



MEDIA COVERAGE

Bols Blue 1575 Liqueur

2024-2025





November 25, 2025

Online Visits: 655,219

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

Blue drinks remain perma-trending on social media, but the blue liqueurs behind them are often just for show. Mindless cocktail arm candy — looks great in the photo opp, but can't hold a conversation.

“For a long time, blue Curaçao was perceived as just blue dye for a drink, something that would create a visual effect but not bring anything fundamental in terms of flavor,” says Lukas Suchánky of Aqua Caffé in Nové Zámky, Slovakia, a town about halfway between capital city Bratislava and Budapest.

But Dutch spirits powerhouse Bols may have finally cracked the code, and the brand did it by creating a modern-minded blue Curaçao recipe tailor-made for cocktails. “Suddenly, a blue cocktail is not only photogenic, but also interesting in taste, sophisticated, and modern,” Suchánky says. “This shift in perception is important in my opinion — it shows that even classic liqueurs can have a new concept if they are approached with an emphasis on quality, ingredients, and craft.”



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BOLS BLUE 1575

A tribute to the original cura ao recipe, this vibrant blue liqueur delivers a bright burst of orange flavor and historic Dutch craftsmanship.

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Review: Bols Blue 1575 vs. Bols Blue Curacao



Blue curacao is scary stuff, perhaps because the only other time one encounters that color is in the jars that hold combs being sanitized in old-timey barbershops. And yet we are supposed to enjoy drinking tropical cocktails made with the stuff, right? Unless you live on a tropical island or work in a bar with “ville” in its name serving up Blue Hawaiis all day, chances are one bottle of blue curacao is going to last you a lifetime.

But what if there was an upscale blue curacao that drew you in? Craft blue goo? Is it possible?

That’s the idea anyway behind Bols Blue 1575, a super-premium blue curacao from Lucas Bols “created to celebrate 450 years of cocktail innovation. This vibrant new release reimagines a timeless classic with a contemporary edge, designed to elevate modern mixology and honor the brand’s unparalleled legacy.”

If you're like me, you're wondering what's in the bottle that makes it different. Well, let's dig in and find out.

Traditional **Bols** Blue Curacao launched in 1920 under the name Creme de Ciel (cream of the sky) and today is inexplicably the #1 selling liqueur in the Bols portfolio. The flavor comes from Laraha oranges from the island of **Curacao**, the blue color from, well, certified color. The base liquor is unstated but likely just grain neutral spirits.

Bols Blue 1575 is a different animal, built around a historic recipe that blends those distilled Laraha orange peels with some amount of spiced rum infused with cardamom, vanilla, and grains of paradise. It's higher in abv and packaged in a much more attractive bottle... at a much higher price.

So that's the story. How do they taste? I put them side by side and channeled my tiki spirit animal to put them to the test.

Bols Blue Curacao Review

Dark blue, almost unnaturally so. Straightforward with a mix of orange peel and juice notes — “tangy,” indeed, just as the label says. The liqueur leans more toward tangerine as it develops on the palate, offering ample sweetness that approximates light brown sugar, later cotton candy. Hints of green banana and a little cinnamon give the finish some nuance, but on the whole it's as innocuous, straightforward an orange-centric experience as something this color is going to give you. It's also very cheap. 48 proof. **B+** / \$15



Bols Blue 1575 Review

Immediately distinguishable from a simpler curacao — blue or otherwise — on a few fronts. First, the color in the glass is a little lighter (though it looks darker in the bottle for some reason), closer to sapphire blue, which makes it a touch more elegant. (That's it on the left in the picture above.) The addition of rum to the base is clearly noticeable, giving it a vanilla-heavy quality and just a hint of rustic *hogo* on the nose. That said, there's also vanilla in the botanical bill, so that also plays into things as well, particularly on the palate, where the impact is a little more saccharine than I expected.

The heavy influence of cardamom is impossible to ignore on the tongue, plumping up the caramelized orange core with a cinnamon-plus experience that comes across with an exotic Eastern spice bazaar quality. The finish is sweet and spicy and feels like a component in a dessert you'd get at a Thai restaurant. The net impact of all this is that there's a *lot* going on in this liqueur that goes well beyond the orange flavors that would inform a classic curacao. Whether or not you actually want all that extra stuff in your drink is a different discussion, as it does get busy and will take your cocktail in a very different direction than you might expect. 59 proof. **B+** / \$35 (700ml)

July 3, 2025

Online Visits: 5,000

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MARKET WATCH

Lucas Bols Debuts Bols Blue 1575

The super-premium blue curaçao liqueur is made with distilled orange peels, spiced rum, and a blend of botanicals.



Lucas Bols is introducing Bols Blue 1575, a super-premium blue curaçao liqueur. The new offering (\$35 a 700-ml.) is made with distilled orange peels and a botanical spiced rum base, along with a blend of island-inspired botanicals. Bols Blue 1575 is bottled at 29.5% abv and is rolling out to select on- and off-premise locations across the U.S. In addition to the Bols liqueur brand, the Lucas Bols portfolio includes Passoã liqueur, Galliano, and Partida Tequila among others. For more information, visit [Us.bols.com](https://us.bols.com).



June 26, 2025

Online Visits: 78,108,059

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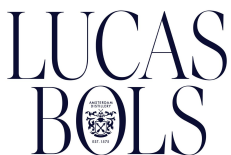
How Does A 450-Year-Old Alcohol Brand Relaunch Its Signature Product?

The historic Lucas Bols' distillery has released a more premium, bartender-friendly version of its blue curacao liqueur.



Lucas Bols' Bols Blue 1575 is a premiumized version of vacation drink staple blue curacao liqueur.
BOLS

The Lucas Bols company makes a full rainbow of products, from tangerine-colored passionfruit liqueurs to glowing green peppermint liqueurs. But what they're often best known for is Bols Blue Curacao.





It's orange in flavor but blue in hue. Bartenders love it for the glowing blue color but also the citrus flavors it adds to drinks, like the aptly-named Blue Lady, Blue Lagoon, and Blue Hawaii.

Lucas Bols first started distilling liqueurs in 1575 - mixing and blending ingredients into drinkable tinctures. By 1679, they had opened a small distillery in the heart of Amsterdam near Dam Square. Genever started flowing.

In 1912, the company launched the world's first blue Curacao liqueur, born from oranges grown on the island of Curacao. By 1937, the liqueur was popping up in recipes at the world's best bar, most notably William J. Tarling's *Cafe Royal Cocktail Book* – his *Blue Lady* cocktail called for a full ounce and a half of the azure liqueur.

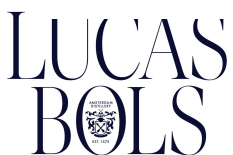
In the 40s and 50s, blue curacao became a Tiki darling, appearing in Coladas and Blue Hawaiis. Now, it's everywhere. Modern classics include the mezcal-based Gun Metal Blue, created by Nicholas Bennett at Porch Light. Corpse Reviver No. Blue, an azure take on the Corpse Reviver, was invented by Jacob Briars in 2007.

To celebrate the distiller's 450th year of spirits production, Bols wanted to reimagine and relaunch one of its iconic products. So they went back to the drawing board, to find a way to reinvent blue curacao.

But how do you rethink such an iconic liqueur? Do you update the recipe? Change the bottle? Will bartenders revolt? What will drinkers think?

Bols decided to roll out a second bottle: a souped-up, super-premium version of their classic Blue Curacao.

They started by looking back on Bols history. They found hundreds of different types of blue curacao, documented in notebooks preserved by the family. 1912's edition was *Creme de Ciel*, *cream of the sky*. By the 1930s, Bols was turning out all sorts of alternative Curacaos. But by 2025, only one had survived.





To celebrate 450 years, Bols pulled out the best recipes from the archives. Other recipes, scrawled notebooks still owned by the Bols team. They trialed and tested them, riffing on the recipes to find out what consumers would be excited about.

To decide on the final blend, they packaged the bottle and sent it to bartenders around the world, asking them to tinker and play with the spirit to see how it shone in cocktails. One version from the cutting room floor had cloves—big, biting and spicy.

They landed on Bols Blue 1575, based on Lahara orange, tweaked with botanicals like cardamom for a hint of spice, grains of paradise for notes of black pepper, and vanilla for a soft sweetness. Rum is added, then the botanicals are macerated in the mixture like a tea. It's high alcohol (29.5% ABV) and high flavor, meant to shine brighter in higher-end cocktails.

“Try it with Coca-Cola, it turns it beautifully blue,” says Ivar de Lange, the brand's master bartender. “And Blue Curacao with Guinness is honestly good!”

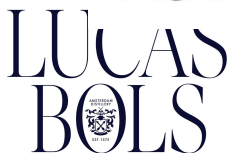
The bottle itself is designed with mixology in mind. It's 30% lighter than most bottles on the market. “That helps lower the risk of repetitive wrist injuries for bartenders,” says de Lange.

It's slender enough to fit into a shaker, so flair bartenders can flip and toss to their heart's desire.

This innovation is a part of an influx of change for the Bols group. Last October, Frank Cocx was named CEO, following his predecessor's 20-year run.

As part of Cocx's new role, he's focused on the super-premium tier – higher-priced products, greater back-bar presence, and more premium formats. Cocx dreams of making Bols Blue 1575 the ‘hero brand’ of blue liqueurs.

“It's at a totally different price point to the old version,” says Cocx, in a press release. “It's a unique bottle that comes only with this drink. We're not going to make a new range with the same bottle for other products.”



Top 10 spirits launches in May

Lucas Bols sings the blues with Curaçao



Amsterdam-based Lucas Bols launched **Bols Blue 1575**, a premium version of its blue Curaçao liqueur.

In 1912, the original blue liqueur was launched by the company as a 'world-first', and this updated version, enhances its flavour by combining distilled orange peels with a botanical spiced rum base, layered with island-inspired ingredients including vanilla, grains of paradise, and cardamom.

The liqueur has an ABV of 29.5% and was developed in partnership with bartenders, and also to mark Lucas Bols' 450th anniversary this year. It is available in the US for US\$35, and in the UK where it is distributed by Maverick Drinks for a suggested retail price of £30.95.



June 16, 2025

Online Visits: 5,000

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Cocktails With Friends

S2 E45 Bols Master Distiller Monique ten Kortenaar

S2 E45 Bols Master Distiller Monique

Bob Cutler interviews Monique ten Kortenaar, the Master Distiller at Lucas Bols, about the creation of Bols Blue 1575—a new liqueur celebrating the brand's FOUR HUNDRED FIFTY-YEAR legacy. Developed over more than a year, this limited-edition update to their popular blue curaçao adds depth with botanicals and Jamaican rum. The episode explores Monique's journey, her cocktail preferences, and the role Bols plays in shaping cocktail culture across the globe.

Key Topics

The Craft of Distilling at Bols

Monique shares how her role involves not just production, but also research, innovation, and collaboration with the R&D team to continually refine and evolve Bols' world-renowned liqueurs.

Creating a Modern Blue Curaçao with Depth

The development of Bols Blue 1575 highlights a deliberate move toward complexity, with added botanicals like cardamom and a touch of Jamaican rum bringing warmth and sophistication to a traditionally sweet category.

Women in Distilling Leadership

As the first female Master Distiller at Bols, Monique's journey reflects both her expertise and the broader shift in the spirits industry toward recognizing and empowering talented women in roles once dominated by men.

Episode Index

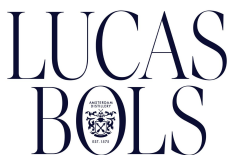
1:08 – Monique explains her role as Master Distiller and how she became the first woman in that position at Bols.

3:40 – She reveals how Bols Blue 1575 builds on the original blue curaçao with botanicals like cardamom and Jamaican rum.

6:53 – The innovation process is a team effort, not a solo act—collaboration is key to developing new liqueurs.

8:14 – The recipe and design for the 1575 bottle took roughly a year and a half to complete.

10:27 – Monique prefers orange-based liqueurs like triple sec or the new blue for their versatility in cocktails.



REFRESH YOUR SUMMER MENU WITH A BOLS MARGARITA TRIO



With summer on the horizon, Lucas Bols is serving up a vibrant twist on a warm-weather classic: *the Margarita*. Think bold colors, unexpected flavors, and seriously sip-worthy refreshment.

These three seasonal recipes reimagine the iconic Margarita through the lens of Bols' distinctive liqueurs—perfect for summer menus, patio parties, or at-home cocktail inspiration.

- **Bols Melon Margarita** – Juicy, playful, and perfectly sweet, this Margarita gets a vibrant twist with **Bols Melon** (SRP: \$12.95), delivering a lush burst of summery melon flavor. It's ideal for brunch menus, day parties, or poolside lounging.
- **Bols Elderflower Margarita** – A floral-forward take that captures the essence of summer in bloom. **Bols Elderflower** (SRP: \$17.49) adds a delicate aromatic lift and a crisp citrus finish to the Margarita, making it an ideal pairing for brunches or warm evenings on the patio.
- **Bols Blue Margarita Azul** – A striking electric blue cocktail crafted with the newly launched **Bols Blue 1575** (SRP: \$35), bursting with vibrant orange citrus and botanical notes. This zesty, refreshing twist on the classic Margarita, perfect for beachside enjoyment.



- 1 oz Bols Blue 1575
- 1 oz Partida La Familia Blanco
- 1 oz Fresh lime juice
- 0.5 oz Simple syrup
- Shake with ice and strain into a rocks glass over fresh ice & garnish with lime wheel

Cheers!

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April 28, 2025

Online Visits: 5,000

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Bols Blue 1575

By **Krystina Skibo** - April 28, 2025



Bols Blue 1575

Lucas Bols, the world's oldest distilled spirits brand still in operation, has just unveiled Bols Blue 1575—a premium Blue Curaçao created to celebrate 450 years of distilling.

"Bols Blue 1575 is a tribute to the original Blue Curaçao Liqueur and a celebration of our 450 years of distilling expertise," said Monique ten Kortenaar, master distiller and distillery manager at The Lucas Bols Distillery in Amsterdam, in a news release. "With this release, we honor our heritage while pushing the possibilities of modern mixology forward."

Crafted using a century-old recipe, Bols Blue 1575 is made with distilled orange peels, a spiced rum base, vanilla, grains of paradise and cardamom, according to the company. Bottled at 29.5% ABV, the new expression is presented in a 700-ml. bottle inspired by the island origins of Blue Curaçao.

Available for \$35, Bols Blue 1575 can be seen on shelves at select retailers and on cocktail menus at bars, restaurants and hotels across the U.S.



April 25, 2025

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Jake Emen

Professional booze journalist traveling & drinking & eating my way around the world for work.

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Let's make a classic with a twist: The Blue Margarita

Shoutout to @neatandrocks and @cocktailswithfriendspod for the recipe

1.5oz @tequilapartida
0.5oz @bolscocktails blue cura ao
0.5oz fresh lime juice
0.5os honey

#cocktails #margarita
#bluemargaritas #bluecura ao
#partida #tequila #homebar



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Always happy to help. Next time



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CULTIVATE YOUR MESSAGE

SPIRITED

April 17, 2025

Online Visits: 5,000

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Lucas Bols Unveils Bols Blue 1575 to Celebrate 450 Years of Distilling Excellence



Bols Blue 1575 super-premium Blue Curaçao blends historic craftsmanship with modern mixology innovation

Lucas Bols, the world's oldest distilled spirits brand still in operation, has introduced Bols Blue 1575, a super-premium Blue Curaçao liqueur commemorating the company's 450th anniversary. This vibrant release reimagines the classic liqueur with a contemporary twist, aiming to inspire a new era of cocktail creativity.

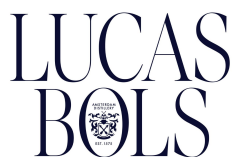


Crafted in Amsterdam, the new Blue Curaçao is based on a century-old recipe featuring distilled orange peels and a botanical spiced rum base. Island-inspired botanicals such as vanilla, grains of paradise, and cardamom contribute to its rich, full-bodied flavor profile. Bottled at 29.5% ABV, the liqueur presents a bold and vibrant taste, ideal for mixologists seeking to explore new horizons in flavor.

“Bols Blue 1575 is a tribute to the original Blue Curaçao Liqueur and a celebration of our 450 years of distilling expertise,” said Monique ten Kortenaar, Master Distiller & Distillery Manager at The Lucas Bols Distillery. “With this release, we honor our heritage while pushing the possibilities of modern mixology forward.”

The liqueur’s electric blue hue and complex flavor profile make it a standout ingredient for contemporary cocktails. Ivar de Lange, Global Education Manager and Master Bartender at Lucas Bols, noted, “With Bols Blue 1575, we’ve involved bartenders in the process and created a unique expression that gives today’s bartenders the tools to reinvent classic blue cocktails with a modern super-premium flavor.”

Bols Blue 1575 will be available in 700ml bottles at a suggested retail price of \$35, launching in select U.S. markets in Spring 2025. For more information, visit the [official product page](#).



April 17, 2025

Online Visits: 81,942

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BEVNET

Bols Blue 1575: A Bold Tribute to 450 Years of Cocktail Craftsmanship



New York, NY – April 17, 2025— Lucas Bols, the world’s oldest distilled spirits brand still in operation, proudly unveils Bols Blue 1575—a bold, super-premium Blue Curaçao created to celebrate 450 years of cocktail innovation. This vibrant new release reimagines a timeless classic with a contemporary edge, designed to elevate modern mixology and honor the brand’s unparalleled legacy.

In celebration of 450 years of distilling excellence, Lucas Bols—the globally renowned spirits producer and one of the oldest Dutch companies dedicated to crafting premium cocktail experiences—is proud to launch Bols Blue 1575. More than just eye-catching—it’s a modern mixology tool for elevated flavor-forward, visually striking cocktails. A bold expression of the artistry and innovation that have defined Bols for centuries, this liqueur pushes the boundaries of flavor while paying homage to its storied legacy.

“Bols Blue 1575 is a tribute to the original Blue Curaçao Liqueur and a celebration of our 450 years of distilling expertise,” said Monique ten Kortenaar, Master Distiller & Distillery Manager at The Lucas Bols Distillery in Amsterdam. “With this release, we honor our heritage while pushing the possibilities of modern mixology forward.”

**LU
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Crafted with Heritage: Ingredients & Tasting Notes



Crafted using a century-old recipe, Bols Blue 1575 is made with the finest ingredients, including distilled orange peels and a botanical spiced rum base. A unique blend of island-inspired botanicals, including vanilla, grains of paradise, and cardamom, adds tropical spice and complexity to the rich, full-bodied flavor profile. The result is a bold and vibrant liqueur, ideal for mixologists seeking to explore new horizons in flavor.

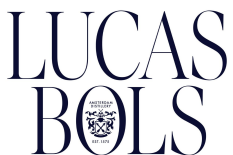
“Blue cocktails are back—and they’re bolder, brighter, and more sophisticated than ever,” says Ivar de Langue, Global Education Manager and Master Bartender at Lucas Bols. “With Bols Blue 1575, we’ve involved bartenders in the process and created a unique expression that gives today’s bartenders the tools to reinvent classic blue cocktails with a modern super premium flavor. We’re excited to see how mixologists around the world will experiment, elevate, and surprise with vibrant cocktails that don’t just look incredible—they taste extraordinary too.”

Blue Curaçao, known for its vibrant blue color and bright citrus flavor, is a beloved staple in tropical cocktails. Originating from the Caribbean Island of Curaçao, Blue Curaçao is traditionally made from the dried peels of the Laraha fruit, a bitter citrus native to the region. These peels are steeped in alcohol to extract their signature citrus aroma and flavor, complemented by a blend of herbs and spices. The result is a refreshing, layered taste experience.

Bottled at 29.5% ABV, Bols Blue 1575 is presented in a beautifully designed 700ml bottle inspired by the vibrant island origins of Blue Curaçao. Priced at \$35, this unique release will be available on shelves at select retailers, and on cocktail menus at bars, restaurants, and hotels across the United States beginning Spring 2025.

About The Lucas Bols Company Lucas Bols is a global spirits company and one of the oldest active Dutch businesses, with a mission to create exceptional cocktail experiences worldwide. Present in over 110 countries, the company’s portfolio includes three global cocktail brands and more than 20 regional and international liqueurs and spirits. Bols—the world’s first cocktail brand—features the #1 global liqueur range (excluding the USA), as well as Passoã (the leading passion fruit liqueur), Galliano, and ultra-premium Partida Tequila.

Lucas Bols is also the global leader in genever and showcases its expertise through the Bols Cocktail Experience and the Bols Cocktail Academy. With nearly 450 years of innovation rooted in Amsterdam, Lucas Bols continues to inspire bartenders and cocktail lovers around the world as true Masters of Taste.



April 17, 2025

Online Visits: 629,659

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

Lucas Bols is celebrating its 450th birthday with a Blue Curacao liqueur



Lucas Bols

If you're a home mixologist, you already know about the prowess of Lucas Bols, thanks to its wide range of liqueurs, triple secs, and more. Recently, to celebrate its 450th birthday, the iconic brand announced the launch of a new liqueur perfect for home bartenders.

LUCAS
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Bols Blue 1575



Lucas Bols

To celebrate 450 years, renowned distilled spirits brand Lucas Bols announced the launch of Bols Blue 1575, a super-premium Blue Curaçao. For those unaware, Blue Curaçao is known for its bright blue color and sweet, memorable citrus flavor. It's the perfect addition to tropical cocktails like the Blue Lagoon, Blue Hawaiian, and more.

Bols Blue 1575 begins with distilled orange peels and a botanical spiced rum base. It's flavored with vanilla, grains of paradise, cardamom, and more. The result is a bright, citrus-driven 29.5% ABV liqueur that belongs on your home bar.



“Bols Blue 1575 is a tribute to the original Blue Curaçao Liqueur and a celebration of our 450 years of distilling expertise,” Monique ten Kortenaar, Master Distiller & Distillery Manager at The Lucas Bols Distillery in Amsterdam, said.

“With this release, we honor our heritage while pushing the possibilities of modern mixology forward.”

Ivar de Langue, Global Education Manager and Master Bartender at Lucas Bols says that blue cocktails are back and more sophisticated than ever.

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Where can I buy this?



Lucas Bols

Bols Blue 1575 will be available at select retailers and in bars, restaurants, and hotels in the US beginning in spring 2025 for the suggested retail price of \$35 for a 700ml bottle.

LUC
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News Briefs for April 17, 2025

April 17, 2025

•Lucas Bols is introducing **Bols Blue 1575**, a super-premium Blue Curaçao. The new offering is made with distilled orange peels and a botanical spiced rum base, along with a blend of island-inspired botanicals. Retailing at \$35 a 700-ml., Bols Blue 1575 is bottled at 29.5% abv and is rolling out to select on- and off-premise locations across the U.S. In addition to the Bols liqueur brand, the Lucas Bols portfolio includes Passoã liqueur, Galliano, and Partida Tequila among others.

Bols Blue 1575: A Bold Tribute to 450 Years of Cocktail Craftsmanship

Lucas Bols Unveils Super Premium Blue Curaçao, Combining Rich History with Modern Innovation for a New Era of Cocktail Creativity

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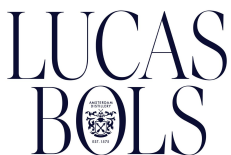
For more information about Bols Blue 1575, visit: <https://bols.com/products/bols-blue-1575>

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20 regional and international liqueurs and spirits. Bols—the world’s first cocktail brand—features the #1 global liqueur range (excluding the USA), as well as Passoã (the leading passion fruit liqueur), Galliano, and ultra-premium Partida Tequila.

Lucas Bols is also the global leader in genever and showcases its expertise through the Bols Cocktail Experience and the Bols Cocktail Academy. With nearly 450 years of innovation rooted in Amsterdam, Lucas Bols continues to inspire bartenders and cocktail lovers around the world as true Masters of Taste.





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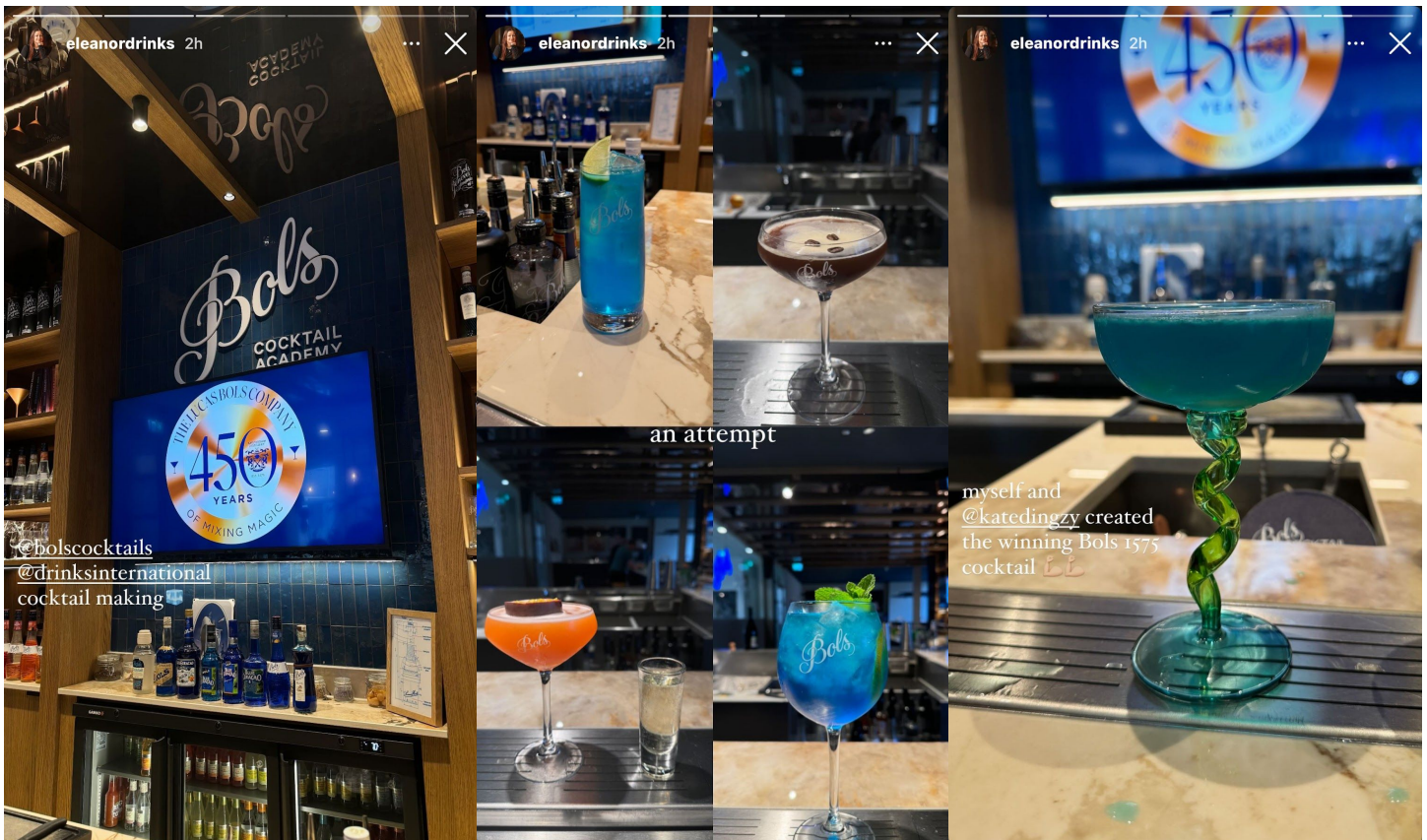
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