

# Bols

THE  
WORLD'S  
FIRST  
COCKTAIL  
BRAND

## 2025 Top Media Hits Recap



# 2025 - Top Media Highlights

VINEPAIR

Did Bols Just Release a Blue Liqueur That's Actually, Well, Good?



Date: 11/25/2025

UVM: 829,906

[Link](#)

Esquire

28 Best Halloween Cocktail Recipes to Celebrate Spooky Season



#### Pumpkin Spice Espresso Martini

*An espresso martini walked into a pumpkin patch ... and came back extra delicious.*

#### Ingredients

- 1 1/2 oz Bols vodka
- 3/4 oz Galliano espresso liqueur
- 1/2 oz Bols pumpkin-spice liqueur
- 1 oz fresh espresso
- 1/4 oz simple syrup

#### Directions

Add ingredients to a cocktail shaker with ice. Shake and strain into a cocktail glass. Garnish with three coffee beans and grated nutmeg.

© Courtesy of Bols

Date: 10/24/2025

UVM: 12,883,348

[Link](#)

MEN'S JOURNAL

Blue Curaçao Was Once a Punchline. This Legendary Maker Is Reimagining the Liqueur With a Higher Proof and Greater Complexity



Date: 9/30/2025

UVM: 15,082,382

[Link](#)

# 2025 - Top Media Highlights

## INSIDHOOK

### It's Time to Embrace Blue Curaçao



Date: 10/15/2025

UVM: 785,423

[Link](#)

## Forbes

### How Does A 450-Year-Old Alcohol Brand Relaunch Its Signature Product?



Date: 3/14/2025

UVM: 50,739,115

[Link](#)

## M THE MANUAL

### Lucas Bols is celebrating 450 years of cocktail innovation with a must have new mixology ingredient



Date: 4/17/2025

UVM: 350,825

[Link](#)



TEQUILA  
**PARTIDA**®

# 2025 Top Media Hits Recap



# 2025 - Top Media Highlights

## Esquire

The 31 Best Tequila Brands to Drink In 2025

Tequila Partida



Date: 3/21/2025

UVM: 12,883,348

[Link](#)

## VINEPAIR

The 30 Best Tequilas for  
2025

The Best Tequilas Over \$100

Tequila Partida Roble Fino Añejo



Date: 5/1/2025

UVM: 829,906

[Link](#)

## INSIDEHOOK

Partida Is the Single Malt of Tequilas

What does the "highest-rated tequila in the world" actually taste like?



Date: 4/30/2025

UVM: 785,423

[Link](#)

# Top Media Highlights 2025

## Robb Report

The 50 Greatest Tequilas of the 21st Century (So Far)

37 Partida Roble Fino Reposado



This is another tequila that proves that a sherry influence can indeed positively enhance the flavor of the spirit. Roble Fino refers to Partida's reposado tequila that was aged in bourbon barrels for six months and then another two months in sherry-seasoned barrels previously used to mature single malt scotch whisky. That unique combination of casks makes this one of the best aged expressions from Partida with notes of dried fruit, baking spice, dark chocolate, and roasted agave on the palate.

BUY NOW ON RESERVEBAR: \$129

Date: 4/29/2025

UVM: 1,861,181

[Link](#)

## FOOD & WINE

Why So Many Tequila Labels Just Changed, and What It Means for Producers and You



As consumers become more informed, they can buy spirits based on what's in the bottle, not just based on packaging and marketing, explains José Valdez, the master tequilero of Tequila Partida. "They can distinguish quality within the product itself, developing an appreciation for tasting tequila rather than just drinking it as a shot or in cocktails."

That's a great thing for the category, adds Partida marketing director Gilles Bensabeur, but it's also created a rush of brands that want to cash in on the additive-free movement. "Unfortunately, some are taking advantage of that buzz without doing the work," says Bensabeur. "Cutting corners in the name of transparency hurts everyone who's committed to real, honest production."

Date: 11/13/2025

UVM: 10,093,996

[Link](#)

## Forbes

The Best Tequilas To Gift This Holiday Season

Tequila Partida Cristalino Añejo

Cristalinos can be polarizing, but when done right, they offer a clean, easy-drinking experience that's perfect for holiday gifting. Partida's Cristalino is one of the better examples: additive-free, naturally fermented, and built around fast-to-roast agave that preserves its brightness even after aging for 18 months in ex-bourbon barrels. Natural charcoal filtering removes the color but keeps the rounded, silky texture, making this a crowd-

Date: 12/9/2025

UVM: 50,739,115

[Link](#)



PREMIATA SPECIALITÀ

*Liqueur*

**PALLINI**

*Limoncello*

**2025 Top Media  
Hits Recap**

# 2025 - Top Media Highlights

## Forbes

The Coolest Liqueurs And Amari To Gift For Home Bars



Date: 11/23/2025

UVM: 50,739,115

[Link](#)

## FOOD & WINE

The 13 Best Fruit Liqueurs, According to Bartenders

03 of 13 Pallini Limoncello



Date: 5/13/2025

UVM: 10,093,996

[Link](#)

## CHILLED

RAISE YOUR SPIRITS

Top 10 Coolest Bottles In Our 2025 Holiday Gift Guide



Date: 12/20/2025

UVM: 44,306

[Link](#)

# 2025 - Top Media Highlights

 **CelebWell**

6+ Celeb-Loved Treats That Make Perfect Mother's Day Surprises



Date: 5/6/2025

UVM: 57.473

[Link](#)



6 Refreshing Cocktail Recipes to Kick Off Summer



Date: 5/15/2025

UVM: 1,450.675

[Link](#)



Mother's Day Gift Guide 2025: Best Liqueurs For Extraordinary Mother's Day Cocktails



Date: 4/16/2025

UVM: 50,739.115

[Link](#)



# 2025 Top Media Hits Recap

# 2025 - Top Media Highlights

## Esquire

### 28 Best Halloween Cocktail Recipes to Celebrate Spooky Season



#### Pumpkin Spice Espresso Martini

*An espresso martini walked into a pumpkin patch ... and came back extra delicious.*

##### Ingredients

- 1 1/2 oz Bols vodka
- 3/4 oz Galliano espresso liqueur
- 1/2 oz Bols pumpkin-spice liqueur
- 1 oz fresh espresso
- 1/4 oz simple syrup

##### Directions

Add ingredients to a cocktail shaker with ice. Shake and strain into a cocktail glass. Garnish with three coffee beans and grated nutmeg.

Courtesy of Bols

Date: 10/24/2025

UVM: 12,883,348

[Link](#)

## FOOD & WINE

### Chocolate Espresso Martini



Date: 12/9/2025

UVM: 10,093,996

[Link](#)

## Forbes

### 17 Thanksgiving Cocktails That Deserve A Spot Next To The Turkey

#### Pumpkin Spice Espresso Martini

De Lange shares that this cocktail is a grown-up twist that combines two popular beverage trends: the espresso martini and pumpkin spice. "The espresso and spirits give it a rich, bold flavor, while the Bols pumpkin spice adds a touch of seasonal warmth," says de Lange.

##### Ingredients:

- 1.5 oz Bols vodka
- 0.75 oz Galliano espresso liqueur
- 0.5 oz Bols pumpkin spice liqueur
- 1 oz fresh espresso
- 0.25 oz simple syrup

Add ingredients to a cocktail shaker with ice. Shake and strain into a cocktail glass. Garnish with three coffee beans and grated nutmeg.



This pumpkin spice espresso martini was developed to be a grown-up twist combin ... More COURTESY OF BOLS VODKA

Date: 11/13/2025

UVM: 50,739,115

[Link](#)

# 2025 - Top Media Highlights

## ***Chowhound***

**15 Cocktails Every Chocolate Lover Should Know About**



Date: 3/18/2025

UVM: 5,514,941

[Link](#)

 **cleveland.com**  
COVERING NORTHEAST OHIO

**Drink to National Espresso Martini Day with the best espresso martini recipes**



Date: 3/10/2025

UVM: 4,662,578

[Link](#)

 **THE MANUAL**

**Try out these low-ABV cocktails for a gentle transition into the new year**



Date: 1/15/2025

UVM: 350,825

[Link](#)



The  
**MUFF**  
LIQUOR  
COMPANY

## 2025 Top Media Hits Recap

# 2025 - Top Media Highlights

## Robb Report

### The 12 Best Irish Whiskeys to Buy Right Now

#### Best Peated Irish Whiskey: The Muff



While peated whiskey is relatively uncommon in the world of Irish whiskey, it is certainly not unheard of. This new release from the Muff is a blend of malt and grain whiskeys aged in virgin oak, bourbon, and sherry casks that incorporates a peated malt whiskey into the mix to provide a subtle smokiness to the palate. Give this a try to see how it compares to your favorite Islay scotch whisky.

Date: 2/25/2025

UVM: 1,861,181


[Link](#)

## WINE ENTHUSIAST

### The Top 100 Spirits of 2025

#### Muff Irish Gin

Ireland

 Gin 93 pts \$35

Distilled from potatoes, and flavored with botanicals including lemon, mandarin orange and rosemary. Overall, the citrus component reads as grapefruit peel and flesh on nose and distinctly sweet palate, where... [Full review](#)

[More Info](#) →

Date: December

2025

UVM: 782,202

[Link](#)

## Forbes

### The Relentless Rise Of Muff Liqueur, And The Founder Who Refused To Quit



Date: 12/5/2025

UVM: 50,739,115

[Link](#)

# 2025 - Top Media Highlights

## INSIDHOOK

Review: The Muff Liquor Company Knows What You Think About Their Name



Date: 2/12/2025

UVM: 785.423

[Link](#)

## FORTHEWIN

The best Irish whiskeys on St. Patrick's Day: A guide with tastiest to try



Date: 3/14/2025

UVM: 3,182,153

[Link](#)

## M THE MANUAL

Just in time for St. Patrick's Day, Irish spirits brand Muff Liquor Company is launching in the US



Date: 2/5/2025

UVM: 350.825

[Link](#)



# FLUÈRE®

— FIND YOUR FLOW —

## 2025 Top Media Hits Recap

# 2025 - Top Media Highlights

## Forbes

### 6 Non-Alcoholic Cocktails That Bring Flavor Without The Hangover



#### FLUÈRE Basil Smash

##### Ingredients:

- 50 ml FLUÈRE Original Botanical
- 25 ml lime juice
- 15 ml simple syrup

**Directions:** Muddle fresh basil with lime juice, add simple syrup, shake with ice, and double-strain into a tumbler. Add FLUÈRE and garnish with a basil leaf.

Date: 12/31/2025

UVM: 50,739.115

[Link](#)

## Cassius

### Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025



Date: 5/8/2025

UVM: 33,723

[Link](#)

## FDN

FOCUS  
DAILY  
NEWS  
SERVING SUBURBAN DALLAS SINCE 1987

### From Sweet to Chic: Mother's Day Gifts That Hit the Mark



Date: 5/6/2025

UVM: 14,450

[Link](#)



# NUVO<sup>®</sup>

## 2025 Top Media Hits Recap

# 2025 - Top Media Highlights

## Forbes

The Coolest Liqueurs And Amari To Gift For Home Bars



Date: 11/23/2025

UVM: 50,739.115

[Link](#)

## msn

Fun Galentine's Day Gifts That Celebrate Your Friendship



Date: 1/31/2025

UVM: 94,434.123

[Link](#)

## WEHO TIMES

2025 Holiday Gift Guide by Shaena Engle



Date: 12/12/2025

UVM: 27,917

[Link](#)



# DAMRAK<sup>®</sup>

*Amsterdam*

## GIN

THE BEST DAM GIN

# 2025 Top Media Hits Recap



# 2025 - Top Media Highlights

## CASSIUS

Spirit.Ed: Check Out Our 2025 Holidays Drinks Guide



Date: 12/24/2025

UVM: 33,723

[Link](#)

## CRAVE dfw

Raise a Glass to Negroni Week: The Negroni You Didn't See Coming  
\*Recipes\*



Date: 8/25/2025

UVM: 7,586

[Link](#)

## LUSHWORTHY

15 Holiday Cocktails That Go Way Harder Than Your Elf On The Shelf



Date: 12/8/2025

UVM: 5,000

[Link](#)