

Persona

- Pizza fans looking for quality pizzas, but also willing to experiment a little bit. Cheap, but still great quality. (hipster) (blue collar)
 - Which will lead to all different types of people coming in to try our pizza and their favorites
- Brand Archetype: Main - Sage, Secondary - Everyman & Explorer
 - Expertise: Expert in the art of pizza making, our pizzaiolos has 20 years of experience working in famous pizzerias,
 - Wisdom in Flavor: Deep understanding of flavors and combinations where we perfected the balance of tastes in our pizzas
 - Educational Approach: Share interesting facts about pizza, engaging with the community to enhance their knowledge and appreciation of pizza
 - Traditional Values: Regional influences that contribute to the authenticity of our pizza
 - Quality Ingredients: High quality & fresh ingredients
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