

AMANDA MCCROSSIN

SOMMELIER, WINE PERSONALITY, ON-CAMERA TALENT

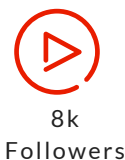
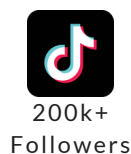
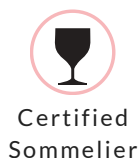


AMANDA MCCROSSIN

Amanda McCrossin is a certified sommelier, wine personality, and TikTok/Instagram/YouTube creator. With over 350k followers across her platforms, Amanda has been called “one of the most influential creators” in the wine community creating wine-focused, relatable content to help consumers via her @sommvivant channels. As the former Sommelier & Wine Director at PRESS Restaurant in Napa Valley, Amanda worked with the world’s largest, deepest restaurant collection of all Napa Valley wines in the world. She has been featured by Food & Wine Magazine, Decanter, Food Network, San Francisco Chronicle, on the cover of SOMM Journal and Wine Enthusiast who named her a Wine Star nominee for 'Sommelier of the Year.' A resident of Napa Valley, Amanda is widely considered an expert on the wine region and is regularly sought after for media appearances and speaking engagements including the Aspen Food & Wine Classic, World of Pinot Noir, and Premiere Napa Valley. In addition to creating content for her channels, Amanda is also the host of the Wine Access Unfiltered Podcast featuring comedians, pro-athletes, celebrities, and musicians.

SOMMVIVANT

Amanda's reputation in the wine world is amplified by her presence on her social media channels and in the media. As the creator and host of the popular wine-focused TikTok, Instagram, and YouTube channel SOMMVIVANT, Amanda combined her expertise in the wine world with her background in the film/tv/theatre world to produce a multi-faceted, multi-platform digital media umbrella featuring high-quality media content. Eschewing traditional bottle shots, wine scores, and wine reviews for more relatable posts that incorporate stories and experiences from her own personal life, the content is as engaging and fun as it is educational.





WHO I AM & WHAT I DO

Certified Sommelier & Wine Expert
Food & Travel Expert
On-Camera Talent
Public Speaking
Podcasting
Live Seminars & Wine Tastings
Virtual Seminars & Tastings
Video/Photography Content Creator
Social Media Expert

FACTS & FIGURES



200k Followers
2.2M Views/month
75% Female Demographic



164k Followers
4M Impressions/week
Primary Demographic: Female 18-44



8k Subscribers
640k Total Views
99,800 min watched / month
> 40% average view time
Primary Viewer Demographic: Male 25-44



NOTABLE PARTNERSHIPS & ACTIVATIONS

Wine Access

INFINITI

Twitter

Caymus | Mer Soleil

Vintage Wine Estates

Coravin

Napa Valley Film Festival

Napa Valley Grapegrowers

Fortinet Championship

Louis M. Martini

Wine Australia

Food & Wine

Napa Valley Vintners

Wine Institute

SOMM TV

Papa John's Pizza

FIND ME

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