

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



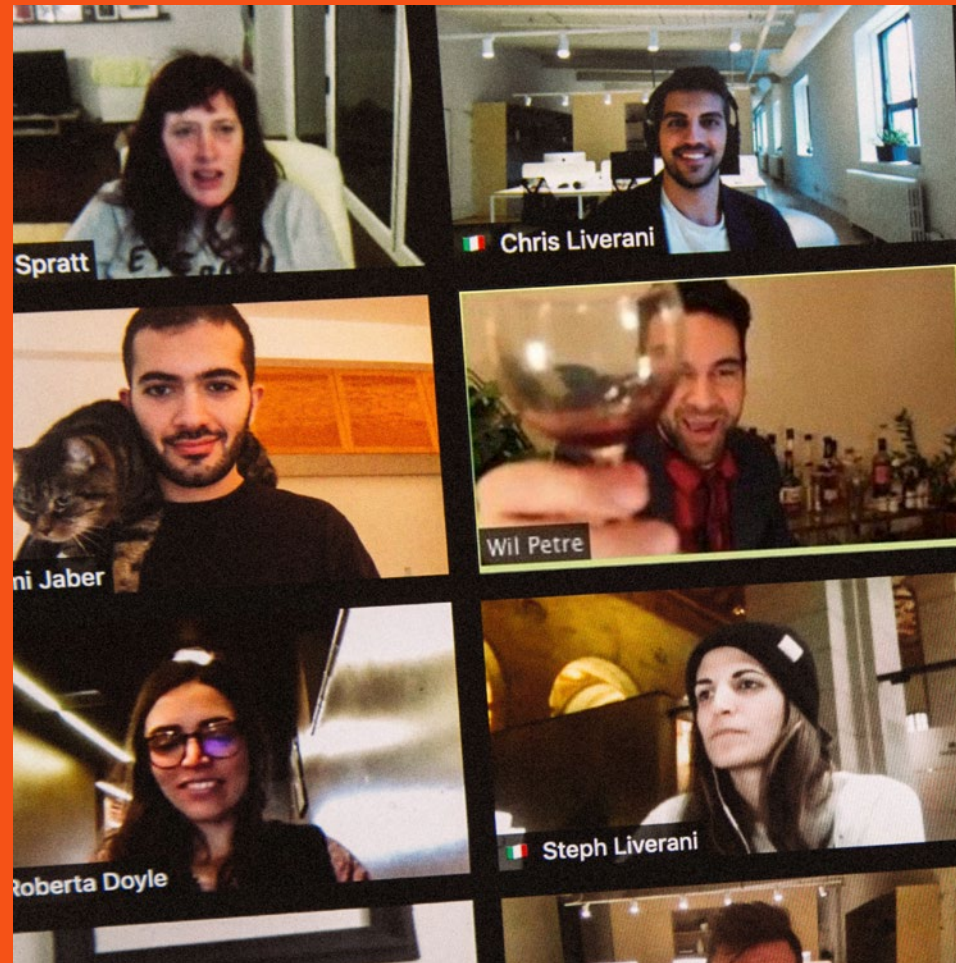
APPLETINI RECIPE, collaboration with Du Nord Social Spirits, 2022



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

COCKTAIL & BAR CREATION PACKAGES

COCKTAIL

WHAT YOU RECEIVE
Bespoke Cocktail Recipe
Printed Menus

*2+ Rounds of Reviews/Revisions
2+ Meetings*

AVAILABLE ADD-ONS
Custom Cocktail Tour of NYC
In-Person Cocktail Instructional Class
High Quality Photographs
Cocktail Instructional Videos

FEE
\$1000 - \$15,000+

MENU

WHAT YOU RECEIVE
4+ Bespoke Cocktail Recipes
Printed Menus

*2+ Rounds of Reviews/Revisions
3+ Meetings*

AVAILABLE ADD-ONS
Custom Cocktail Tour of NYC
In-Person Cocktail Instructional Class
High Quality Photographs
Cocktail Instructional Videos

FEE
\$4000 - \$19,000+

HOME BAR

WHAT YOU RECEIVE
Home Bar Consultation
Custom Glassware, Bar Tools, Coasters
Ordering & Installation
Fully Stocked Bar

*3+ Rounds of Reviews/Revisions
3+ Meetings*

AVAILABLE ADD-ONS
Bespoke Cocktail Recipes
Custom Cocktail Tour of NYC
In-Person Cocktail Instructional Class
Printed Menus

FEE
\$3000 - \$6500 (+cost of materials)

NEXT STEPS

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

We look forward to collaborating!
- Wil Petre



WIL PETRE
Cocktails, Events & Storytelling

w.petre@gmail.com
@wilpetre
wilpetre.com