SHAKE STIR & MINGLE™

INDEPENDENT EDITORIAL MEDIA / 2026

Luxury travel and hospitality, through the eyes of the zero-proof guest.

Zero-proof & low-to-no culture | Black luxury travel | Allergy-aware & sensory-friendly travel

400K+
YOUTUBE SUBSCRIBERS

4.2M+
CROSS-PLATFORM VIEWS

722,783
VIEWS ON TALES OF THE COCKTAIL 2025 COVERAGE

WHO WE ARE

Shake Stir & Mingle™ is an independent, Black-owned, women-led hospitality media platform founded by mother-daughter team Sonya Crew and Ashli Crew Rodriguez. We began in cocktail culture, interviewing the industry's leaders, and now cover luxury travel and hospitality for guests who drink less, or not at all, and for those traveling with food allergies or sensory needs.

EDITORIAL APPROACH

We publish firsthand hotel and cruise coverage, interviews with hospitality professionals, research-informed features and independent commentary, exploring the experience behind the promise of luxury.

Signature series: The Luxe Passport™ (zero-proof luxury travel), The Slow Pour™ (industry conversations) and The Pour Edit™ (vetted hotel, cruise and zero-proof finds).

LEADERSHIP

Sonya Crew | Co-Founder & Editor; Certified Luxury Travel Advisor, Fora Travel.

Ashli Crew Rodriguez | Co-Founder & Media / Content Strategist; certified full-spectrum doula.

Based in the Philadelphia area.



"A Story of Sisterhood," Tales of the Cocktail 2025 coverage, 30,348 views on Instagram.

INDUSTRY RECOGNITION

Trusted by the events that shape cocktail and hospitality culture.



Official Media Partner, Tales of the Cocktail 2025, listed alongside Food & Wine, Imbibe and The Times-Picayune.



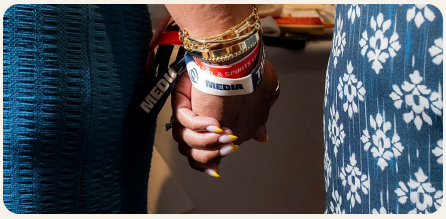
On the main stage screen, New York Cocktail Expo.

Shake Stir & Mingle
MEDIA & PODCAST
BROOKLYN RUM Fest
OFFICIAL MEDIA PARTNER

Official Media Partner, Brooklyn Rum Fest.



Official Media Partner, Bar Convent Brooklyn.



Credentialed media, Tales of the Cocktail.

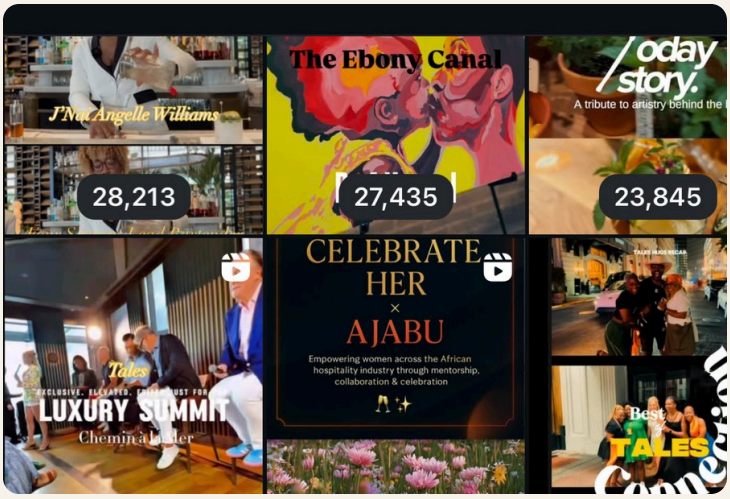
TALES OF THE COCKTAIL 2025: BY THE NUMBERS

722,783
Instagram views

35,427
Accounts reached (+170.4%)

78.4%
Of views from non-followers: new audiences for Tales

28K–31K
Views on top-performing reels



Top Tales 2025 reels, including the Tales Luxury Summit and Best of Tales.

Our coverage translates live events into high-performing storytelling that reaches beyond the room and extends the life of a conference well past its dates.

Audience for this coverage: 54% women, 46% men; core age 25–44.

Source: Shake Stir & Mingle Instagram Insights, Jul 19–Aug 17, 2025.

EDITORIAL EXPERIENCE

Original reporting, hospitality interviews and firsthand coverage.

SELECTED EDITORIAL WORK

EXPLORA III | FIRSTHAND LUXURY CRUISE COVERAGE

An 11-night Reykjavík-to-Québec City voyage, including reporting on solo luxury travel, personalized suite hospitality and zero-proof choices.

TALES OF THE COCKTAIL LUXURY SUMMIT | EVENT COVERAGE

On-location coverage at Four Seasons Hotel New Orleans, featuring panels with Forbes, Pinterest and Cointreau.

VIRGIN HOTELS LONDON-SHOREDITCH | ORIGINAL INTERVIEWS

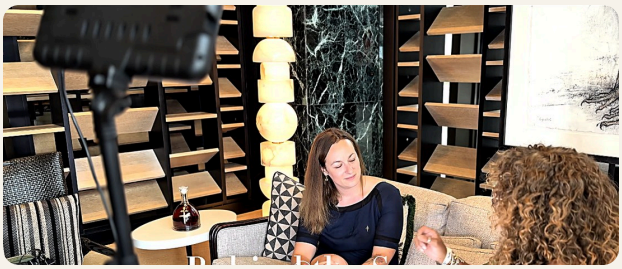
Conversations with hospitality professionals Pavel Khokhlov and Raul Lazaro on the guest experience and low- and no-alcohol hospitality.

THE STATE OF BLACK LUXURY TRAVEL | INDUSTRY ANALYSIS

An independent report synthesizing published travel research on spending, guest priorities, representation and hospitality considerations.



On location, Four Seasons Hotel New Orleans.



Behind the scenes of an SSM interview.

INDUSTRY EXPERIENCE

Official Media Partner of Tales of the Cocktail, Bar Convent Brooklyn and Brooklyn Rum Fest, with coverage of the New York Cocktail Expo and additional beverage industry events. Coverage spans hospitality, beverage culture, interviews and destination experiences.

AVAILABLE FOR EDITORIAL OPPORTUNITIES

Executive and specialist interviews; hospitality and beverage program reporting; media briefings; hotel and cruise editorial visits; destination stories; research-led commentary; and relevant press announcements. Coverage is guided by independent editorial judgment, accuracy and transparency.

EDITORIAL CONTACT

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