

MEDIA KIT

SIP SENSEI

BAR & COCKTAIL GUIDE



MEET SIP SENSEI

Tariq Widarso is an educator turned content creator in the food & beverage industry based in Jakarta, Indonesia. He works as a professional photographer, drinks writer, and recipe developer for various brands, bars, and restaurant groups.

What started as a passion project on Instagram in 2017 to share his interests in cocktails has turned into the imbibe brand Sip Sensei, which strongly focuses on educating and bringing attention to the bar industry to the public eye through workshops, events, and social media.



sipsensei.id

INSTAGRAM SOCIAL STATS

@sip_sensei



AUDIENCE

5,800

followers

25-34

primary age
range

70%

men

INSIGHTS

25k+ /wk

reach

65k+ /wk

impressions

RECENT PROJECTS

- Baileys Irish Cream
- Giffard
- Gin Mare
- Jameson Irish Whiskey
- Johnnie Walker
- Zwiesel Glas



WORK WITH ME

Connect here:



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