

Buyer Persona Name: Chef Joseph

Job Title: Chef, Culinary R&D, Major Chain Restaurant

Age: 38

Reports to: Product Development

World View: I develop attractive and good tasting menu items to please the customer's palate without high cost to the chain and with the highest food safety.

Section 1: Motivation

Joseph is a trained chef working in product development for a restaurant chain similar to On the Border. He is tasked with developing new menu items that follow current and future food trends and to keep the menu fresh.

When he is developing new dishes he relies on a custom food manufacturer for samples of ingredients that match his flavor profile and that can be made in large quantities without loss of quality once the menu item is finalized.

Section 2: Looking For

Joseph wants a food manufacturer that can provide samples of meats and kettle cooked products that fit his requested flavor profile. He also needs the manufacturer to be able to quickly turn around samples when he asks for adjustments. He does not want to go through this activity too much so the ability to create the right ingredient on the first try is very important.

The manufacturer must also be able to meet the quality team's regulations.

Section 3: Trusted Resources

- Peers in the industry
- Product Developers
- Other chefs on the R&D team
- Quality Team
- Ingredient Purchasers

Section 4: Pain Points

- Inaccurate matching to sample specifications/requirements

- Slow turn-around-time for sample changes
- Taste, texture, appearance inconsistent or poor
- Unable to meet specifications for larger production volumes
- Ingredients too expensive
- Vendor unable to be qualified/poor food safety record

Section 5: Common Questions

- How fast can you turn around samples?
- How long do you keep samples/records of specifications?
- What ingredients do you provide?
- How will your company work with me?
- What flavor profiles can you create?
- Can you scale up ingredients without losing the quality taste, appearance, and texture required for the dish?

Writing Sample