



Name: Carter Jones

Gender/ Age: Man, 28

Profession: Tech Consultant

Status: Married with 3 kids

Residence: New York

Food Habits: Simple breakfast, sometimes packs lunch, family dinners in and out

Food Favorites: Pizza, Sandwich places, Healthy food occasionally

Introverted

Driven

Educated

Food Quote:

"Pizza is kind of like a salad"

Goals:

Experiment with new food

Save more money

Take an exotic vacation

Cook something once a month

Bio:

Carter grew up in downtown New York and worked his way up the corporate ladder. Always balancing work and home life he squeezes in good food where he can.

Loves:

Family time

The newest thing

Style

Music

Frustrations:

Time management

Traffic

Loud noise

Bills