



THOUGHTS ON FOOD

Digestible nuggets of insight from the pages of *Hartbeat*



Reflections on cultural change...

"I believe the single most important food trend of the past thirty years has been the rising consumer interest in fresh, less processed food. We've long championed the position that fresh, less processed is but one part of a larger cultural trend toward the redefinition of food quality, which includes drivers like more distinctive ingredients and flavors, local, seasonal, artisanal and so forth." – *Harvey Hartman*

The cultural transformation of the American breakfast...

Consider this for a moment longer: Multiple major food companies launch big product lines for an underdeveloped occasion in a declining sector, frozen foods, and *virtually everyone is succeeding*. This is not a common tale in contemporary packaged foods. It is even more remarkable than Greek yogurt, because the latter was at least birthed into a long-term growth category in American food culture.

Eating alone...

Gradually, eating alone has become an occasion for catching up with email, social media or a good book. Rather than lament time spent alone, people are starting to embrace and even feel empowered by it. More than half of breakfasts are eaten alone, 45 percent of lunches and 24 percent of dinners.

The snack opportunity...

In the past 24 hours, 92 percent of the U.S. adult population had a snack. These formerly minor events now represent half of all eating occasions, and although food is available on almost every corner, from food trucks to clothing stores, 80 percent of snacks are eaten at home. – *Modern Eating 2013 report, The Hartman Group*