

# WIL PETRE

Cocktails, Events & Storytelling  
Collaboration Overview

# ABOUT

Wil Petre is a New York-based cocktail guru, collaborator, and celebrated social media personality.

Wil creates storytelling-driven cocktail experiences that spark curiosity and inspire connections.

# SELECTED CV

AQUA REGIA BAR FOR TWO, *YPO's Valentine's Day Party @ Hall des Lumières, NYC, 2023*

SIGNATURE COCKTAIL CREATION, *Private Holiday Party, Seattle, 2022*

MOCKTAIL & FOOD MENU DESIGN + EVENT PLANNING, *Private Client, Brooklyn, 2022*

SIGNATURE COCKTAIL & CONTENT CREATION, *Du Nord Social Spirits, Minneapolis, 2022*

BARTENDER + SIGNATURE COCKTAIL CREATION, *MATTE PROJECTS X LA BOMBA Halloween Party, NYC, 2022*

VIRTUAL BARTENDING + COCKTAIL KIT CREATION, *Vertafore's End of Year Cocktail Celebration, 2022*

SIGNATURE COCKTAIL CREATION + BARTENDER, *Private Client Hanukkah Party, NYC 2022*

COCKTAIL ASTROLOGY W/ SIGNATURE COCKTAIL CREATION, *Private Client, Bellport, NY 2021*

SIGNATURE COCKTAIL CREATION, *Private Client Wedding Reception, Long Island City, NY 2018*

## BRANDS WE LOVE

Cacique Maravilla, Casa Marisol, Cynar, Clear Creek, Dear Native Grapes, Du Nord,  
Eminence Road, Giffard, Haus Alpenz, Nixta, Xoriguer Gin and more

# PRESS & HIGHLIGHTS



MATTE PROJECTS X LA BOMBA, Halloween 2022



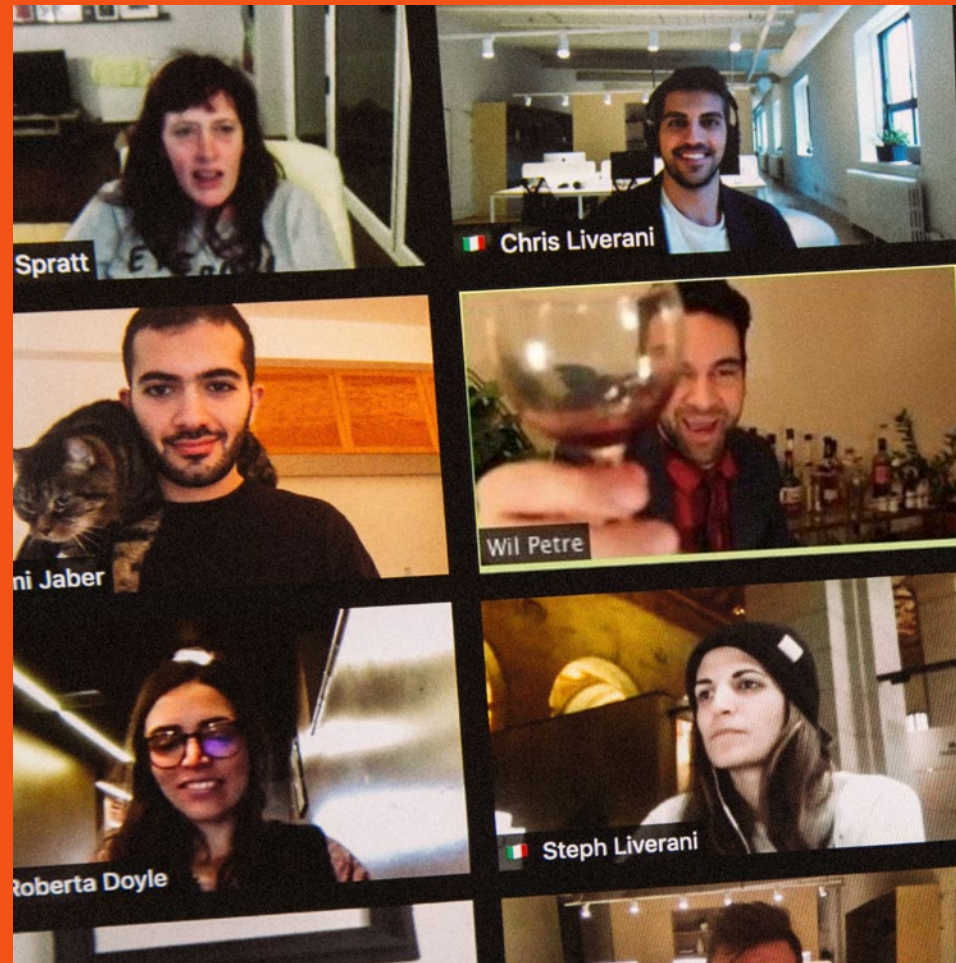
APPLETINI RECIPE, collaboration with Du Nord Social Spirits, 2022



PRIVATE CLIENT BARTENDER, 2023



AQUA REGIA BAR FOR ONE X RAG & BONE, 2019



VIRTUAL BARTENDING + COCKTAIL KIT CURATION, 2021



SIGNATURE COCKTAIL CREATION X ASPARAGANZA, Finger Lakes 2018

# AVAILABLE SERVICES

Cocktail Creation  
Seasonal Cocktail Menus  
Personal Bar Curation  
Private Event Bartender  
Social Content  
Video Creation  
Sponsored & Branded Content

# DIGITAL EXPERIENCE PACKAGES

## SPONSORED CONTENT

### WHAT YOU RECEIVE

30-60 second, single camera  
9:16 Video uploaded to @wilpetre  
TikTok and Instagram accounts

Featured Product Placement  
Company accounts tagged  
In-House Production

*1+ Meetings*

FEE

*\$1000+*

## SOCIAL MEDIA VIDEO

### WHAT YOU RECEIVE

50-60 second, single camera  
9:16 Video uploaded to @wilpetre  
TikTok and Instagram accounts

Bespoke Cocktail/Food Recipe  
Featured Product Placement  
Company accounts tagged  
In-House Production

*1+ Rounds of Reviews/Revisions*

*1+ Meetings*

FEE

*\$2500+*

## COCKTAIL INSTRUCTIONAL VIDEOS

### WHAT YOU RECEIVE

5-10 minute, multiple camera  
16:9 Video

Bespoke Cocktail/Food Recipe  
In-House Production

*2+ Rounds of Reviews/Revisions*

*3+ Meetings*

AVAILABLE ADD-ONS

Cocktail Kit Design  
& Fulfillment Logistics

FEE

*\$15,000+*

# NEXT STEPS

Please complete the new project questionnaire linked [here](#).

We look forward to collaborating!  
- Wil Petre



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