

STEVE THE BARMAN



COCKTAIL BARTENDER, PUB & BAR MANAGER FOR 30+ YEARS | PERSONAL BRAND BUSINESS SINCE 2012 | SPIRIT LOVES: RUM, VODKA & BRANDY - CURRENTLY IN TRAINING WITH AGAVE & VERMOUTH FOR 2025! | BIG PASSION IS RIFFING UP CLASSIC COCKTAILS WITH LIQUEURS, SYRUPS, PUREES & SOFTS | LEAD JUDGE FOR BARTENDER BRAND AWARDS 2018-2025 | YOUTUBER SINCE 2016 | FULL TIME YOUTUBER SINCE 2020



40,000+ SUBS

6+ MILLION LIFETIME VIEWS



3000-5000 VIEWS A DAY

130K-150K VIEWS A MONTH

10K+ RETURNING VIEWERS PER MONTH

REACHING 50K+ NEW VIEWERS A MONTH

4000+ EMAIL SUBS

£5000+ DRIVEN IN SALES
PER MONTH FOR AFFILIATES

CHANNEL MISSION

I HELP TO TEACH NEW BARTENDERS HOW TO PUT FUN & UNIQUE TWISTS ON CLASSIC COCKTAILS TO HELP THEIR BARS MAKE MORE MONEY. MY MANTRA IS FAFF FREE, FUN & EASY COCKTAILS. NO MIXOLOGY. NO GEEKERY.

CONTENT

VIDEOS

LONG FORM AND 16:9 ONLY

FEATURE VIDEOS:
EVERY SUNDAY 4PM

MIDWEEK LIVE SHOWS:
RESTARTING JANUARY 2025

OTHER VIDEO CONTENT
DRINK STUFF CHANNEL
+ I ALSO UPLOAD TO OTHER
YOUTUBE CHANNELS FOR VARIOUS CLIENTS

OTHER CONTENT
BLOG ORGANICALLY HITS 18K TO 35K A MONTH
(TYPICALLY 20K, WITH 35K BEING HOLIDAYS)

CURRENT DEMOGRAPHICS

30% US
23% UK
6% INDIA
5% CANADA
36% ROW

84% MALE
16% FEMALE

10% > 18-24
28% > 25-34
26% > 35-44
19% > 45-54
17% > 55+

DEVICES WATCHED ON

38% MOBILE
27% TV
25% COMPUTER
10% TABLET

AVERAGE VIEW DURATION SWINGS BETWEEN 6-9 MINUTES!

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

LINKS TO YOUTUBE, INSTAGRAM, EMAIL & WHATSAPP

