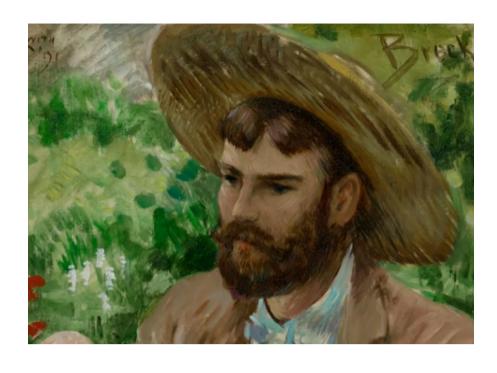
Customer Persona



Goals & Motivations

Quotation

"Leave all your love and your longing behind You can't carry it with you if you want to survive"

Name

Fragonard Matisse von San Ignacio di Elsinore

Age

47

Gender

Male

Location

Sunrise Manor, Nevada

Occupation

Sommalier

Job Title

Senior Sommalier

Education

MFA, Gastronomy

Annual Income

\$ 44,724.99

Sales Objections

Sources of Information

Books

Blogs

Conferences

Experts

Magazines

Websites

Social Media

Challenges & Obstacles