

WINE ENTHUSIAST

TARA

AGE 36

GENDER FEMALE

LOCATION BOSTON

INDUSTRY FINANCE



"I've learned different characteristics of different regions. It is fun to put your knowledge to the test when tasting wine."



MOTIVATIONS

Tara loves to try new wines and price is not an issue for her—quality and the right match are. She wants the assurance that the wine she's purchasing will be a pleasure to drink not just for her, but for all her friends she'll be serving it to.

GOALS

- Consistent high-quality wine
- Discovering new flavor profiles within familiar wines
- Knowing the best wines to pair with dinner

FRUSTRATIONS

- Not knowing if she will like wine before she buys it; for example, not all Chardonnays taste the same
- Local wine shop doesn't provide pairing information
- No reviews on websites to help her better understand wine taste

BIO

After graduating from MIT, Tara created a successful career in the world of finance. Although she works hard, that doesn't stop her from entertaining friends, cooking big dinners, and drinking fine wine. She often travels abroad and has been to many of the wine growing regions of the world.