

*Bols*  
*Amsterdam*  
*1575*

The coat of arms of Amsterdam, featuring a shield with a cross, a crown on top, and two lions on the sides.

**BOLS**

**BORN  
IN  
AMSTERDAM**

**1575**



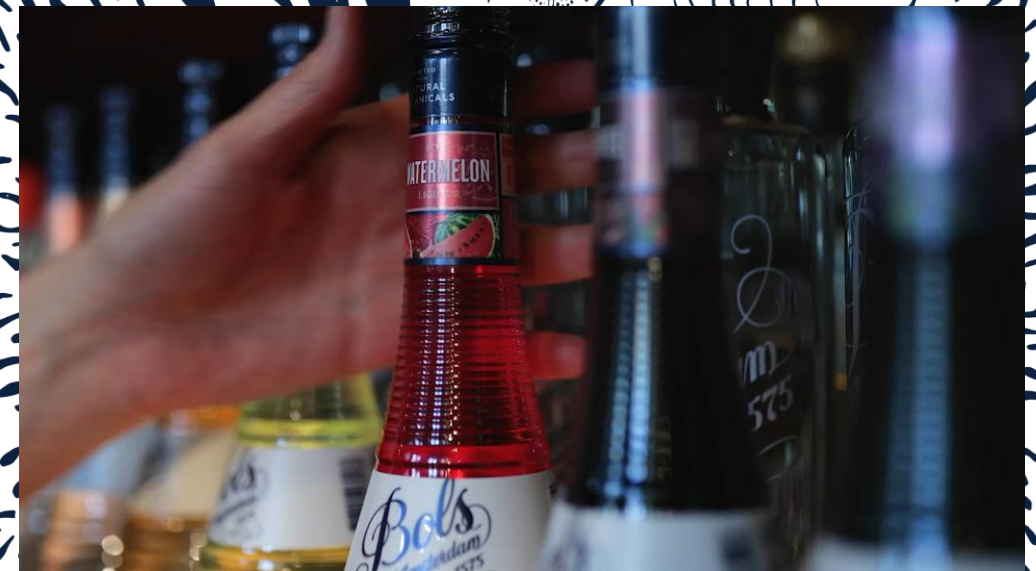
# THE ORIGINAL COCKTAIL BRAND

**Bols Cocktail liqueurs are crafted with natural flavors.**

**Inspired by the historic recipes and the original botanicals.**

**Bols Cocktail liqueurs are ideal to make easy & tasty cocktails.**

**Designed for and by bartenders, the preferred cocktail brand.**



***DISTILLED***

***MACERATED &***

***PERCOLATED***

**IN OUR**

**LUCAS BOLS**

**DISTILLERY**





# REFRESHED ICONIC BOTTLE & LOGO

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# EMPORIUM OF *TREASURES*

Digital QR to unlock the emporium

Rich history & craftsmanship enhanced,  
incl.

The original recipe number

Main flavour description (tangy)

A digital overlay on a Bols Blue Curaçao bottle. The overlay includes:

- A yellow box with the word "Tangy" in a cursive font.
- A blue box with "BOLS BLUE CURAÇAO" in white, bold letters.
- A yellow box with "RECIPE Nº 265" in black, bold letters.
- A QR code in a white box.
- A blue box with "MIXOLOGIST'S CHOICE" and "Signature Cocktail AZUL MARGARITA" with a martini glass icon.
- A blue box with "Distiller's Seal" and a paragraph of text: "This Bols cocktail flavour is created from natural botanicals selected by our Master Distiller and perfected by four centuries of craftsmanship." A signature "J. van der Grinten" is visible on the right.

The background shows the bottle's label with "CRAFTED WITH NATURAL FLAVORS" and a glass of blue liqueur at the bottom.

# BOLS LIQUEURS

## *NEW CLAIMS*



- All Bols liqueurs are gluten free
- Bols liqueurs base spirit is a grain distillate, the gluten is removed during the distillation
- Bols liqueurs sources sugar from raw sugar cane
- Sugar cane is not genetically modified



# OUR NEW BOLS COCKTAIL RANGE



# DISCOVER OUR EASY MIX





## **PERFECT WRAP UP**

- **Bols is the World's First cocktail Brand since 1575**
- **Our liqueurs are based on historic recipes**
- **Our Liqueurs are crafted with real, natural botanicals**
- **Our liqueurs are gluten free**
- **Our liqueurs are crafted with 100% GMO free natural sugar**
- **Bols cocktail flavors enable Easy and Tasty cocktail creation**



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**PROOST!**

