



# CAMILLE WILSON

Author | Content Creator | Blogger

 **THE COCKTAIL** *Snob*

[cocktailsnobnyc.com](https://cocktailsnobnyc.com)

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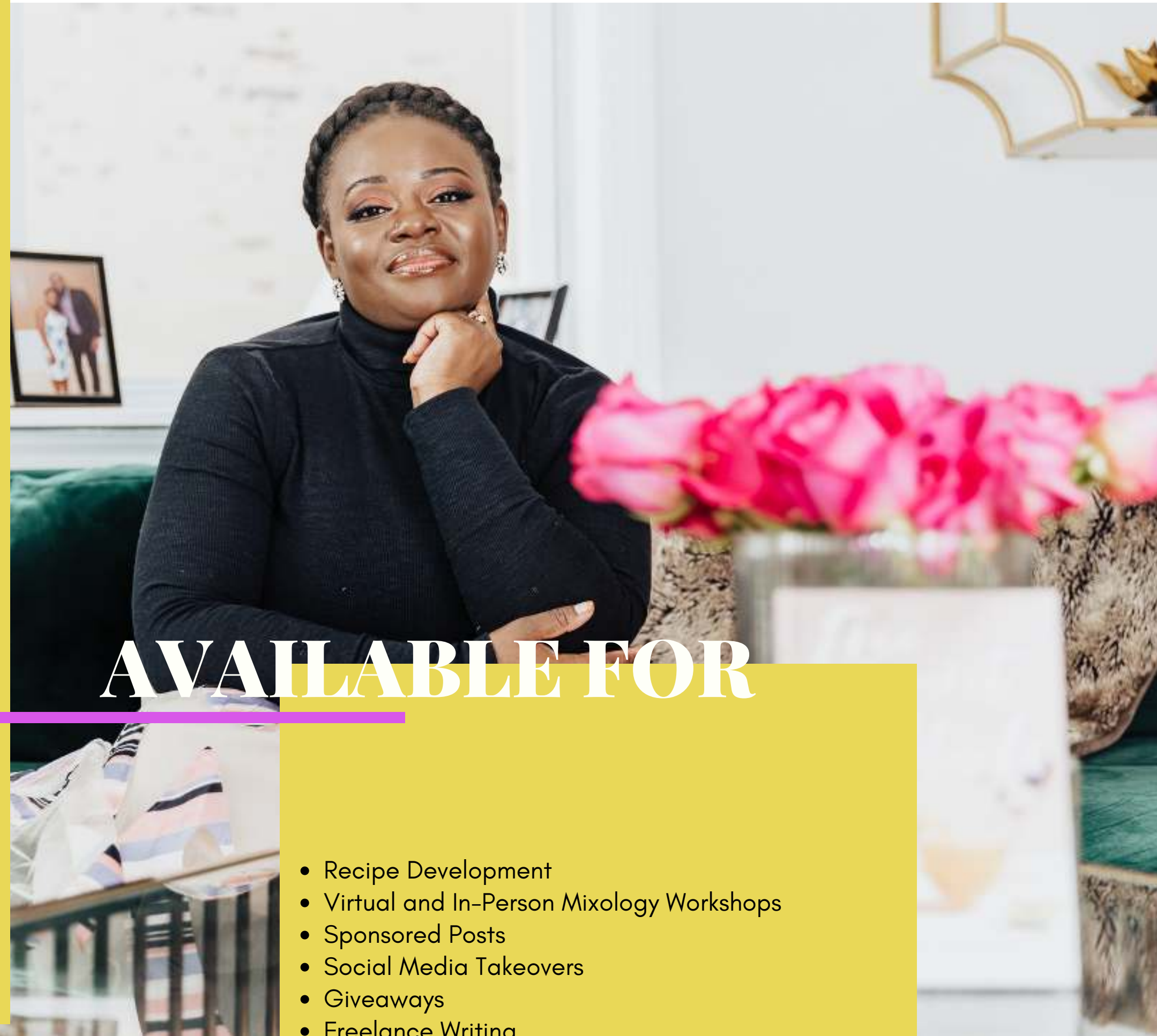
[@thecocktailsnob](https://www.instagram.com/thecocktailsnob)

# ABOUT

Camille Wilson is a New York City-based cocktail blogger and the creator behind [The Cocktail Snob](#). She provides her audience with elevated, yet approachable ways to create happy hour at home. And she sows seeds of confidence in home bartenders worldwide by sharing recipes and helpful hints for cocktail-making.

Since launching her blog in 2018, she's partnered with brands like Woodford Reserve, Perrier, and HBO Max. And she was recently highlighted in Food & Wine as one of the "[20 Black Mixologists You Need on Your Radar](#)" and in VinePair as one of "[15 Cocktail Influencers You Should Be Following on Instagram](#)." Her first book, [Free Spirit Cocktails](#), was published by Chronicle Books in late 2022.

As she continues to inspire others to bring out their inner mixologist, she is excited to collaborate with you and help tell your brand story to her engaged audience through creative, original content.



## AVAILABLE FOR

- Recipe Development
- Virtual and In-Person Mixology Workshops
- Sponsored Posts
- Social Media Takeovers
- Giveaways
- Freelance Writing

# FREE SPIRIT COCKTAILS

Lighthearted and full of easy-to-make drinks, FREE SPIRIT COCKTAILS is a refreshing approach to cocktail-making without the hangover. This collection of 40 zero-alcohol recipes features a wide variety of flavorful refreshments that have the look and feel of well-crafted cocktails without any liquor involved. From twists on classic cocktails to inventive sippers, quick 3-ingredient recipes, and more, this mocktail book offers countless opportunities for a spirit-free moment:

- Unwind after a long day with a fragrant glass of A Perfect Pear.
- Mix up some flavorful Faux Swizzles for a zero-proof mocktail party.
- Host a perfect brunch with a large batch of Life's a Peach.
- Cheers with a glass of Be My Honey to celebrate all of life's moments.



# PRESS



**COSMOPOLITAN**

**Forbes**

**E L L E**

**TimeOut**

**VINEPAIR**

**EatingWell**  
WHERE GOOD TASTE MEETS GOOD HEALTH

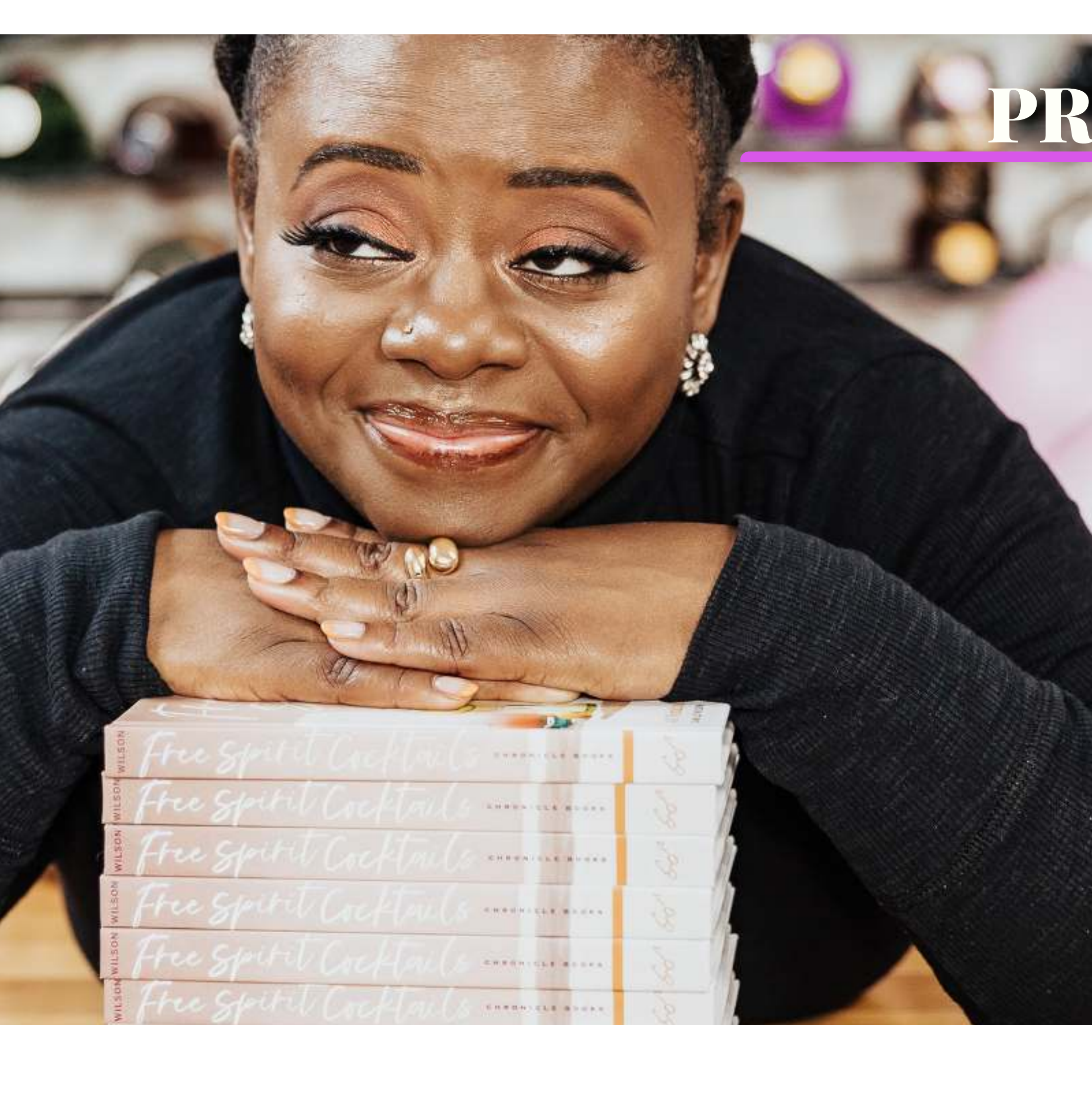
**TRAVEL+NOIRE**



**VERANDA**

**INSIDER**

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# AUDIENCE

## + Location

New York City: 40%  
Atlanta: 2%  
Washington D.C.: 2%

## + Gender

Women: 73%  
Men: 27%

## + Age

25-34: 46%  
35-44: 30%  
45-54: 12%



# SOCIAL STATS



**17.3k**

Instagram Followers

**13%**

Engagement Rate



**2k**

Monthly Page Views

**66k**

Monthly Pinterest Views

# BRAND PARTNERSHIPS & COLLABORATIONS



Watkins Bitters Launch Campaign  
2021



Torani For the Love of Chocolate  
Campaign  
2021



Evan Williams Partnership  
2021



Nature Nate's Honey Campaign  
2021





# CONTACT

If you're interested in working with Camille:

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