

STEVE THE BARMAN



COCKTAIL BARTENDER, PUB & BAR MANAGER FOR 29+ YEARS | PERSONAL BRAND
BUSINESS SINCE 2012 | RUM FAN FOR 20+ YEARS | RUM & BRANDY EXPERT -
CURRENTLY IN TRAINING! | YOUTUBER SINCE 2017 | FULL TIME YOUTUBER SINCE 2020 |
MAIN CHANNEL NICHED INTO RUM IN AUGUST 2021 | CURRENTLY HAVE 6 DIFFERENT
"BOOZE" YOUTUBE CHANNELS - 4 RUM, 1 BRANDY, 1 COCKTAIL



35,000+ SUBS 5+ MILLION VIEWS



**3000-5000
VIEWS A DAY**

130K-150K VIEWS A MONTH

**10K+ RETURNING
VIEWERS PER MONTH**

REACHING 50K+ NEW VIEWERS A MONTH

**3000+
EMAIL SUBS**

£5000+ DRIVEN IN SALES
PER MONTH FOR AFFILIATES

CHANNEL MISSIONS

TO EDUCATE & INSPIRE AND HELP YOU HAVE MORE FUN WITH YOUR FAVOURITE SPIRITS

CONTENT

RUM EDUCATION
YELLOW CHANNEL

TASTINGS & REVIEWS
BLUE CHANNEL

HOW TO MAKE RUM COCKTAILS
RED CHANNEL

BRITISH SCRATCH RUM
GREEN CHANNEL

BRANDY, COGNAC & CALVADOS
BLACK CHANNEL

COCKTAILS WITH MONIN & ODK SYRUPS
DRINKSTUFF CHANNEL

CURRENT DEMOGRAPHICS

32% US	89% MALE	13% > 18-24
21% UK	11% FEMALE	29% > 25-34
5% CANADA		25% > 35-44
42% ROW		18% > 45-54
		15% > 55+

SAY HELLO



[STEVETHEBARMAN.COM/HELLO](https://www.stevethebarman.com/hello)



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