

Persona- Based on Jakes Hot Sauce Survey



Name: Mitchell Wilcox

Age: 30

Location: Pleasant Grove, UT

Lifestyle: full-time worker, full-time dad

Industry: Picture frames

Bio: Loves to try new things but is also a bit of a homebody. Loves good food and a good time

Life Goals: change of pace and career

Favorite Snack: major meat eater, finds a lot of enjoyment and excitement through food