



Bols

COCKTAIL
BATTLE



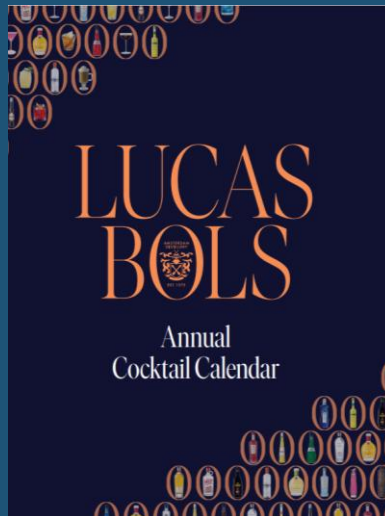
2026 "NEON NIGHTS" COCKTAIL BATTLE



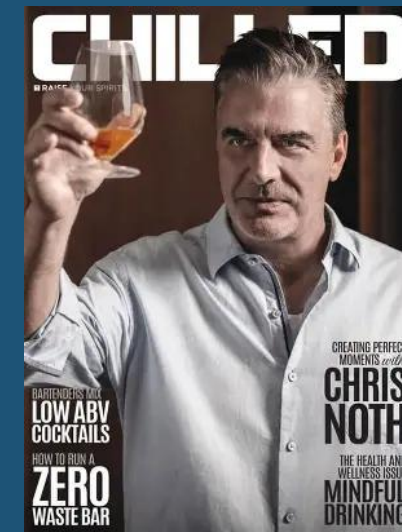
**WIN A "COCKTAIL FEVER"
TRIP TO AMSTERDAM**
WITH OTHER BARTENDERS
FROM AROUND THE WORLD.

2 USA WINNERS:
ONE FROM EAST REGION
ONE FROM WEST REGION.

WINNERS GET ALSO FEATURED
IN **DIFFORD'S GUIDE**, **CHILLED
MAGAZINE** (PRINT AND
ONLINE), AND **BOLS USA**
SOCIAL MEDIA & ANNUAL
COCKTAIL CALENDAR



**Difford's
Guide**





COMPETITION PROCESS & TIMELINE



MAR-APR

MAY – JUN

JULY

SEPT



“DISCOVERY” EVENTS

Bartender events to discover LBUSA portfolio and “Dare to Compare”.

- US West: IL, CO, NV, CA, TX
- US East: NY, MA, LA, FL, MD, MI



BARTENDER ENTRIES

Bartenders enter their cocktail recipes on Difford's guide online platform (goes live 3/1)

WINNERS ANNOUNCED

- Judges select
- 2 winners in USA (East & West regions)
 - 2 winners in Canada (East & west regions)



AMSTERDAM EXPERIENCE

Winners join winning bartenders from all around the world on a magical experience in Amsterdam!



LUCAS BOLS “DISCOVERY EVENTS”



Bols

PASSOÃ

TEQUILA
PARTIDA™

PALLINI

GALLIANO

NUVO

FLUÈRE™
— FIND YOUR FLOW —

THE
MUFF
LIQUOR
COUNTRY



COME JOIN OTHER FELLOW
BARTENDERS IN THESE EXCITING
SMALL GROUP EDUCATIONAL EVENTS

GET TO EXPERIMENT BOLS LIQUEURS
“DARE TO COMPARE” AND TRY IT
YOURSELF IN COCKTAILS

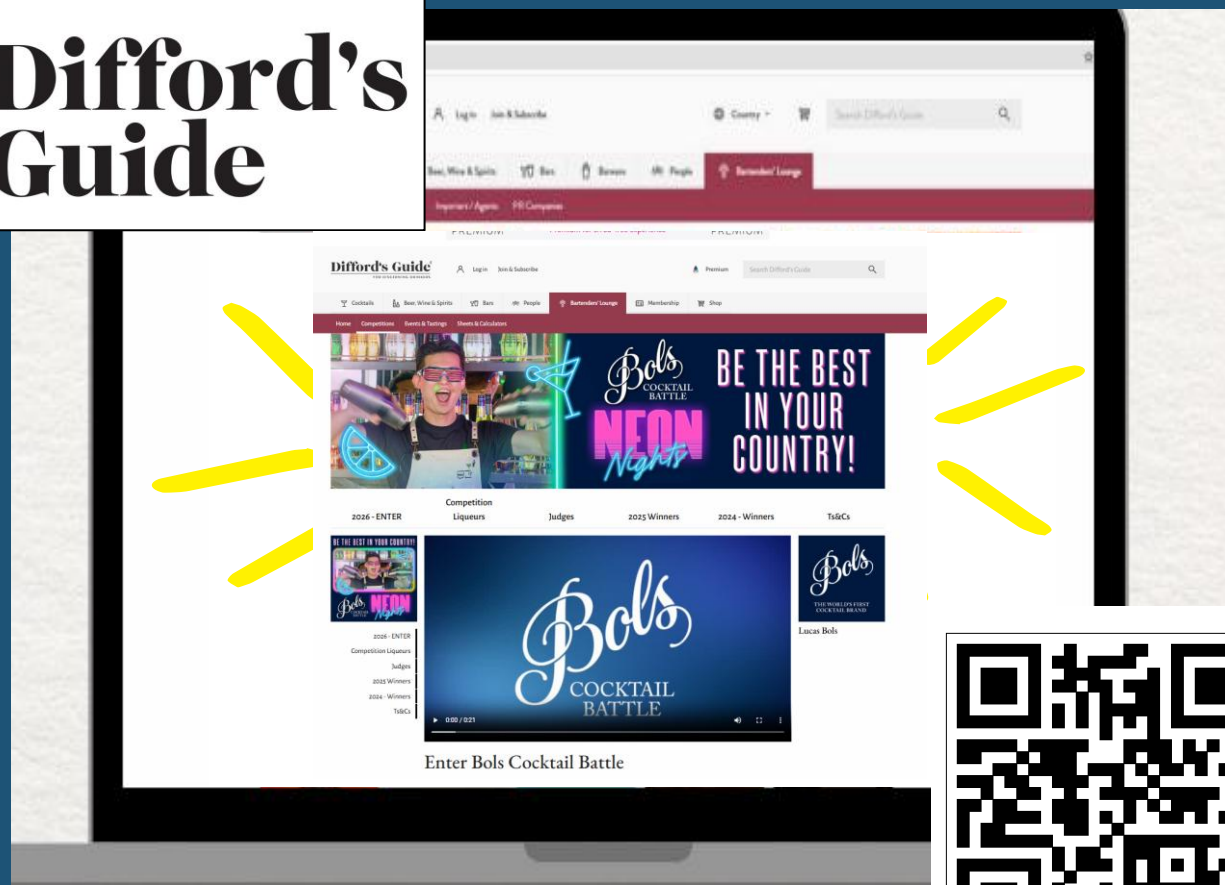
ALL LUCAS BOLS BRANDS WILL BE
AVAILABLE FOR TASTING. FINGER
FOOD WILL BE SERVED



COCKTAIL RECIPE **ENTRY MECHANISM**



Difford's Guide



Enter Bols Cocktail Battle

- BARTENDER NAME
- BARTENDER BAR
- COCKTAIL NAME
- COCKTAIL RECIPE
(must use Bols Liqueur/s)
- COCKTAIL PICTURE

SCAN TO ENTER

COCKTAIL SUBMISSION WINDOW ON DIFFORD'S WEBSITE MARCH 1ST - MAY 31ST



JUDGES & WINNER SELECTION PROCESS



IVAR DE LANGE

HEAD OF BOLS ACADEMY



MONIQUE TEN KORTENAAR

BOLS MASTER DISTILLER



ERIC RIBEIRO

BOLS ACADEMY USA



1. Bartenders enter their cocktail recipes into Difford's Guide website.
2. Leadership team select 10 semi finalists for East and 10 semi finalists for West region.
3. Eric picks 3 finalists for East and 3 finalists for West and shares with Monique and Ivar.
4. Eric Ivar and Monique collectively pick a winner for East and a winner for West.

CHILLED – COMPETITION AMPLIFICATION

SOCIAL AMPLIFICATION

FINALISTS: June 9 –27

June 9–13 – Daily Short-Form Finalist Spotlights

- U.S. West
- U.S. East
- Canada West
- Canada East
- Finalist Cocktail Roundup

- June 16 – U.S. Finalist Social Carousel
- June 18 – Canada Finalist Social Carousel
- June 20 – Multi-Bartender Finalist Interview (Digital Feature)
- June 24 – Newsletter: Meet the Finalists
- June 26 – Chilled 100 Community Recognition Post
- June 27 – Finalist Recap Feature (Digital Editorial)

SOCIAL AMPLIFICATION

WINNERS: July 7 –31

Four Dedicated Regional Winner Features (Digital)

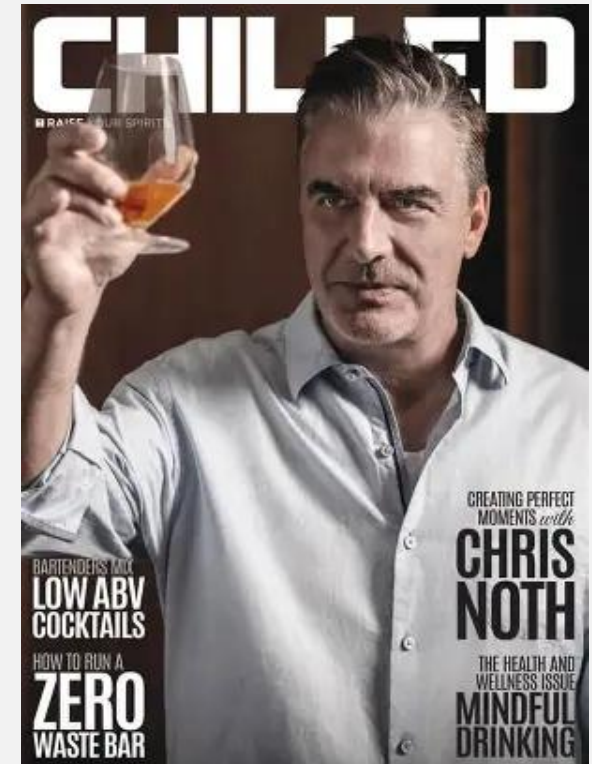
- U.S. West Winner
- Canada West Winner
- U.S. East Winner
- Canada East Winner

- Week of July 7 – U.S. West Winner Feature
- Week of July 14 – Canada West Winner Feature
- Week of July 21 – U.S. East Winner Feature
- Week of July 28 – Canada East Winner Feature

PRINT AMPLIFICATION

SUMMER (JUL/AUG)

1 Multi-Page In-Book Editorial Feature Spotlighting U.S. Winners (Integrated Recognition Format)



LUCAS
BOLS

OUR MISSION IS TO CREATE GREAT COCKTAIL
EXPERIENCES AROUND THE WORLD



Bols

PASSOÃ

TEQUILA
PARTIDA

PALLINI

GALLIANO

NUVO

FLUÈRE
— FIND YOUR FLOW —

MUFF
LIQUOR



FOR 450 YEARS SINCE 1575