



MEDIA KIT



**TASTE +
TIPPLE**

A FOOD AND LIFESTYLE BLOG

YVONNE LANGEN | [TASTEANDTIPPLE.CA](https://tasteandtipple.ca)

about yvonne

Yvonne shares her passion for food and drink with an infectious enthusiasm, authentic voice, and raw humour. She is dedicated to taking the intimidation factor out of cocktails by connecting with aspiring home bartenders, especially women, in a real and relatable way through her Virtual Happy Hour series on Instagram. Her tagline is, "It's about participation, not perfection."

A regular on morning television, CBC Radio, and food & drink contributor to Ottawa Magazine, Yvonne has a proven ability to connect with her audience.



virtual happy hour



What began as an impromptu effort to create a sense of community and share a little cocktail know-how during the COVID-19 pandemic has evolved into a must-watch occasion on Instagram. Her 6-8 minute episodes on Story keep 7.5% to 12% of her audience engaged from start to finish thanks to Yvonne's authenticity and deadpan comedic style.

Having hosted more than 300 episodes of #virtualhappyhour since March 16th, 2020 Yvonne has curated a comprehensive cocktail curriculum that runs the gamut from classics, like the Boulevardier, to original tipples of her own making.

as seen on

The success of Virtual Happy Hour has earned Yvonne spots on local and national media outlets. Including live segments on Canada's number one morning show, [Breakfast Television Toronto \(during the national hour\)](#), [CTV Ottawa Morning Live](#) & CTV Atlantic.



le germain hotels



Yvonne has partnered with Le Germain Hotels to create original content for their Montreal and Calgary locations. As a premium personal brand with unmatched authenticity, Yvonne is able to convey the emotion and unique sense of place in an engaging manner that influences decision-making amongst her loyal following.

Several of her followers have booked getaways at Le Germain properties thanks to Yvonne's thoughtful [review](#).

The organic feed post on @tasteandtipple to coincide with the blog post received the following engagement:

- Impressions: 8,412
- Reach: 6,005
- Likes: 757
- Comments: 110
- Saves: 11
- Shares: 68

disaronno

Yvonne partnered with Disaronno in December 2021 to create an original cocktail using their newest cream liqueur, Disaronno Velvet for the Let's Get Blitzen: Cocktail Advent Calendar.

This reel post included a giveaway of a \$100 Nespresso machine.

The Almond Biscotti Martini, pictured here, made with Disaronno Velvet when @tasteandtipple had 9,800 followers, earned the following organic results for the in feed post:

- Impressions: 17,666
- Reach: 16,999
- Likes: 576
- Comments: 669
- Saves: 135
- Shares: 240



services

Image Post:

1 square image posted on Taste & Tipple Facebook and Instagram with approved copy and CTA.

Virtual Happy Hour:

Dedicated 6-8 minute episode of Virtual Happy Hour featuring your product, key messages and CTA.

Blog Post:

1 blog post with custom recipe creation featuring your product with key messages and CTA, also shared to Pinterest.

Whitelisting:

Rights for image and copy, access to Facebook Business profile.

Social + Blog Post Bundle:

Combine the immediacy of Instagram and Facebook with the evergreen value of a blog post with Pinterest.

additional considerations



Recipe Creation:

Yvonne will work with you to develop a custom cocktail recipe with your product that you can use across your owned channels.

Exclusivity:

For your product category.

Cocktail Class:

Yvonne will tailor 2-3 custom cocktails for your corporate/private group and provide virtual or in-person instruction (Ottawa only).

Product Use on National TV Segment:

Use of your product with key messages on national TV. Bundle with Instagram feed post for a package deal.

video content

Instagram Carousel:

In-feed carousel of 3 images to showcase your brand in different perspectives.

Instagram Reel:

30-second video that is highly shareable – often includes voiceover and/or music.

Instagram Stories:

1-minute story frame to feature your product and/or key messaging.

Videographer + Short Film:

1-3 minute video content starring Yvonne, shot by a pro videographer.

Please note:

Sponsored Virtual Happy Hour episodes will be uploaded as Shorts to the @tasteandtipple YouTube channel.

immersive storytelling

As a trained journalist, holding a Bachelor of Journalism from Carleton University, on-air lifestyle expert, and food critic for Ottawa Magazine, Yvonne has a unique ability to connect with her audience.

She is passionate about sharing the stories behind spirits, cocktails, and the people who craft them. To that end, Yvonne has filmed a pilot for a travel cocktail show that is currently before various North American and international production companies.

In that vein, Yvonne is seeking opportunities to partner with brands who want to share their stories through short films captured on location wherever you practice your craft or welcome guests.

Through this original video content, Yvonne and her team will provide an immersive viewing experience that provokes curiosity and invites the audience to embark on their own discovery by purchasing your product or visiting your location. Approach and pricing are tailored to your needs.



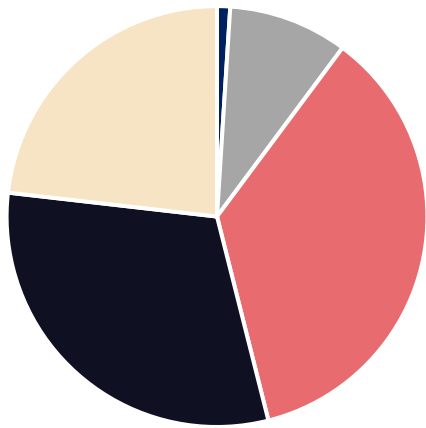
instagram stats



11.1K followers
100K weekly impressions

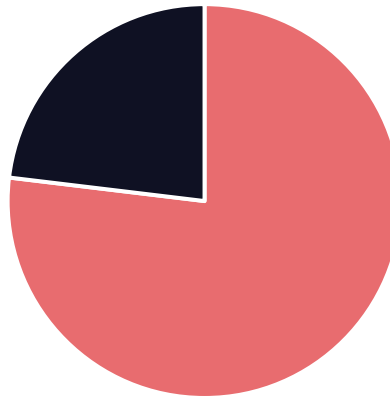
- Ottawa area: 34%
- Virtual Happy Hour hosted on Instagram story 5 p.m. Eastern on Tuesdays & Fridays

age

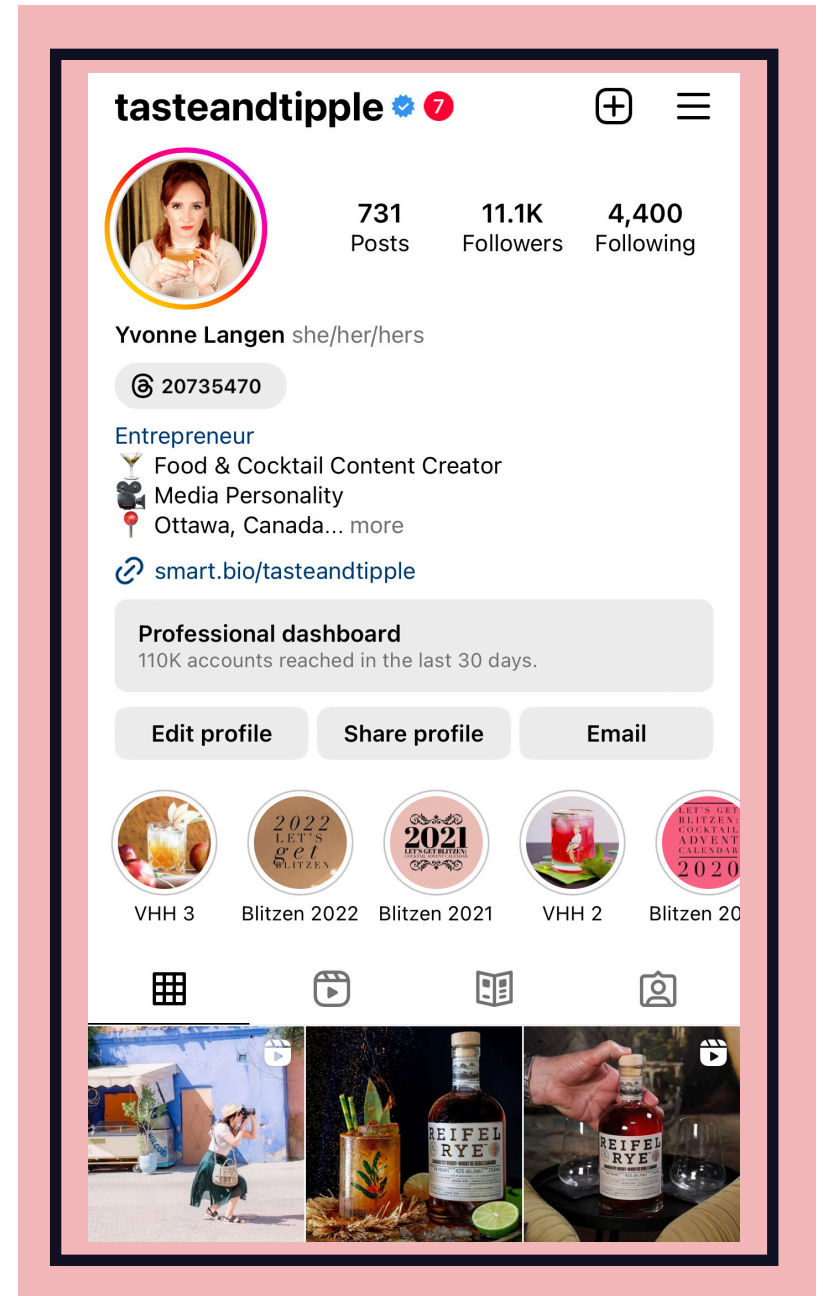


■ 13-17 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45+

gender



■ Women ■ Men



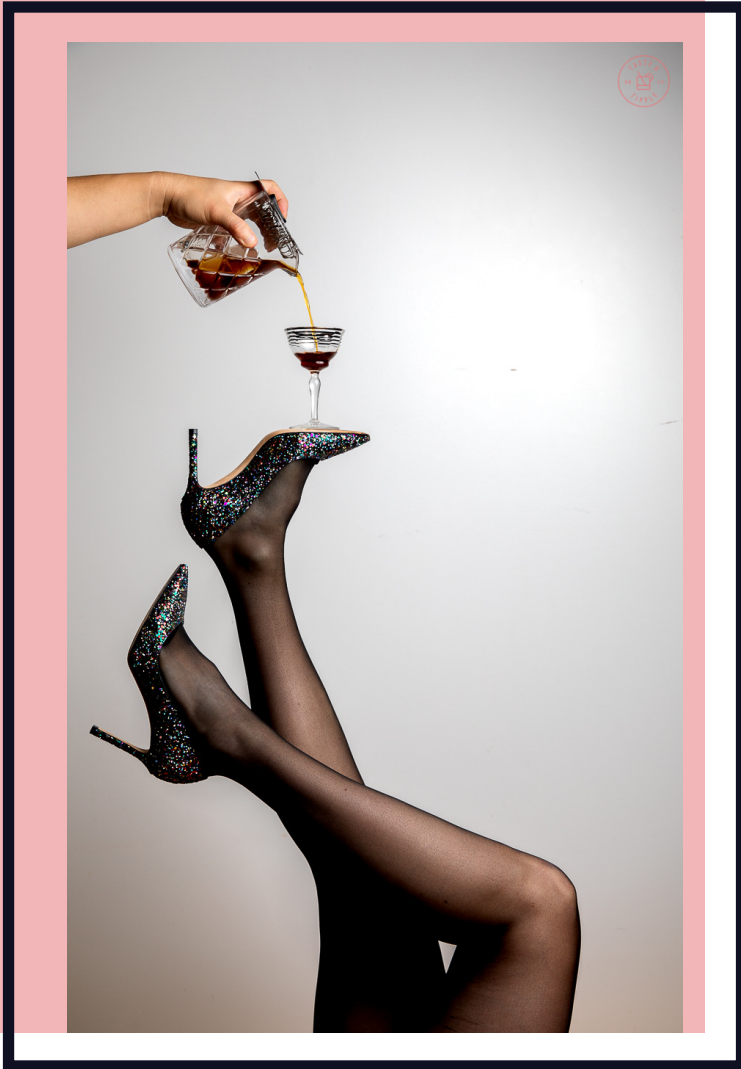
blog stats - december 2022

26.7K unique sessions

64.2K pageviews

20.9K new visitors

- This month set a new record for most blog traffic ever.

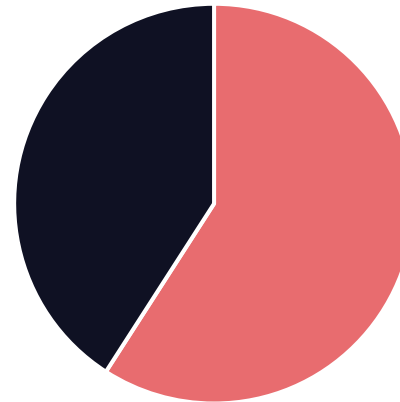


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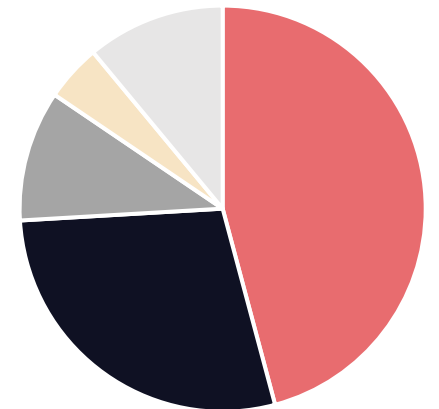
■ 18-24 ■ 25-34 ■ 35-44 ■ 45+

gender



■ Women ■ Men

location



■ U.S. ■ Canada ■ UK
■ Australia ■ Other

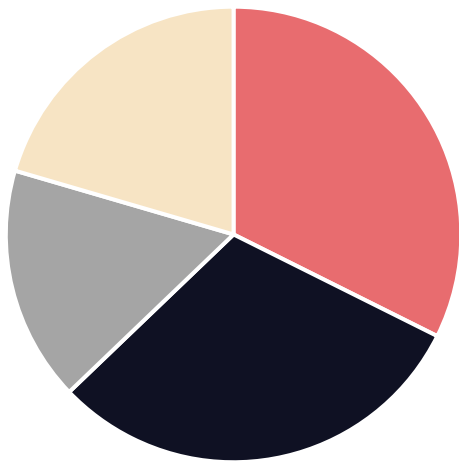
pinterest stats



2.4K followers
357K – 723K monthly viewers

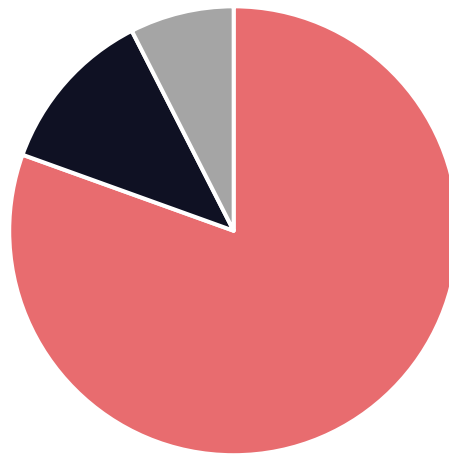
- Pinterest is the biggest social referrer to the blog
- Rich pins allow viewers to see the recipe within the pin

age

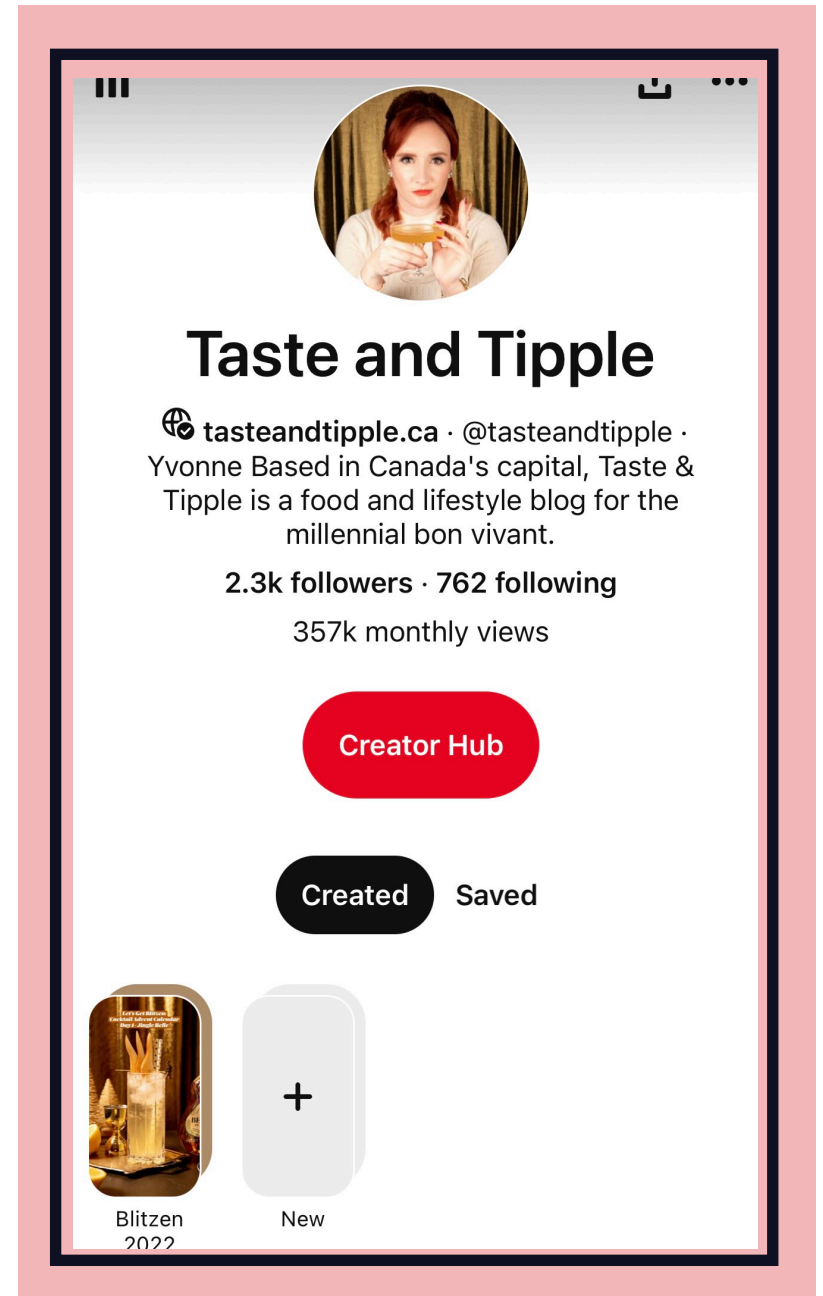


■ 18-24 ■ 25-34 ■ 25-44 ■ 45+

gender



■ Women ■ Men ■ Other



who we've worked with



EST. 2013





**Thanks for
your time!**

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