



NICOLE MUSCARI

WINE BLOGGER & CONTENT CREATOR



29.1K

Followers
as of Aug 2021



536

Followers
as of Aug 2021



167(NEW)

Followers
as of Aug 2021

CONTACT

BLOG www.grapechic.com

EMAIL grapechicny@gmail.com

PHONE +1 585 576 4485

SOCIALS @grapechic

ABOUT GRAPE CHIC

My name is Nicole Muscari and I'm a New York City dweller pursuing wine full-time. I am currently WSET 3 certified with distinction, a French Wine Scholar, co-founder of the Chelsea Wine Society, contributor to the Vintner Project, and the Private Client Wine Advisor NE for Château de Pommard. I feel wine goes beyond science. Wine is a feeling, place and a memory. It's about finding your "wine moment," and I aim to help others find theirs.

COLLABORATION OPPORTUNITIES

IG UNBOXING/STORY/SWIPE UP FEATURE *in return for product*

Your product will be showcased in my Instagram story which includes an unboxing, a brief product description, and a "swipe up" feature to your website. The story will also tag your Instagram page as well as any on brand hashtags.

SPONSORED POST \$500

A unique post created to showcase your product in an authentic and creative way while still keeping with my feed's aesthetic. These posts will be uploaded to all social platforms including IG stories. Analytics provided upon request.

SPONSORED POST + BLOG POST \$800

A post as listed above plus a separate blog post on grapechic.com highlighting why my audience needs your product. The blog post will include several photos and links back to your website within the text. The link to the post will be showcased on my Instagram profile page for an agreed upon amount of time, as well as promoted in my Instagram stories using the "swipe up" feature.

INSTAGRAM STATS

Engagement rate 4.06%

54.1% Men 45.9% Women

33.3% between the ages of 25-34

32.4% between the ages of 35-44

International (46.8% from the USA)

Audience Category Influence: Food & Wine

24%, Travel 22%, Lifestyle 20%, Fashion

13%

LIST OF PREVIOUS PARTNERS

Coravin

Honest Cooking Magazine

ATOUT France

Sud de France

Empress 1908 Gin

Brendel Wines

Jadot Wines

Kobrand Corporation

Loire Valley Wines

Vinho Verde Wines

Clos du Val

Wines of Chile

