

WINE EXPLORER

AVERY

AGE 29

GENDER MALE

LOCATION SAN FRANCISCO

INDUSTRY TECH



“The only way I’m going to understand characteristics of wine is to do a whole lot of tasting.”



MOTIVATIONS

Avery's not on a wine website to only buy wine but to also learn about it too. He enjoys getting to know a bottle of wine by exploring it's background -- wineries, regions, and grapes. He's looking to refine his palate and wants to try wine based on flavor profiles, balance, sweetness, etc.

GOALS

- Understand what the flavor profiles are to help refine palate/ understand the wine tasting grid
- Learn about wine regions and grapes
- Buy wine in flights based on characteristics, regions, or grapes

FRUSTRATIONS

- Understanding the true quality of a wine
- Not understanding the flavors he should be looking for when tasting a wine
- Cost of buying wine online is too expensive because of shipping

BIO

Avery moved to San Francisco after graduating from UC Boulder. He loves skiing and hiking, but can also plug in and get to work. He's a natural learner and is constantly exploring new topics, languages, books, skills, and wine. He likes to have a good time and is ready for whatever life throws at him.