

Crafted to Captivate. 450 Years in the Making.

A Super-Premium Reimagining of the Iconic Blue Curaçao

To celebrate the 450th anniversary of Lucas Bols — the world's oldest distilled spirits house — we proudly unveil Bols Blue 1575, a new benchmark in Blue Curaçao.

First created by Bols in the 1930s, this reimagined expression features a drier, more complex flavor profile crafted with a spiced rum blend to elevate cocktails — and captivate today's most discerning drinkers.

Award-Winning Liquid. Trade-Validated. Globally Recognized.

Bols Blue 1575 has already earned critical acclaim across top global industry panels:

- 94 Points — *Wine Enthusiast Magazine*
"A vibrant yet refined take on Curaçao with incredible cocktail potential."
- *Just Drinks Excellence Award – Best Product Innovation*
Recognized for its modern reformulation and standout packaging.
Excellent Rating — Difford's Guide
- *"Crisp, clean, and beautifully balanced with standout visual and flavor appeal."*

These accolades reinforce what bartenders and buyers already know: Bols Blue 1575 is the new gold standard in Blue Curaçao.

Why Bols Blue 1575?

- Crafted for the Modern Bartender
Drier, more refined, and perfectly balanced
Built for high-volume signature cocktails and curated classics
Ideal for creative drink programs across all occasions

- Elevated Flavor Profile

Nose: Bright orange zest, citrus blossom, warm spice

Palate: Crisp layers of Seville orange, tangerine peel, and dry botanical bitterness

Finish: Clean, refreshing, and long — never overly sweet

- A Bottle That Captivates

Striking matte cobalt blue glass with embossed 1575 crest.

Tall, elegant design built for premium visibility.

Elevates the look of any back bar or retail display.





Retailer Benefits

On-Premise (Bars, Restaurants, Hotels, Lounges)

Visually captivating cocktails that drive premium pricing & shareability
Ideal for seasonal menus, brunches, poolside, and bottle service
Supported by menu inserts, recipe cards, POS tools, and staff training

Off-Premise (Liquor Stores, Boutiques, Chains)

Bold shelf presence with premium matte bottle
Drives trade-up in the liqueur category
Supports home mixology trends with recipe cards and digital content
Strong value proposition for cocktail-curious consumers

Cocktails That Look as Good as They Taste

In today's visual-first cocktail culture, Bols Blue 1575 delivers standout performance:

- Electrifying color perfect for social media content
- Drives trial, engagement, and repeat orders
- Great for brunches, VIP service, & influencer-worthy menus

"Cocktails that pop get poured and posted – again & again."

Signature Cocktail Ideas

Electric Margarita – Tequila, Bols Blue 1575, lime

Blue Negroni – Bold & bitter with visual punch

Tropical 75 – Citrus sparkle with elegance

Azure Spritz – Refreshing, vibrant, low-ABV

Curaçao Martini – Sophisticated retro revival

