

WHISKEY CULTURE



MEDIA PACKET



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ABOUT US

"Whiskey is passion, it's our history, and it's our community" - Greg Sinadinos



Come on in, stay a while, and have a drink with us!

Whiskey Culture is a movement. It's an exploration of the history and people that make the whiskey community so unique.

Whiskey media focuses heavily on the present and the future. Mainly covering reviews, upcoming releases, and press statements. However, there's a primal passion for history and stories within the community that's often overlooked, and it's this that our blog is founded upon.

We tell stories. Some of them are educational, some of them are emotional, but all of them are real and touch a deep-rooted desire to connect with our past and with one another.

We aren't just trying to build another "blog," we're trying to build a community.

Cheers,

Greg Sinadinos

President of
Whiskey Culture



Whiskey Culture is a labor of love. Greg started his whiskey journey in Tallahassee, Florida where he tried his first allocated bottle of bourbon on one of his friends' 21st birthday. A multi-month bottle hunt followed, and when he finally found the bottle, his passion for tracking down and trying unique and rare whiskeys was born.

Today, he lives in Tampa, FL and travels to Kentucky frequently to write about his experiences exploring the culture that surrounds whiskey.

SOCIAL DEMOGRAPHICS



32k+



9.9k+



52k+

Results

Facebook Page Reach ⓘ

2,370,365 ↑ 415.2%



Instagram Reach ⓘ

154,416 ↑ 408.4%



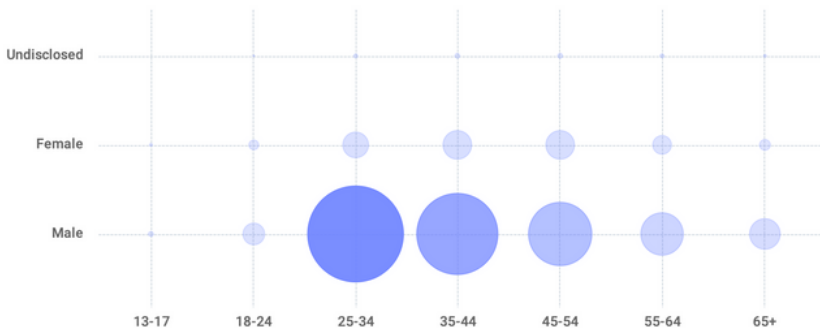
We are currently experiencing significant growth on social media.

Over the course of 2021 we've had triple-digit growth.

As our influence grows, we're preparing to allocate marketing dollars to continue furthering our organic reach with our target audience.

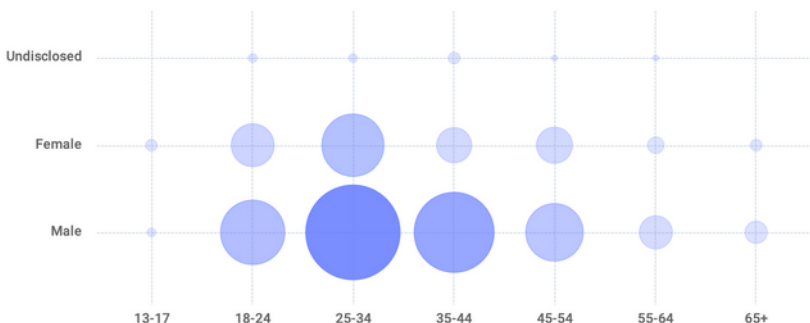
Top gender and age for your fans

Whiskey Culture



Top gender and age

whiskey_culture



Our demographics are largely males ages 25-44, but we have a growing demographic of females 25-34.

Many of these younger individuals are fiercely passionate about their whiskey and have incredible loyalty towards the brands they enjoy.

Many of these individuals are also engaged in whiskey groups both locally and virtually, and often bring bottles of their favorite whiskies to events to share with their friends or they post to their wall and groups to share their preferences with their fellow enthusiasts.

ABOUT THE RICKHOUSE

"Whiskey is passion, it's our history, and it's our community" - Greg Sinadinos



Tell your story in a meaningful way.

The Rickhouse is a traveling series, highlighting the unique stories and histories of different distilleries around the world.

The Rickhouse benefits distilleries in a number of ways, including sharing them with our community, providing marketing collateral for your marketing use, and showing these distilleries support their community and content creators.

The distilleries will get copies of all footage both pre and post-production and retain full usage rights so they can incorporate the footage we take into their own campaigns.

This is a true collaboration and service we built with the feedback of numerous distilleries, and an opportunity for us to share the stories we're so passionate about, and your opportunity to be heard by a growing community of whiskey enthusiasts across the globe.

Cheers,

Greg Sinadinos

President of
Whiskey Culture



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Today, he lives in Tampa, FL and travels to Kentucky frequently to write about his experiences exploring the culture that surrounds whiskey.

RICKHOUSE

PRICES & PROCESS

THE VALUE

This is an invaluable opportunity to create something unique. The episode focuses on defining, highlighting, and elevating the core story of your brand.

This story becomes your differentiator in a crowded market and allows you to solidify existing brand loyalty while creating new fans.

This is all at an incredibly affordable price. We want to be able to make working with us affordable, as our passion is telling stories.

Traditional production costs \$1,000+ per finished minute of video plus expenses compared to our flat cost of 100 per minute of video.

We're looking forward to creating a valuable tool for you and your brand.

PRICE

\$3,000 Flat Fee

- 5 Hour Video Block
- 30 Second Teaser Reel
- B-Roll video & GIF loop for your marketing usage
- Full rights to all used footage, b-roll, and fully produced episode for your own usage 1-week after it airs online

NEXT STEPS

We heavily encourage you to reach out to Chris Payne, our Marketing Manager at Chris@WhiskeyCulture.com

We will set up a free discovery call to define what an episode might look like. We can then proceed to schedule, storyboard, and make final arrangements for filming.

CONTENT CREATION

40% off if purchased with Rickhouse Episode

VIDEO & PHOTO

Social Ad Bundle - \$1,000

Two 15-second & three 10-second video ads

About The Brand Video - \$1,500

High-engagement brand video

B-Roll Package - \$1,000

3-minutes of edited B-Roll

5 Highlight Videos - \$1,500

Short, high-impact videos featuring a particular product, cocktail, or part of the distillery.

Photo Packages - \$500

15 staged & edited photos.

The Works - \$4,500

All above packages at a discounted price

WRITTEN CONTENT

Ad Copy - \$0.50 / word

Turbo-charge your engagement with high-impact copywriting from our experts.

Press Release - \$250

We will write a press release for your company's use and share it with our audience.

Article (SEO + Targeting) - \$300

500-word article, SEO, & Audience Targeting

SOCIAL POSTS

Insta/FB Post - \$250

Shared to FB & Instagram with \$50 ad spend

Insta/FB Story Share - \$100

Share to our social stories

TikTok Video - \$250

Reviews, b-roll clips, etc with \$50 ad spend.

PODCAST

Podcast Episode - \$100

30-minute podcast episode audio & video

Podcast Sponsorship - \$250

Sponsor the next 3 episodes with a 15-second ad read on audio & video



BRAND CONSULTATION

"Your brand is a reflection of the care and effort you put into communicating your message."

- Greg Sinadinos



Build a consistent and impactful brand image.

We have worked with brands around the country creating meaningful and impactful visibility for their companies.

Every picture, every video, every word that is seen by the public is an impression that your company leaves, for better or worse.

Many brands don't develop with intentionality. Many small business owners are so focused on their day-to-day operations, that their original vision can be lost in the hustle and bustle.

That's where we come in.

We can create a comprehensive brand overhaul for your company, creating alignment and purpose behind your digital and physical footprints. This is an incredibly powerful way to build consumer trust and confidence in your brand.

Get back in touch with your vision.

Cheers,

Greg Sinadinos
President of
Whiskey Culture

Greg@WhiskeyCulture.com



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Today, he lives in Tampa, FL and travels to Kentucky frequently to write about his experiences exploring the culture that surrounds whiskey.

BLOGGING PACKAGES

*CUSTOM PACKAGES AVAILABLE

THE VALUE

Blogging is a way for you to separate yourself from your competition. It allows you to position your company in a position of authority and as a resource for your community.

It also allows you to build trust with your customers, as they begin to explore the world through your content.

We have years of expertise writing in the alcoholic beverage industry, and numerous certifications.

By using us as a ghost-writing service to create your own blog, you can ensure accurate and professional writing to start building your own community and site authority at a fraction of the cost of in-house writers or marketing agencies.

BLOG CURATION

\$1,000 / month

- 1 x 500+ word article per week written for your blog with SEO targeting.
- 5 x visual content pieces (photo editing, graphics)
- Monthly brand consultation to help identify additional opportunities for improvement.

MARKETING +

+ \$500 / month

- 1 x Additional weekly targeted and SEO optimized article.
- 10 x visual content pieces, including basic video editing.
- Retainer for additional ad copy (like press releases, announcements, product descriptions, tasting notes, etc.)

PARTNER PACKAGES

SMALL BATCH

\$500 / month

- Monthly article written in-house (fully targeted SEO optimization)
- 1 x social shares (FB & IG)
- Weekly share to social stories
- Listing on our "Partners" page with backlink
- Inclusion in weekly newsletter
- 30-minute strategy meeting

WHITE LABEL

\$1,000 / month

- \$250 in ad spend credits for article & post promotion
- Monthly article written in-house (fully targeted SEO optimization)
- 2 x social shares (FB & IG)
- 2 x weekly share to social stories
- Premium listing on "Partners" page with backlink
- Thank you shout out at the end of our weekly podcast.
- Inclusion in weekly newsletter
- 1-hour strategy meeting

HEADLINE SPONSOR

\$2,500 / month

Only One Spot Available!

We are looking for a sponsor to headline our entire operation.

We want to work hand-in-hand with a brand that values education and is as passionate about whiskey as we are.

- \$500 in ad spend credits for article and post promotion
- Monthly article written in-house (fully targeted SEO optimization)
- Weekly Social Shares (FB & IG)
- Weekly share to social stories
- Name/logo/ad read at the front of every Whiskey Culture podcast/Rickhouse Episode
- Banner image on our private Facebook group
- Top placement and advert on our "Partners" page
- Ad banner on all website pages
- "Sponsored by" on weekly newsletter
- 1-hour strategy meeting


All packages come with a 6-month commitment





BOOKINGS:

Contact Chris Payne @
Chris@WhiskeyCulture.com

CONTACT

 (813) 616-4008

 Greg@WhiskeyCulture.com

 WhiskeyCulture.com

SKILLSET

WRITING EXPERIENCE
BRAND REPRESENTATION
CONTENT CREATION
MARKETING ANALYTICS
CONTENT CONSULTING
ENGAGEMENT CAMPAIGNS
PUBLIC SPEAKING
PRIVATE EVENT CURATION
CORPORATE EVENTS
VIDEO PRODUCTION
PODCAST PRODUCTION

CREDENTIALS

Author of "Whiskey
History From Around The
World"

Certified Bourbon
Steward

WSET Spirits II Certified



GREG SINADINOS

WRITER &
INFLUENCER

Greg Sinadinos started his spirits
journey writing a whiskey periodical
for NY Fine Wine & Tobacco
Magazine.

He began answering review requests
under a social media page he named
"Whiskey Culture," which quickly
merged with Greg's passion for
connecting with others and his
interest in history.

Today, Greg travels the country not
just looking for great whiskey, but
also exploring the history and
individuals that the whiskey
community is founded upon. He has
authored "Whiskey History From
Around The World" and is the host
of "The Rickhouse" web series.

He also travels around the country as
a speaker, host, panelist, and
consultant.

 32k+

 9.9k+

 52k+

WHY WORK WITH GREG?

IF YOU'RE LOOKING TO HIRE A
PROFESSIONAL AND
PERSONABLE INDIVIDUAL,
GREG IS A TOP OPTION.

WHETHER IT'S A PRIVATE OR
CORPORATE EVENT, BRAND
REPRESENTATION, OR A NEED
FOR A PANELIST, WHOEVER
YOU SELECT IS ULTIMATELY
GOING TO REPRESENT YOUR
BRAND.

YOU DESERVE TO HAVE YOUR
BRAND REPRESENTED BY
SOMEONE WHO WILL BUILD
RELATIONSHIPS AND LEAVE A
POSITIVE AND LASTING
IMPRESSION THAT WILL
RESONATE WITH YOUR
AUDIENCE FOR YEARS TO
COME.

SERVICES

DINNER PAIRINGS/TASTINGS
EVENT PANELIST
GUEST WRITER
BEVERAGE PROGRAMS
CONSULTATIONS
VIDEO PRODUCTION
BOOK SIGNINGS

EVENT INFORMATION



- Tasting & Pairings - Private Events - Event Panelist -
- Masterclasses - Barrel Picks - Charity Events -
- Cocktail Classes - Educational Classes - Seminars -

Contact us at Chris@WhiskeyCulture.com for more info.

Prices start at \$500 + expenses



PARTNER CASE STUDIES

Dark Door Spirits



"Dark Door Spirits has been working with Greg and Whiskey Culture since 2020 and has been able to see direct ROI since the very first day. As a small craft distillery, we were looking for a way to amplify our message.

Greg took the time to get to know what we do, meet our team, and dig to find the unique stories that would stand out with our target audience.

We have now worked with him on whiskey reviews, events, and content; and he's really become an extension of our team which is exactly what we were looking for in a partner."

- Brandon Marshall, Owner of Dark Door Spirits

Rabbit Hole Distillery

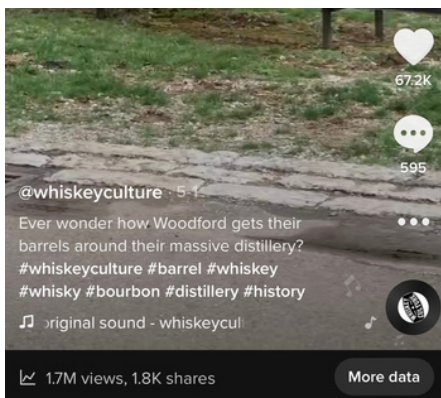


We unboxed a special release of Rabbit Hole, capitalizing on the natural hype surrounding the bottle and blasting them out on social and YouTube, while producing a video of the unboxing.

In the first three days, there was over 14,000 impressions, 880 likes, 160 shares, and 60 comments with absolutely no ad-spend behind the posts, giving an engagement of 7.8% rounded down.

This natural level of engagement across social channels introduces brands to our reach and gets them talking.

Woodford Reserve

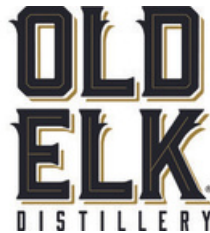


Editing quick-hit and informative content from Woodford Reserve yielded incredible results.

After surveying what qualities of the video were most appealing to our demographics, we found a new way to drive great engagement with bite-sized pieces of content.

Woodford Reserve got incredible return on their investment with over 1.9 million views, over 67k likes, nearly 600 comments, and over 1.8k shares in a one-week span with a video that was under 10 seconds.

WHO WE'VE WORKED WITH



THANK YOU TO OUR CURRENT SPONSORS



THANK YOU

It's because of partners
like you that we are able
to continue doing what
we love, bringing
content to our
community!

We look forward to
working with you!