



## AFC & Co. Media Kit

# AFC & CO. MEDIA KIT

## Press & Media Information

Version 1.0 | December 2025

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### QUICK REFERENCE

**Company:** AFC & Co

**Founded:** 2019

**Location:** Greater Boston Area, Massachusetts

**Founder:** Alexander F. Cramm

**Tagline:** "A Feast for the Mind & Senses"

**Media Contact:**

Email: [info@afcandco.com](mailto:info@afcandco.com)

Phone: (978) 710-9346

Website: [afcandco.com](http://afcandco.com)

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**Note:** For Brand Assets & Guidelines (logos, colors, typography, imagery, tone & voice), please refer to the separate Brand Guidelines document.

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# 1. COMPANY OVERVIEW

AFC & Co is a creative brand at the intersection of craft cocktails, neurodiversity advocacy, and quality content creation. Founded in 2019 in the Greater Boston area, we create books, barware, educational content, and experiences that celebrate what makes people different while maintaining unwavering standards of excellence.

## What Sets Us Apart:

- First cocktail book series centering neurodivergent experiences in hospitality
- Professional bartending expertise combined with authentic storytelling
- Quality-over-quantity approach to content and partnerships
- Multi-platform brand spanning books, barware, plants, and digital content
- Genuine neurodiversity advocacy informed by lived experience

## Our Tagline:

"A Feast for the Mind & Senses" reflects our commitment to creating experiences that engage, educate, and celebrate what makes each person unique.

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# 2. KEY FACTS & FIGURES

## Notable Achievements

- First of its kind: First cocktail book series centering neurodivergent experiences
  - **Published 2024:** *The Neurodivergent Bartender*
    - **Published 2025:** *The Neurodivergent Bartender: ADHD Edition*
    - Multi-platform brand: Books, barware, plants, newsletters, podcasts
    - **Launching December 2025:** The Nightcap monthly newsletter
  - **2026 Expansion:** Additional book volumes and professional barware collection

## Growth Timeline

- **2019:** AFC & Co founded
- **2024:** Published *The Neurodivergent Bartender*
- **2025:** Published *The Neurodivergent Bartender: ADHD Edition*
- **2025:** Expanded to multi-platform brand
- **December 2025:** Launching The Nightcap newsletter
- **2026:** Expanding book series, launching barware collections

## Community Impact

- Creating authentic representation for neurodivergent individuals in hospitality
  - Educating bartenders and enthusiasts on craft cocktail techniques
  - Building quality-focused brand partnerships
  - Contributing to conversations about neurodiversity in creative industries
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## 3. MISSION STATEMENT

### Our Mission:

AFC & Co exists to create exceptional cocktail content and products while celebrating neurodiversity in the hospitality industry. We believe that what makes people different—their unique perspectives, approaches, and ways of thinking—is exactly what makes great cocktails and meaningful experiences possible.

### Core Values:

**Quality Over Quantity:** Every product, recipe, and partnership meets our high standards

**Authentic Representation:** Real stories from neurodivergent perspectives, not tokenization

**Craft Excellence:** Professional-grade content that respects the bartending craft

**Inclusive Community:** Welcoming all experience levels while maintaining quality standards

**Meaningful Partnerships:** Collaborations that align with our values and benefit our community

### Why It Matters:

We're proving that you can be commercially successful while staying true to who you are and what you believe in. AFC & Co demonstrates that neurodivergent perspectives aren't limitations—they're advantages that drive innovation, creativity, and excellence in hospitality and beyond.

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## 4. CURRENT PROJECTS

### The Neurodivergent Bartender Book Series

The flagship book series combining professional cocktail recipes with authentic neurodivergent perspectives.

**Published:**

- *The Neurodivergent Bartender* (2024)
- *The Neurodivergent Bartender: ADHD Edition* (2025)

**In Development:**

- Additional volumes exploring other neurodivergent experiences (2026)

**What Makes It Unique:**

- First cocktail book series centering neurodivergent experiences
  - Professional-quality recipes by experienced bartender
  - Authentic storytelling without corporate sanitization
  - Accessible to home bartenders, valuable to professionals
  - Beautiful photography and thoughtful presentation
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## Professional Barware Collections

High-quality, thoughtfully designed barware for enthusiasts who value both function and aesthetics.

**Launch:** 2026

**Philosophy:**

- Quality materials and construction
  - Functional design informed by professional experience
  - Curated selection meeting AFC & Co standards
  - Enhances the cocktail-making experience
- 

## Mo Plant

Curated selection of rare and unique houseplants for discerning enthusiasts.

**Offering:**

- Carefully sourced rare houseplants
  - Expert care guidance
  - Quality-focused curation
  - Extension of "A Feast for the Mind & Senses" philosophy
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# The Nightcap Newsletter

**Launch Date:** December 1, 2025

**Frequency:** Monthly (First of each month)

Exclusive cocktail recipes, behind-the-scenes content, and first access to AFC & Co announcements.

**What Subscribers Get:**

- Original cocktail recipes not published elsewhere
  - Behind-the-scenes recipe development stories
  - Early access to new products and announcements
  - Honest reviews of spirits and barware
  - Personal reflections on creativity and neurodivergent experiences
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## Off Road & On the Rocks Podcast

**Status:** In Development

Long-form conversations exploring creativity, neurodiversity, and hospitality with bartenders, content creators, and entrepreneurs.

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## 5. FOUNDER BIO

### Alexander F. Cramm

**Founder & Creative Director**

Alexander F. Cramm is a neurodivergent chef turned bartender, author, and entrepreneur who founded AFC & Co to celebrate craft cocktails and neurodiversity in hospitality.

**Background:**

- Years of professional bartending experience
- Author of *The Neurodivergent Bartender* series
- Recipe developer specializing in balanced, approachable cocktails
- Content creator (photography, video, writing)
- Advocate for neurodiversity in creative industries

**Expertise:**

- Craft cocktail development and mixology
- Neurodiversity in hospitality and creative work

- Content creation across platforms
- Brand development and partnerships
- Creative entrepreneurship

**What Makes His Perspective Unique:** As a neurodivergent professional in hospitality, Alexander brings firsthand understanding of both the challenges and advantages of thinking differently. His work demonstrates how neurodivergent perspectives enhance creativity, problem-solving, and craft excellence—not as inspiration-porn, but as genuine professional advantage.

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## Extended Bio (200 words)

Alexander F. Cramm is the founder and creative director of AFC & Co, a multi-platform brand celebrating craft cocktails, neurodiversity, and quality content creation. As a neurodivergent chef turned bartender and author, Alexander created *The Neurodivergent Bartender* series—the first cocktail books centering neurodivergent experiences in the hospitality industry.

With years of professional hospitality experience, Alexander combines technical expertise with authentic storytelling, creating content that resonates with both industry professionals and home enthusiasts. His work spans multiple platforms: books, barware, educational content, and the upcoming Nightcap newsletter.

Alexander's approach prioritizes authenticity and quality over trends and volume. He builds partnerships with brands that share AFC & Co's values, creates content that respects both the craft and the audience, and advocates for neurodiversity representation in creative industries—not as a marketing angle, but as a genuine mission informed by lived experience.

Through AFC & Co, Alexander is building a community where different perspectives are celebrated, quality is non-negotiable, and commercial success doesn't require compromising authenticity. His work demonstrates that neurodivergent thinking isn't a limitation—it's an advantage that drives innovation, creativity, and excellence.

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## Short Bio (100 words)

Alexander F. Cramm is a neurodivergent chef turned bartender, author, and entrepreneur who founded AFC & Co to celebrate craft cocktails and neurodiversity in hospitality. He's the author of *The Neurodivergent Bartender* series—the first cocktail books centering neurodivergent experiences in the industry. With years of professional bartending experience, Alexander creates content, products, and partnerships that prioritize authenticity and quality. Through books, barware, educational content, and The Nightcap newsletter, he's building a community that proves what makes people different is exactly what makes them excellent.

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## One-Sentence Bio (50 words)

Alexander F. Cramm is the neurodivergent founder of AFC & Co and author of *The Neurodivergent Bartender* series, creating craft cocktail content and products that celebrate different perspectives in hospitality.

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## 6. MEDIA COVERAGE & RECOGNITION

### Upcoming Features:

- Cameron's gaming/cocktail stream collaboration (November 2025)
- [Additional features to be added as they occur]

### Community Recognition:

- Growing presence in craft cocktail communities
- Positive reception in neurodiversity advocacy spaces
- Recognition among bartenders and hospitality professionals

### Published Work:

- *The Neurodivergent Bartender* (2024)
- *The Neurodivergent Bartender: ADHD Edition* (2025)

*Media coverage section will be updated regularly as new features, interviews, and appearances occur.*

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## 7. AVAILABLE FOR

### Media Interviews

Alexander is available to discuss:

#### Neurodiversity Topics:

- Neurodivergent experiences in hospitality and bartending
- Authentic representation vs. tokenization in media
- How neurodivergent thinking enhances creativity
- Creating inclusive environments in hospitality
- Neurodiversity and entrepreneurship

#### Cocktail & Hospitality Topics:

- Craft cocktail trends and techniques
- Recipe development and flavor balance
- Home bartending education

- Professional bartending insights
- The business of craft cocktails

#### **Business & Branding Topics:**

- Building authentic brands in influencer culture
  - Quality-focused business strategies
  - Creative entrepreneurship
  - Partnership development with integrity
  - Balancing success with authentic values
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## Speaking Opportunities

#### **Conference Topics:**

- "The Neurodivergent Advantage in Hospitality" - How different perspectives drive innovation
- "Quality Over Quantity: Building Brands That Matter" - Authentic growth strategies
- "From Behind the Bar to Behind the Brand" - Creative entrepreneurship journey
- "Inclusive Hospitality: Beyond the Buzzwords" - Practical approaches to inclusion

#### **Workshop Offerings:**

- Craft cocktail technique workshops
- Recipe development fundamentals
- Content creation for food & beverage brands

#### **Panel Participation:**

- Neurodiversity in creative industries
  - Hospitality innovation and trends
  - Independent publishing
  - Entrepreneurship and brand building
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## Product Reviews

#### **What We Review:**

- Premium spirits and liqueurs
- Professional and home barware
- Cocktail books and educational materials
- Products relevant to craft cocktail enthusiasts

#### Our Approach:

- Honest assessments based on actual use
  - Only review products meeting quality standards
  - No payment for positive reviews—ever
  - Clear disclosure of relationships
  - Focus on helping readers make informed decisions
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## 8. CONTACT INFORMATION

### Media Inquiries

**Contact:** Alexander F. Cramm

**Email:** [info@afcandco.com](mailto:info@afcandco.com)

**Phone:** (978) 710-9346

**Response Time:** 2-3business days

### General Information

**Website:** [afcandco.com](http://afcandco.com)

**Newsletter:** Subscribe to The Nightcap (launching December 1, 2025)

### Social Media

#### Instagram:

- Main Account: [@afcandco](https://www.instagram.com/afcandco)
- Book Series: [@neurodivergentbartender](https://www.instagram.com/neurodivergentbartender)

#### LinkedIn:

- Company Page: [www.linkedin.com/company/afc-co](https://www.linkedin.com/company/afc-co)
- Alexander's Profile: [www.linkedin.com/in/alexandercramm](https://www.linkedin.com/in/alexandercramm)

**YouTube:** [INSERT CHANNEL URL]

[Additional platforms as applicable]

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## Interview & Speaking Requests

For interview requests, speaking engagements, or podcast appearances, please contact [info@afcandco.com](mailto:info@afcandco.com) with:

- Outlet/platform name and audience size

- Preferred topics or focus areas
- Timeline and deadlines
- Format (written, audio, video)

We typically respond within 1-2 business days.

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## 9. FREQUENTLY ASKED QUESTIONS

### About The Neurodivergent Bartender

**Q: What makes The Neurodivergent Bartender different from other cocktail books?**

A: It's the first cocktail book series that centers neurodivergent experiences in hospitality. Instead of treating neurodivergence as a sidebar or inspiration-porn angle, these books are written from an authentically neurodivergent perspective by a professional bartender with lived experience. The recipes are professional-quality, the storytelling is honest, and the content respects both the craft of bartending and the intelligence of neurodivergent readers.

**Q: Do I need to be neurodivergent to enjoy these books?**

A: Absolutely not! While the perspective is neurodivergent, the recipes, techniques, and content are valuable for anyone interested in craft cocktails—from complete beginners to experienced bartenders. Many neurotypical readers appreciate the honest storytelling and quality recipes. The books are about celebrating different perspectives, not excluding anyone.

**Q: Will there be more volumes in the series?**

A: Yes! The ADHD Edition was the first of several planned volumes. Each book will explore cocktail craft through different neurodivergent experiences. We're planning to expand the series in 2026 and beyond, always maintaining the same standards of quality and authenticity.

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### About AFC & Co

**Q: Why focus on neurodiversity?**

A: Because authentic representation matters, and because neurodivergent perspectives genuinely enhance creativity and craft. This isn't a marketing angle—it's lived experience. I'm neurodivergent, I've worked in hospitality for years, and I've seen how our community is both underrepresented and misrepresented. AFC & Co exists to change that with real stories, professional-quality work, and proof that neurodivergent thinking is an advantage, not a limitation.

**Q: What's coming in 2026?**

A: Several exciting expansions! We're working on additional volumes in *The Neurodivergent Bartender* series, launching our professional barware collection, growing The Nightcap newsletter community, expanding brand partnerships, and potentially launching the Off Road & On the Rocks podcast. Everything we do will maintain our standards of quality and authenticity.

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## 10. SAMPLE INTERVIEW QUESTIONS

### About the Brand

1. Can you tell us about AFC & Co and what inspired you to create it?
2. What does "A Feast for the Mind & Senses" mean to you?
3. How has AFC & Co evolved since 2019?
4. What makes AFC & Co different from other cocktail brands?
5. What's your philosophy on brand partnerships?
6. What's the vision for AFC & Co over the next few years?

### About Neurodiversity

7. What does neurodivergence mean, and why does it matter in hospitality?
8. How does being neurodivergent influence your cocktail creation?
9. What are misconceptions about neurodivergence in professional settings?
10. Can you share an example of how neurodivergent thinking enhanced your work?
11. What does authentic representation of neurodivergence look like?
12. How can hospitality businesses create more inclusive environments?
13. What advice would you give neurodivergent individuals interested in bartending?

### About Cocktails & Bartending

14. What drew you to professional bartending?
15. How do you approach recipe development?
16. What's your philosophy on cocktail creation?
17. What makes a great cocktail versus just a good one?
18. What advice would you give someone starting their home bar?
19. What are common mistakes home bartenders make?
20. Which ingredients or tools are worth investing in?
21. How do you balance creativity with consistency?

### About The Neurodivergent Bartender Books

22. What inspired *The Neurodivergent Bartender* series?

- 23. How did you decide which recipes to include in the ADHD Edition?
- 24. What was the writing and publishing process like?
- 25. Who is the ideal reader for these books?
- 26. What do you hope readers take away?
- 27. Will there be more volumes in the series?
- 28. What's been the most surprising response to the book?

## About Business & Entrepreneurship

- 29. What challenges have you faced building AFC & Co?
- 30. How do you manage multiple projects under one brand?
- 31. What's your approach to content creation?
- 32. How do you decide which opportunities to pursue?
- 33. What advice would you give aspiring creative entrepreneurs?
- 34. How do you handle business while staying creative?

## About The Nightcap Newsletter

- 35. What inspired you to launch The Nightcap?
- 36. What can subscribers expect each month?
- 37. Why monthly rather than more frequent?
- 38. How does the newsletter differ from your other content?

## Personal Questions

- 39. What's a typical day like for you?
- 40. How do you stay creative and avoid burnout?
- 41. What are you currently drinking or reading?
- 42. What's the best cocktail you've had recently?
- 43. What advice would you give your younger self starting in bartending?

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# 11. BOILERPLATE TEXT

## 50-Word Version

*(For social bios, brief mentions)*

AFC & Co is a craft cocktail brand celebrating neurodiversity in hospitality. Founded by neurodivergent bartender Alexander F. Cramm, we create books, barware, and content that prove what makes people different makes them excellent. Our tagline: "A Feast for the Mind & Senses."

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## 100-Word Version

*(For standard press use)*

AFC & Co is a multi-platform brand at the intersection of craft cocktails, neurodiversity advocacy, and quality content creation.

Founded in 2019 by neurodivergent bartender and author Alexander F. Cramm, AFC & Co includes *The Neurodivergent Bartender* book series—the first cocktail books centering neurodivergent experiences in hospitality—along with professional barware collections, Mo Plant rare houseplants, The Nightcap newsletter, and educational cocktail content. With a commitment to authenticity and quality over quantity, AFC & Co builds meaningful brand partnerships and creates content that celebrates what makes people different. Our tagline: "A Feast for the Mind & Senses."

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## 200-Word Version

*(For detailed features, in-depth articles)*

AFC & Co is a creative brand celebrating the intersection of craft cocktails, neurodiversity, and quality content creation. Founded in 2019 in the Greater Boston area by neurodivergent bartender and entrepreneur Alexander F. Cramm, AFC & Co has evolved into a multi-platform brand that proves what makes people different is exactly what makes them excellent.

The flagship *Neurodivergent Bartender* book series—beginning with the ADHD Edition published in 2024—represents the first cocktail books to center neurodivergent experiences in the hospitality industry. Combining professional-quality recipes with authentic storytelling, these books celebrate how different perspectives enhance creativity and craft.

Beyond books, AFC & Co encompasses professional barware collections launching in 2026, Mo Plant rare houseplants for discerning enthusiasts, the monthly Nightcap newsletter featuring exclusive recipes and behind-the-scenes content, and educational material across multiple platforms.

AFC & Co's philosophy prioritizes authenticity and quality over trends and volume. We build selective brand partnerships with companies that share our values, create content that respects both the craft and the audience, and advocate for genuine neurodiversity representation in creative industries—not as marketing, but as mission informed by lived experience.

Our tagline, "A Feast for the Mind & Senses," reflects our commitment to creating experiences that engage, educate, and celebrate what makes each person unique.

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## ADDITIONAL RESOURCES

### High-Resolution Assets:

Available upon request at [info@afcandco.com](mailto:info@afcandco.com)

## Product Samples:

Book review copies available for legitimate media outlets

## Photography:

Professional photos available for editorial use with proper attribution

## Speaking Kit:

Complete speaking topics and requirements available upon request

## For Latest Media Kit Version:

Visit [afcandco.com/brand-portal](https://afcandco.com/brand-portal) or contact [info@afcandco.com](mailto:info@afcandco.com)

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