Sample Consumer Profiles for Juan's Chipotle Beef Jerky

Customer Profile #1 - Weekend Outdoor Enthusiast

Bio:

- **Age:** 37
- **Sex:** Male
- **Life Stage:** Married with one young child
- **Location:** Small city in southern Texas, within driving distance of camping and fishing spots
- **Occupation:** Skilled tradesperson (construction supervisor) with steady income

Pain Point / Problem to Solve:
Wants portable, protein-rich snacks for fishing trips, hunting weekends, and long hikes. Prefers something more flavorful and natural than gas station snacks but doesn't want to pay gourmet shop prices.

Product / Service / Experience He Buys / Uses:
Beef jerky, trail mix, protein bars, and flavored nuts. Buys from farmers markets for freshness and unique flavors and also picks up snacks at outdoor gear shops or local grocery stores before trips.

Behavior / Usage:
Shops at farmers markets about once a month, often stocking up for an upcoming outdoor trip. When buying jerky, chooses resealable packaging for convenience and looks for medium-spicy flavors. Consumes the product quickly—usually within a weekend trip. Will try new flavors if they fit his taste preferences (smoky, spicy, or savory).

Why He Buys from Juan's Chipotle Beef Jerky:

- Likes that it's locally made with ranch-raised beef.
- Chipotle flavor is bold but not overpowering.
- Resealable package is perfect for the outdoors.
- Sees Juan at the market and enjoys supporting local producers he can meet in person.

Best Ways and Times to Reach Him:

- **Best Way:** Facebook event posts and ads promoting Juan's presence at specific farmers markets or seasonal outdoor events.
- **Best Time:** Weekday evenings (planning weekend trips) or Friday mornings before leaving for the weekend.

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Consumer Profile #2 – Health-Conscious Snack Buyer

Bio:

- **Age:** 32
- **Sex:** Female
- **Life Stage:** Single, active lifestyle, fitness enthusiast
- **Location:** Urban area
- **Occupation:** Middle school teacher

Pain Point / Problem to Solve:
Wants a high-protein, low-carb snack she can keep in her bag for busy days and post-gym refueling. Doesn't trust overly processed snacks with artificial flavors or ingredients.

Product / Service / Experience She Buys / Uses:
Buys protein bars, unsalted nuts, dried fruit, and small-batch jerky from farmers markets or specialty stores. Reads labels carefully, preferring short ingredient lists and no added sugars.

Behavior / Usage:
Snacks between classes or after workouts. Often buys several small snack packs instead of large packages to control portions. Tries new flavors if they sound interesting but sticks to favorites for regular purchases.

Why She Buys from Juan's Chipotle Beef Jerky:

- Appreciates that it's made locally with minimal ingredients.
- Sees chipotle as a flavorful alternative to plain jerky without being overly salty.
- Trusts Juan's commitment to quality after meeting him at the market.

Best Ways and Times to Reach Her:

- **Best Way:** Instagram posts highlighting ingredients, protein content, and health benefits.
- **Best Time:** Weekday afternoons (scrolling social media after school) or Saturday mornings before hitting the farmers market.

Consumer Profile #3 – Gift Purchaser

Bio:

- **Age:** 48
- **Sex:** Male
- **Life Stage:** Married, two teenagers, extended family in the area
- **Location:** Small city
- **Occupation:** Bank manager

Pain Point / Problem to Solve:
Looks for unique, locally made food gifts for holidays, birthdays, and special occasions. Prefers gifts with a strong “local pride” element and attractive packaging.

Product / Service / Experience He Buys / Uses:
Purchases gift baskets, artisanal food products (jams, sauces, jerky, honey), and local wines or craft beers. Often shops at holiday markets, specialty stores, and winery events.

Behavior / Usage:
Buys jerky in multipacks to include in gift baskets. Will spend more on items that are well-presented and have a “story” he can share with the recipient. Buys several times a year for different events.

Why He Buys from Juan’s Chipotle Beef Jerky:

- Rustic Southwestern packaging looks gift-worthy.
- Strong local connection (made by a Texas rancher).
- Chipotle flavor is unique and memorable.

Best Ways and Times to Reach Him:

- **Best Way:** Email or Facebook ads promoting seasonal gift bundles or limited-edition packaging.
- **Best Time:** Late October–December for holidays, and mid-May–June for graduation and Father’s Day gifts.