

Bols

BOLS BLUE 1575

IN 2025 BOLS CELEBRATES 450 YEARS
OF SPIRITS CRAFTMANSHIP.

AND MARKS THIS EPIC MILESTONE
WITH A ONE-OF-A-KIND
INNOVATION.



WHAT IS BOLS BLUE 1575?

hedonistic | energetic | rhythmic | otherworldly | unexpected | wild | the party to end all parties

NOT JUST A
LIQUEUR.
AN
OTHERWORLDLY
EXPERIENCE



WHY BOLS BLUE 1575?

Our five reasons to believe

1. EXCELLENT LIQUID

Great for bartenders to create with.
High ABV, rum infusion, cardamom
and surprising island botanicals



2. TASTE

Unique cocktails and taste. On the rocks, in the mix and of course, in a cocktail



3. ON TREND, OWN BLUE!

Blue is back and our concept is ownable and recognizable!



4. PREMIUMNESS

A more premium position above the range. Assuring more value. Aimed at the Mixology channel



5. CREATED WITH BARTENDERS

Bartender involvement and excitement to put Blue back on the menu!



“VIBRANCY & FUN MEET QUALITY & CRAFTMANSHIP”

The artistry of high-quality drinks and the colorful, celebratory nature of tropical cocktails



ALREADY PRAISED BY THE CRITICS



“ONE OF THE SIX **BEST**
NEW LIQUEURS TASTED
AT BCB (BERLIN 2024)”

DIFFORD'S GUIDE

MAIN COMPETITIVE SET

Bols



Orange



Elderflower



Raspberry



DUAL AUDIENCE STRATEGY



“BLUE AWAKENING”



“ESCAPE TO HAWAII”

CONSUMER AUDIENCE

Bols

Target the trend setters, the trialist, the early adopters, the fun-loving energetic group of Millennials and Gen Z

“I’m looking for fun and entertainment and I love mixing nostalgia with new trends. Bols Blue 1575 allows me and my friends to take a **tropical island escape** in a cocktail glass.”

ENGAGEMENT:
“Escape to Hawaii”
360 CONSUMER PROMOTION

Bols



OFF PREMISE - SHELF POSITIONING

Bols

1. Focus on eye level / top shelf positioning
2. Close to Cointreau / St Germain and other premium stand-alone liqueurs.
3. Clearly set apart from the range to underpin the premium-ness and the stand-alone levels. Do not place on bottom shelf or next to Liqueur ranges



Example shelf Germany



Example shelf Netherlands

BARTENDER AUDIENCE

Bols

Target the shakers, the magicians, the creatives, the artists. Those who dare to be Bold, dare to use Bols Blue 1575.

Go from “Blue Curaçao is a liqueur I use for color or the orange flavor”. To: “Bols Blue 1575 looks premium, will shine on my back bar and most important has craftsmanship in the liquid that **challenges me to be creative.**”

ENGAGEMENT :
“Blue Awakening”
TRADE ADVOCACY PROGRAM

Bols



ON PREMISE – TARGET ACCOUNTS

Bols



MIXOLOGY BAR



ROOFTOP BAR



TIKI BAR



POOLSIDE BAR



BEACHSIDE BAR



NIGHT CLUB



BOLS BLUE BUCK

A tropical version of the Moscow Mule.

- 1.7 oz Bols Blue 1575
- 0.5 oz lime juice
- 5 oz ginger beer

Pour all ingredients over cubed ice, stir gently and garnish. Garnish with an orange wedge.



BOLS BLUE LADY

The White Lady cocktail turns blue

- 2 oz Damrak Gin
- 1 oz Lemon juice
- 0.3 oz ml sugar syrup
- 0.7 oz Bols Blue 1575

Add all ingredients to a cocktail shaker. Add ice cubes to fill the large part of the shaker for 2/3 parts. Shake for 10 seconds and fine strain into a pre-chilled martini glass.

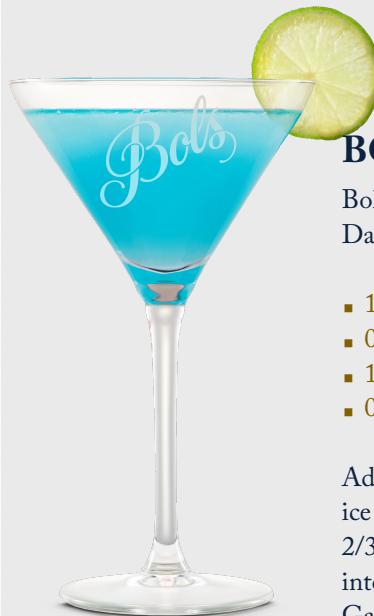


BOLS BLUE PEGU

A Pegu club is an ideal cocktail to make blue.

- 2 oz Damrak gin
- 0.85 oz Bols Blue 1575
- 0.7 oz lime juice
- 2 dashes angostura bitters
- 2 dashes Orange bitters

Add all ingredients to a cocktail shaker. Add ice cubes to fill the large part of the shaker for 2/3 parts. Shake for 10 seconds and fine strain into a pre-chilled coupe glass. Garnish with an orange zest.



BOLS BLUE DAIQUIRI

Bols Blue 1575 is almost designed for the Daiquiri.

- 1.4 oz Bols Blue 1575
- 0.7 oz Rum
- 1 oz Fresh lime juice
- 0.5 oz Sugar syrup

Add all ingredients to a cocktail shaker. Add ice cubes to fill the large part of the shaker for 2/3 parts. Shake for 10 seconds and fine strain into a pre-chilled martini glass. Garnish with a lime wedge.



BOLS BLUE SPRITZ

- 3 parts Prosecco
- 2 parts Bols Blue 1575
- 1 part Soda water

Garnish with an orange. Pour over cubed ice.



BOLS SWIMMING POOL

Creamy, indulgent and sweet. This refreshing cocktail bring you right to the beach.

- 1.4 oz Rum
- 1.7 oz Coconut cream
- 0.7 oz Bols coconut
- 1 oz pineapple juice
- 0.5 oz Blue Blue 1575

Put all ingredients in a blender, except for the Bols Blue 1575. Add ice and blend for 20 seconds. Pour in a highball glass and add the garnish. Garnish with pineapple wedge and mint sprig.



BOLS BLUE MARTINI

A modern twist on our classic Blue Hawaii. Originally invented by Harold Yee in 1953, during a Bols bartender contest.

- 1 oz Bols Blue 1575
- 0.5 oz Vodka (or Mezcal for those who dare)
- 0.5 oz Fresh lime juice
- 0.3 oz Sugar syrup
- 1 oz Pineapple puree

Shake all ingredients and pour into a martini glass. Garnish with an orange twist.



BOLS BLUE MARGARITA

A Blue version of the famous Margarita cocktail.

- 1 oz Bols Blue 1575
- 1.5 oz Tequila Blanco
- 1 oz Fresh lime juice
- 0.3 oz Sugar syrup

Shake all ingredients and pour into a Margarita glass. Garnish with lime wheel.



BOLS BLUE & COKE

- 1/4 Bols Blue 1575
- 3/4 Coke

Garnish with an orange twist. Pour over cubed ice.

* This is a >1 unit cocktail, low in ABV



BOLS BLUE & GINGER

- 1/4 Bols Blue 1575
- 3/4 Ginger Beer

Garnish with an orange twist. Pour over cubed ice.



BOLS BLUE ON THE ROCKS

- 1.5 oz Bols Blue 1575

Pour over ice.



BOLS BLUE BIRD

A tropical drink with a tropical color.

- 0.7 oz Rum
- 1.4 oz Bols Blue 1575
- 1 oz Fresh lime juice
- 0.3 oz Sugar syrup
- 0.5 oz Pineapple juice
- 0.3 oz Galliano l'Aperitivo

Add all ingredients to a cocktail shaker. Add ice cubes to fill the large part of the shaker for 2/3 parts. Shake for 10 seconds and fine strain into a pre-chilled rocks glass.

Garnish with a pineapple wedge and orange peel.

* This is a >1 unit cocktail, low in ABV

ON PREMISE - BACK BAR PLACEMENT

Bcols

1. Focus on main back bar / premium liqueur center positioning.
2. Close to Cointreau / St Germain and other premium stand-alone liqueurs.
3. Clearly set apart from the range to underpin the premium-ness and the stand-alone levels.



Bols
est. 1575

BLUE



DISTILLED
CURAÇAO
LIQUEUR

CRAFTED WITH
A SPECIAL
RUM BLEND

29.5% ABV | 70cl



BOLS BLUE 1575 – 29,5% ABV

Bols Blue 1575, is our ode to the classic Blue Liqueur.

Made with a historical recipe of distilled orange peels and blended with a botanical spiced rum.

This rum infusion, prepared in our distillery in Amsterdam, is mixed with typical flavorful island botanicals, such as Vanilla, Grains of Paradise and Cardamom.

Together, they bring a unique taste to the liqueur. They add warmth and tropical spicy tones to the rum, giving the liquid additional boldness and a premium taste.

FLAVOR PROFILE	COLOUR	FLAVOR	THE NOSE
Intense, warming, spicy and citrus	Electric Blue	Full flavored oranges with cardamom notes on a body of rum, vanilla and grains of paradise	Orange, cardamom and vanilla

LBUSA Number	Import/ Domestic	Net Contents in liters	Units/ Case	Alc/Vol	Proof	Volume (9L)	SCC (Case Shipper)	SCC Digit Cou nt	UPC -12/ EAN-13 (BOTTLE)
LBUSA15907	Imported	0.7	6	29.5	59	4.2	3	14	195414159076