

# Bitches



# Brews

DIVERSITY & INCLUSION

IN THE BREW WORLD

## ABOUT ME



Hi! I'm Mikenzie Tavenner Hardman and Bitches n Brews is my brand, founded Sept 2016. Bitches n Brews stands for diversity and inclusion in the brewing community. As natural sharers, women are the catalyst to inviting more of everybody from all cultures and backgrounds because of the innate desire women seem to possess to share anything (and EVERYthing) they're excited about! I'm all about sharing fun, exciting and inspiring things from one passionate, share-happy woman to many others who can catch fire and enjoy a wide variety of brews to grow a diverse and much larger, more diverse and inviting community. Through my experience I have compiled an abundance of services and knowledge to share with others to boost them and myself so everybody wins! From my beginnings as a homebrew blog I wrote detailed recipes for brewing tutorials & blogs, which evolved into highlighting professional breweries by recording interviews with owners & brewers, where I had to effectively connect with business professionals in the industry- often through cold contact, educate, hone in my relatable persona on video as well as public speaking, and opened the doors to more partnerships with other businesses, brands and individuals. With diversity as a main focus I have found there are endless possibilities to creatively diversify what I do with others!

## SOCIAL MEDIA



6.9k+



1k+



300+



40+

## STATS

8k+

reach

5% ERA

1.7k+

reach

2% ERA

3.5k+

reach

5% ERA

500+

reach

1% ERA



## DEMOGRAPHICS

### Age & Audience

Men 65% Women 35%  
46% age 24-34 | 29% age 24-34  
34% age 35-44 | 44% age 35-44  
11% age 45-54 | 19% age 45-54

### Top Locations

INSTAGRAM TOP LOCATIONS  
Cities: SLC, New York, San Diego, Los Angeles, Richfield  
Countries: USA 72%, Canada 4.2%, Brazil 3.1%  
FACEBOOK TOP LOCATIONS  
Cities: SLC, Richfield, St George, Livermore CA, West Jordan, Phoenix AZ, Ogden, Sandy  
Countries: USA 88%, Canada 15, Germany, UK

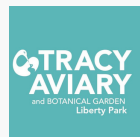
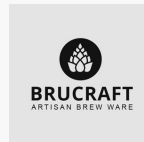
### Popular Interests

Beer 63%  
American 31%  
Wining & dining 27%  
Barbecues/Grilling 26%  
Wine 19%



## BRAND COLLABORATIONS

\*\*Click on Photos, Icons & Logos across every page of this document to see what I've been up to!



"I want to show people that I'm not only working with others, but I'm highlighting those I've had good relationships with and can be a connection between brands, a real connection between real people"

- Mikenzie

### CONNECT

@BITCHESNBREWS

#BITCHESNBREWS

(801) 822 2496

mikenzie@bitchesnbrews.com

www.bitchesnbrews.com

# TESTIMONIALS

"Mikenzie is a pillar in the craft beer community. As a seasoned entrepreneur, she has developed a unique brand, "Bitches N Brews," attracting viewers from around the world, ranging from homebrewers, social media influencers, and professional brewers. Her leadership and extensive knowledge of craft beer is inspiring to all. Mikenzie is innovative in all projects she's worked on with supporting local businesses. Her IGTV and Instagram posts are insightful and educational to the community. I have had the pleasure to collaborate with her and hope to continue to do so in the future.

— **Michelle Pagano**

[@TheBrewBabe](#)

**Digital Content Creator**

**Cider Maker/Gluten-free Brewer**

**Public Speaker**

I started home brewing in April of this year - inspired by Mikenzie's brewing posts! I had a whole lot of questions and wasn't sure how to start. The internet is good and bad in that way - so much information that it's hard to decide what's important. Mikenzie was extremely helpful in getting me started - from answering questions about beginner equipment and kits, to what to focus on when first brewing, as well as generally making me feel confident that everything's going to be ok. In the brewing world, there's so much to learn and one can get bogged down in the many, many details, so I'm glad I had an actual person to talk to, who welcomed my beginner questions and helped me filter out things that, at least for the moment, are not important. Now that I'm 6 brews in, I upgraded my equipment and am looking forward to bigger and better brews! Thanks so much for everything, Mikenzie, for your help and endless inspiration!

— **Kris Stanton**

[@liftingbeers](#)

# TESTIMONIALS

My name is Duane and my venture into the craft beer brewing world started with a trip where my wife and I decided we should try brewing our own craft beer at home. I scanned Mikenzie's Instagram account and was more than impressed with her brewing techniques, unique styles, and extremely creative flavour profiles. I was soon visiting her website which was a like hitting the JACKPOT in terms brewing information. Mikenzie not only openly discussed and shared her brewing recipes; she also provided excellent tips and tricks based on her personal trials and errors. I could not have asked for a better friend in the brewing community. She is as open in person as she is on her website and Instagram page. Her openness and willingness to help anyone, regardless of the level of brewing experience, speaks very well to the culture of the craft beer community – which I now feel very much a part of these days. Kristen & I just finished brewing our 24th beer recently and it was a hopped up IPA! Even though this was our 24th beer; this brew would not have reached its full potential without the input and advice given from Mikenzie regarding dry-hopping techniques and a clever filtering trick when racking and prepping the beer for bottling. So, from the bottom of my keg shaped heart, I must send out many thanks and sincerest gratitude to Mikenzie for sharing her experience, knowledge, and creativity! I will continue to lean on her for advice and happily share with her both my successes and failures. Bitches & Brews, I look forward to seeing where brewing takes you in the future and wish nothing but the greatest of success!

— Cheers,

**Duane Willis**

**@stbrewing**

**All the best to you Mikenzie - you're a true friend!!!**

Bitches n Brews

Pleasant Grove, UT 84062 • 801-822-2496

mikenzie@bitchesnbrews.com • [www.bitchesnbrews.com](http://www.bitchesnbrews.com)





## SERVICES & PACKAGES

I have built my own network of hundreds of brands, businesses and individuals that I'd like to leverage to connect others in more creative ways – because I'm really great at building unique, deep connections, I want to build bridges for people to connect through my expansive and ever-growing network

I have been able to help others through content & collaborations like:

- Product promotion online and in person
- Media coverage on events, special releases, etc,
- Events created in collaboration together
- Reviews
- Giveaways
- Social media training & support
- Content creation and curation
- Published one-on-one interviews
- Sponsored posts
- Ads
- Contests
- Page takeovers
- Ambassadorship
- And so on, with diversity as a main focus I have found there are endless possibilities to creatively diversify what we can do together!

## STANDARD RATES

- \$75-\$150 rate per post\*  
(25-50% higher for video & motion content\*, IGTV live, Zoom livestream multicasts, etc\*)
- The average post costs ~\$100 with cross-posting to 2+ platforms
- Media coverage and collaboration for events, special releases, special promotions starting at \$100\* with admission to event and access to promotional items & products
- \*\*Additional \$150 to license content for discretionary use in your advertising.
- Social media training, support, and networking starting at \$50/ 45 minute consultation with write up given of information covered and unlimited access to social media support network

\*dependent on agreed upon parameters & work involved

## FREESTYLE PACKAGES

- Completely customizable to fulfill your wildest dreams in partnership!  
Starting at ~\$250, custom quote will be given.