

DAY IN THE LIFE

12:30
lunch - visit local deli to pick up
sandwich made with artisan
bread from my company

3:00
pick up kids
from school

3:30
after school
soccer game

5:00
stop at grocery store for
items. Buy a loaf of fresh
bread for small family
dinner party this evening

7:30 am
drop kids
off at
school

6:30 am
breakfast - fresh
croissant, pastry

6am
wake up



David's customer profile: 25-
54 yr., works full time, enjoys
food and good flavor, eating
is more than just food for
nourishment, willing to pay
more for better flavor



7:00

wine and cheese and my
bread with dipping oil,
pasta dinner

Sketch out a typical day in which your
customer would use your product or service.