerging Global Eating Culture

- The big midday meal is becoming smaller, and sometimes eaten alone to accommodate work and school
- Freshly prepared food is abundant in streets, corner stores, markets, food courts, restaurants
- Families are outsourcing labor-intensive food prep
- Food intake is now limited by the need to control calories (less greasy, fried, heavy), rather than economics





# India

## Emerging Global Eating Culture

- Eating out on weekends is a family activity
- Women are learning to cook new cuisines from cookbooks, cooking schools, TV, magazines, blogs, migration and travel
- Men are cooking more often
- Packaged convenience products are replacing many time-consuming meal preparations
- Food is more than an aspect of living and family...it's now a fashion statement...fast food is cool and modern





## USA

### Fully developed Global Eating Culture

- Eating is no longer confined to a table or a schedule
- Eating alone is a moral right...anytime and most anywhere
- Shift away from bland, overcooked and over-processed foods
- Shift toward global flavors, discovery and food experiences
- Chefs have replaced nutritionists as food experts
- Re-engagement with culinary traditions through DIY
- Family meals are becoming “democratized”



## USA

### Households are Changing Rapidly

- 70% of U. S. households have no children under the age of 18, down 23% since 1960
- 28% of U.S. households are single person households
- 16% of the U.S. population lives in a family household that has at least two adult generations
- The U.S. has the highest percentage of single-parent families among developed countries
- 46% of primary shoppers are men





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Traditional



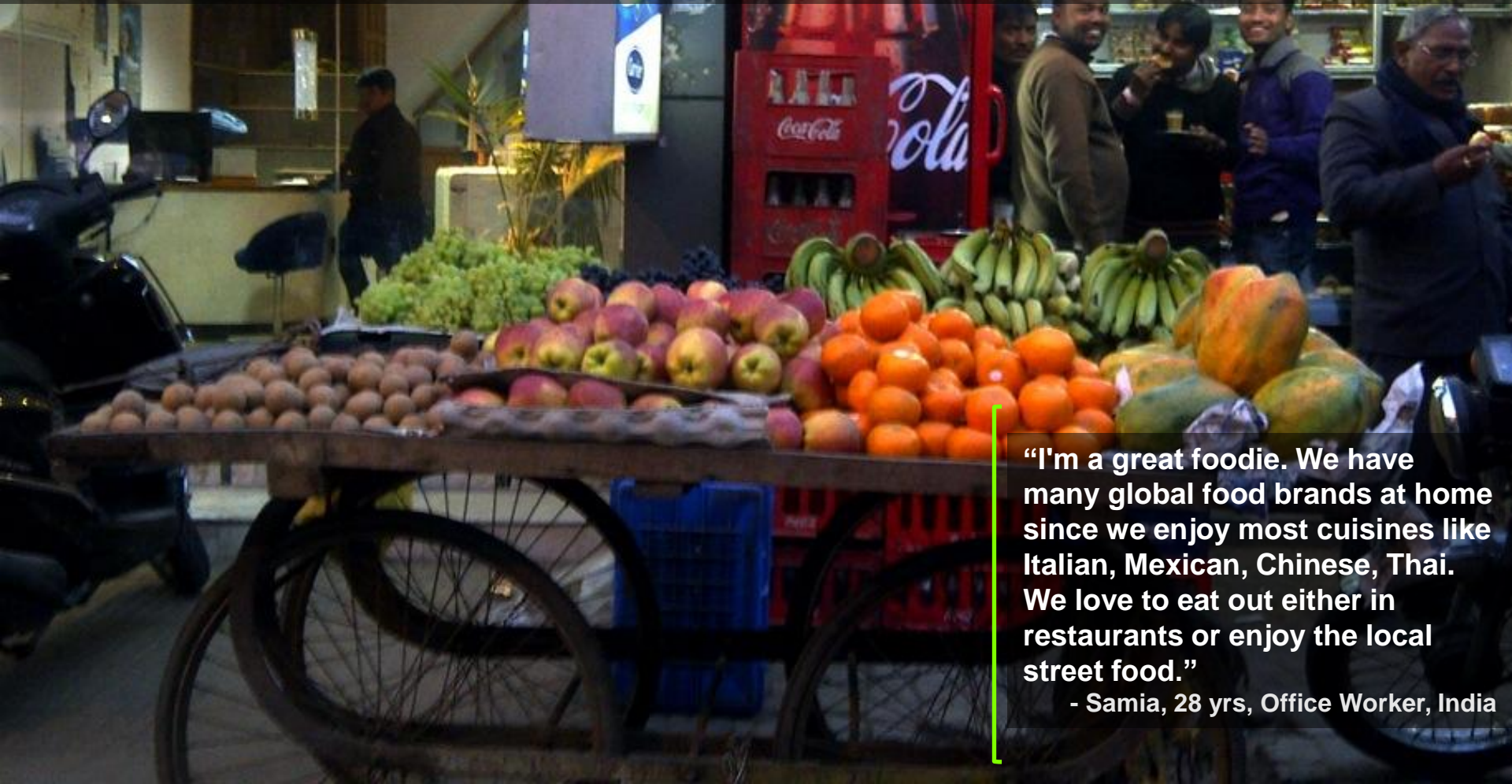
Global

# Food Culture is Delinking from Tradition

We're consuming based on a globalized industrial food system

We're upgrading our problems of nutritional scarcity for caloric abundance

We're exposed to infinite food possibilities in our interconnected world



"I'm a great foodie. We have many global food brands at home since we enjoy most cuisines like Italian, Mexican, Chinese, Thai. We love to eat out either in restaurants or enjoy the local street food."

- Samia, 28 yrs, Office Worker, India



Traditional



Global

## Outsourcing Cooking

We're delinking cooking from domesticity—cooking is optional or a hobby



“I grew up without learning about my mother’s cooking. I studied, worked, and it never occurred to me to inherit her secrets of the kitchen. I didn’t involve myself until I had to feed my own family. So my cooking is simple and boring. We eat out because we don’t have time to cook and I don’t know how to cook delicious foods”

- Diana, 32 yrs, Mom, Mexico

Traditional



Global

## Outsourcing Cooking

We're freed from eating the same traditional foods day after day



“Tonight I went to Wuchao with my husband as we both missed the flavor of their pizzas. We eat out most weekdays because we both work. We like to try different regional foods or International foods. At home I make comfort home foods.”

- Mumu, 28 yrs, Designer, China

Traditional



Global

## Outsourcing Cooking

We've evolved "cooking" to mean assembling meal components



"I'm making Pastel de Forno using pastry dough and pizza stuffing—tomato, ham, mozzarella. After you assemble it, you bake. It's very easy because I use pre-made dough. We also buy this as a street snack and it would be fried. I like to bake it because it's less messy and greasy."

- Décia, 43 yrs, Mom, Brazil



Traditional



Global

## Outsourcing Cooking (U.S.)

77% of eating occasions involve at least some prepared foods

42% of eating occasions involve ALL prepared foods





Traditional



Global

## Fragmented Eating

We're delinking eating from social mealtimes—we eat every where, any time



“My kids eat together in front of the TV in the kitchen, talking, planning the next day....I eat an hour later in the living room in front of the TV. It's my moment of peace when I finish my day and the wine relaxes me.

- Diana, 34 yrs, Mom, Mexico

Traditional



Global

## Fragmented Eating

We've elevated snacks to meal equivalents (and vice versa)



“A good day of eating and a not so good day.”

-Dan, 32 yrs, IT manager, Chicago

Traditional



Global

## Fragmented Eating

We are free to eat according to our own moods, whims and agendas



“My son and my daughter have different tastes for breakfast, lunch and snacks. So, I’m fixing multiple meals.”

-Diana, 34 yrs, Mom, Mexico







Traditional



Global

## Food Broadcasting

When we are cooking, we are learning from social media rather our moms



“I learned to cook by collecting recipes from websites and cookbooks and trying new dishes to see what works and what didn't. I read magazines and surf the internet to capture valuable information about food.”

- Mumu, 28 yrs, Designer, China



## Food Broadcasting

We no longer feel constrained by geography, history or traditions when we can access information so easily



“It’s easier for me to cook Western style because I can follow the directions and it’s quite simple. I can easily find Western style recipes online and I can find the US brands easily too.”

- Mumu, 28 yrs, Designer, China



## Food Broadcasting

We're eating on the couch with our TVs, laptops, tablets and phones



“My breakfast is the same everyday at work: cereal with milk, steamed purple potato bread and coffee. I’d rather sleep 30 more minutes in the morning. So I eat while I turn on my computer, check emails and get my day organized. My dinner is at home also with my computer, but it’s social time not work.”

- Derek, 22 yrs, Banker, China





## Food Broadcasting (U.S.)

54% use social media to discover and share food experiences

42% use social media to get advice about food

39% use social media when eating







A new way of  
eating today

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Drivers of  
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## Dimensions of a Global Eating Culture

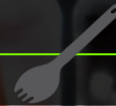
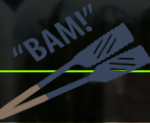
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- Eating Intentionally

Retail  
Strategies

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From Scratch



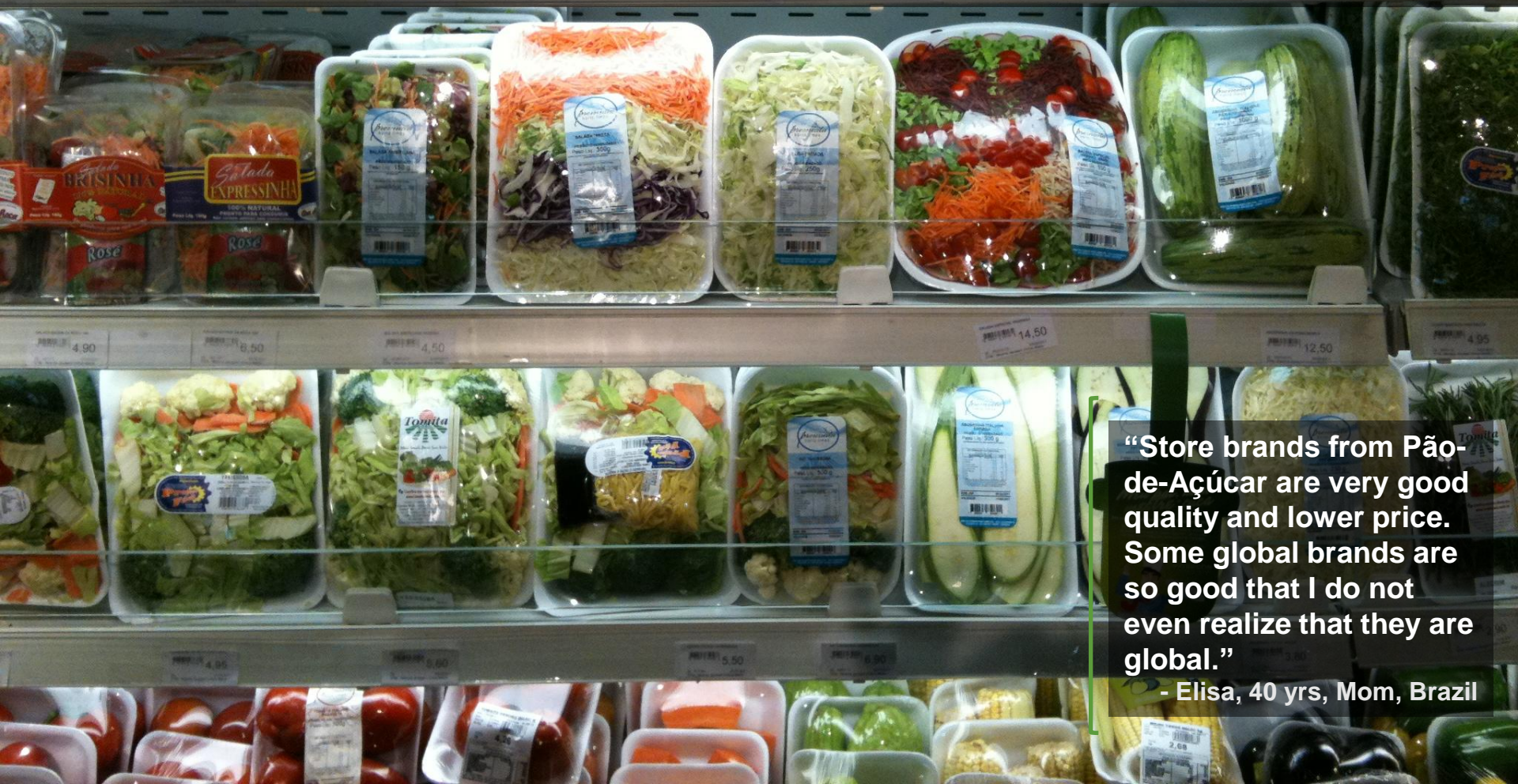
All prepared

## Dimensions of a Global Eating Culture

This new way of eating is changing how we think about and shop for food

We're navigating a sea of symbolic "quality" and new "conveniences"

We're discovering novel tastes, unique experiences and competing concerns



"Store brands from Pão-de-Açúcar are very good quality and lower price. Some global brands are so good that I do not even realize that they are global."

- Elisa, 40 yrs, Mom, Brazil



From Scratch



All prepared

## Redefining Quality

We're moving from a utilitarian approach to a deeper emotional engagement with food



“The younger generation, they look at food differently. They want to eat out all the time in the food courts at the mall and enjoy all this freedom. They aren't interested in traditional food. Maybe that's why there is also growing interest in different regional food festivals.”

- Renee, 54 yrs, Homemaker, India



From Scratch



All prepared

## Redefining Quality

We're renegotiating the balance of fresh v. packaged foods in our daily diets



“In my country we're used to eating without restrictions. But I am trying to avoid too many snacks and cookies. I try healthier foods like fruit. In children's bags I try to restrict to at least once a week, putting in chips. ”

- Décia, 43 yrs, Mom, Brazil

From Scratch



All prepared

## Redefining Quality

We're using brand (whether national or private label) as a marker of quality



“In most cases, I’m fine with global brands, local brands or store brands. But for my snacks and drinks, I prefer global brands due to concern about food safety.”

- Mumu, 28 yrs, Designer, China

From Scratch



All prepared

## Redefining Quality (U.S.)

81% consider “less processed, more homemade” important when deciding which products to purchase at a store

67% considered having foods or beverages that were made with “simple, real ingredients” on their last eating occasion





From Scratch



"BAM!"



All prepared

## Collecting the New

We're reconfiguring our tastes from bland and familiar...to bold and interesting



“Brazilian food culture is the result of a mixture of European, Native, African and Asian ingredients, combinations and techniques. At home I cook mostly Brazilian food, but I spice it up a little differently. When I cook special meals, I like to try another country’s culinary dishes or make more refined Brazilian regional foods.”

- Décia, 43 yrs, Mom, Brazil

From Scratch



All prepared

## Collecting the New

We're reinventing our social identities through food advocacy and adventures



**Sahayata**  
Empowerment at Grass Roots



“We buy our fresh foods from neighbor vendors, our packaged goods from Big Bazaar. We also I like to go to Spencer’s in the mall for special items. And, we buy all our cooking masalas from the NGO Sahayata. All their profits go to towards benefiting the wives of low level government employees who don’t earn much money.”

- Samia, 28 yrs, Office Worker, India

From Scratch



All prepared

## Collecting the New (U.S.)

69% consider something “new and interesting” important when deciding which products to purchase at a store

69% consider something “other than the usual flavors” important when deciding which products to purchase at a store





From Scratch



All prepared

## Eating Intentionally

We can be picky about what we eat, especially as we eat more alone



“My husband works in Mexico City during week, so it’s just me and my kids. I eat breakfast after they’re in school, alone listening to the radio, doing chores. I feel good because I’m not in a hurry and I’m in control of the situation. I’m dieting, so I eat grapefruit in the the car for lunch while I wait for the kids to finish school. And I eat more salad and turkey, less fried foods.”

- Diana, 34 yrs, Mom, Mexico

From Scratch



All prepared

## Eating Intentionally

We're personalizing foods to reflect our food avoidances and preferences



"I'm lactose intolerant so I'm pretty neurotic about avoiding all dairy. I like eating meat, but vegetarian options are great for when I'm eating out."

- Kate, 34 yrs, Consultant, Denver

From Scratch



All prepared

## Eating Intentionally

We're seeking wellness through "markers" like organic and local



"Eating away from home is time-saving, but a potential hazard to my health; while home eating is always cheaper and healthier than restaurants because I can control the ingredients. Fresh, organic, seasonal is always best."

- Mumu, 28 yrs, Designer, China



From Scratch



All prepared

## Eating Intentionally (U.S.)

56% wanted something healthy for their last snack occasion

Of the 50% of consumers who at least occasionally eat gluten-free foods, 47% consume them simply for overall health & wellbeing





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# Reimagine Convenience

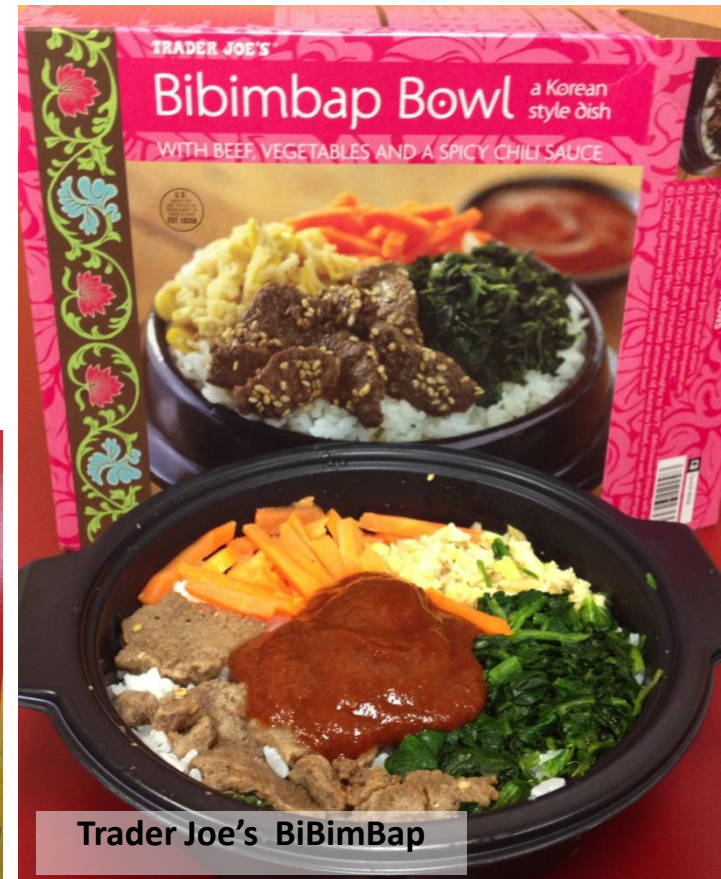
Shoppers today want more than just time and money savings

Reimagine convenience as sous chef and culinary guide ...for eating alone and eating together...for meals and for snacks

What we eat now: fresh fast foods



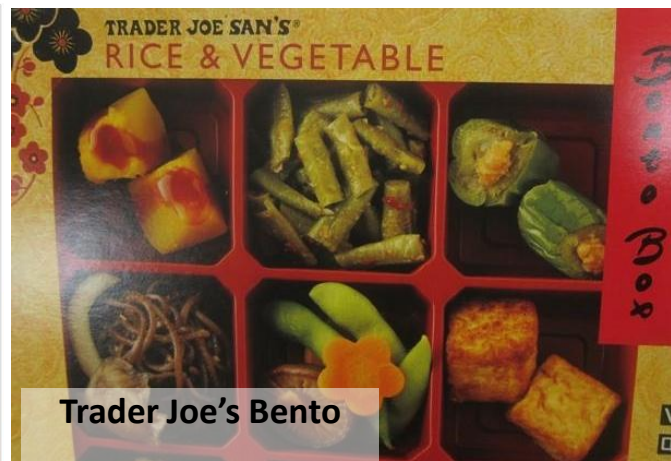
Crunch BiBimBap



Trader Joe's BiBimBap



David Bouley Bento



Trader Joe's Bento



# Target the Multi-Cultural Shopper

All shoppers have both global and traditional food influences, so targeting the “ethnic shopper” is too narrow

Provide traditional comfort foods (a taste of “home”) for one shopper, which will also serve as global food discovery for other shopper

What we eat now: globally inspired foods (no matter where we live or where we come from)



Brazilians eating Thai street food in Sao Paulo

# Curate Global Eating Culture

Shoppers are looking for both familiar and new foods throughout the store, not just in the ethnic food aisle

Offer multi-cultural foods in produce, meats, dairy, bakery and prepared departments...don't confine multi-cultural shoppers to the center-store only

What we eat now: a “fusion” of foods



Favorite tastes of home in Seattle



Ketchup in the midst of Indian tea time



# Leverage Underserved Occasions

Shoppers look at retailers for eating inspiration, not just for pantry stocking

Provide options for emerging eating occasions such as eating alone and snacking in lieu of meals – occasions where habits are just being formed

How we shop now: occasion-based



Eating (mostly) alone



Dinner at work



Pre-breakfast snack



# Be a Roadside Pantry

Shoppers don't distinguish between foodservice and retail...they're just looking for food to eat and some inspiration

Embrace the new culture of eaters by engaging senses, imaginations and emotions in the quest for “what to eat right now” (not just rational meal planning for later)

How we shop now: immediate consumption for next eating occasion



Where dinner is chosen in China



Ready to eat dinner kit in Brazil



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We need to understand how global trends will impact our domestic business



*Thank you*



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