



# MEDIA COVERAGE

2024-2025



# 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)





Date: 8/20/2025

Online Visits: 5,000

[Click to view article](#)

## New Reviews for August 20, 2025



### Muff Irish Gin

Brilliant, crystal clear. The aromatics are very intense, presenting scents of citrus zest, chamomile, and wild flowers with supporting notes of slate and kumquat. The palate is in full accord with the nose delivering a citrus-driven core with flavors of spring flowers, mandarin, grapefruit zest, and juniper. The finish is crisp. Medium-bodied and ideally balanced with a succulent texture. \$34.99 –

**4 Stars**



### Bols Vodka

Brilliant, crystal clear. The aromatics are very intense, offering scents of mineral, sandalwood, and straw with supporting notes of river stones. The palate confirms the nose delivering a mineral-driven core with subtle flavors of chalk and citrus zest. The finish is dry. Medium-bodied and nicely balanced with a vibrant texture. \$19.99 – **4 Stars**





Date: 8/17/2025

Online Visits: 43,898

[Click to view article](#)

## The Best Amaretto and Almond Liqueur Roundup – 8 Brands Tasted, 1 Winner (Updated 2025)

**Bols Amaretto** – Unknown provenance, with natural flavors noted. Decidedly harmless with strong notes of roasted almonds and brown butter on both nose and palate. The nutty body slowly takes on more of a fruity note, stuffed with a little mint, evoking notes of lemon and green apple late in the game. These may be a bit out of place, but they aren't unpleasant. While this is surely as far from a traditional recipe as you can get, the good news is it won't offend anyone in small quantities. 48 proof. **B / \$20**



# Instagram

Date: 8/3/2025

Followers: 4,786

[Click to view post](#)

whiskeyer

Follow

Message



1,256 posts

4,786 followers

2,060 following

Drew Beard

whiskeyer

Freelance 🍷

SWE Certified Specialist of Spirits

Assistant Editor @drinkhacker 🍷

Contributor @bourbonbanter 🍷... more

[www.drinkhacker.com](http://www.drinkhacker.com) and 1 more



LUCAS  
BOLS



CULTIVATE YOUR MESSAGE

## Bols Cocktails Ready-To-Drink Espresso Martini

JULY 9, 2025



[↑ Share](#)

**FROM THE BRAND:** The Bols Espresso Martini is one of the most popular cocktails of this moment! A rich, creamy, and smooth cocktail that will charm off the cream of your espresso. Now available in our revolutionary cocktail tubes, ready to enjoy at home or on the go.

*Tasting Notes: The Bols Espresso Martini is a classic cocktail with a double kick. The first from the caffeine and the next from the vodka. It is the delicious combination of Bols Coffee liqueur and Bols Vodka that makes this cocktail amazing. The Bols Espresso Martini keeps on attracting and is perfect to drink after dinner. With this handy cocktail bottle, you drink the best ready-to-enjoy Bols Espresso Martinis whenever and wherever you want.*





## We Tried This Premade Espresso Martini And Here's What Our Panel Said

*"A wonderfully foamy head and excellent coffee liqueur aroma presented themselves to me immediately upon shaking and pouring in to my glass. My eyes and my nose told me immediately that this was going to be good before I even took my first sip."*

*"A sweet, smooth, and very satisfying premixed espresso martini. Coffee drinkers who like their java on the sweet and creamy side will absolutely love this vodka coffee cocktail."*

*"Well rounded flavors from the coffee liqueur and vodka spirit. Nicely done ready-to-drink espresso martini."*

*"Espresso martinis can range anywhere from bold and bitter to sultry and sweet depending on preference, and I'd say this one definitely leans towards the sweeter side of the spectrum. Though I usually prefer my EMs to be a little closer to the middle, all of the flavors you'd expect were there and I enjoyed this coffee cocktail as my sweet treat for the night."*

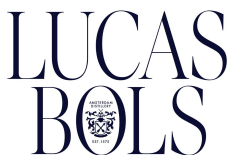
## More From Our Review Of This Ready-To-Drink Espresso Martini

Everything you'd expect to find in a good espresso martini is present and accounted for in this ready-to-enjoy version from Bols. Coffee lovers will revel in the coffee liqueur's rich, sweet flavors, while spirited cocktail enthusiasts will appreciate the noticeable vodka kick at 14.9% ABV.

Want to learn more about this award winning ready-to-drink coffee cocktail from Bols? For more information about Bols Cocktails and where to buy all of their premixed cocktails available in single-serve tubes or multi-serving bottles, please visit their website at [www.us.bols.com](http://www.us.bols.com).

### About Bols Cocktails

Bols. The world's first cocktail brand. Based in Amsterdam since 1575, Bols' high-quality liqueur range, spirits and cocktails blend over four centuries of craftsmanship and experience. Bols has been part of the global cocktail culture since the first wave in 1862. The brand actively engages with the international bartender community and consumers alike, to create great cocktail experiences in the bar and at home. We have 7 signature cocktails, such as the Margarita Azul, the Espresso Martini and the Red Light Negroni.



# Bols Cocktails Ready-To-Drink Margarita Azul

JULY 9, 2025



**FROM THE BRAND:** Experience the world's most famous cocktail with even more aromatic oranges, coming from our Bols Blue Curaçao liqueur. The Bols Margarita Azul is ready to enjoy whenever and wherever you want in our revolutionary Bols cocktail tubes.

*Tasting Notes: Don't be fooled by the colour, but this Bols Margarita Azul has the flavour of aromatic oranges. Our Bols Blue Curaçao liqueur gives this cocktail its striking colour. Add a little lime and you'll imagine yourself at a swimming pool on a summer's day.*



## We Tried This Premixed Margarita And Here's What Our Panel Said

*"Sweet and salty agave aromas filled the air once I opened the tube and poured in to my glass. And the color? Oh my. What an alluring and spectacularly electric shade of blue. Love it!"*

*"In addition to the color and orange flavor, the Blue Curaçao liqueur adds another layer of sweetness to this premade Margarita. I would definitely classify this as a very sweet Margarita, however, a dash of lime juice (which I added to mine) tames that sweetness beautifully."*

*"A strong but still sessionable ready-to-drink Margarita at 14.9% ABV and the color alone will make you come back for more. What a fun cocktail!"*

*"Solid flavors all around. Hints of orange and agave with a sweetness and salty essence that lets you know that you're still drinking a Margarita even though it looks more like an exotic tropical drink. Great spin on the marg right here from Bols!"*

### More From Our Review Of This Ready-To-Drink Margarita

The electric blue color and tantalizing aromas of this RTD cocktail from Bols make it hard to resist. Fans of the traditional Margarita will be pleased to find those very same flavors but with an added kick of citrusy sweetness from the Blue Curaçao liqueur.

Want to learn more about this award winning premixed Margarita from Bols? For more information about Bols Cocktails and where to buy all of their premixed cocktails available in single-serve tubes or multi-serving bottles, please visit their website at [www.us.bols.com](http://www.us.bols.com).

#### About Bols Cocktails

Bols. The world's first cocktail brand. Based in Amsterdam since 1575, Bols' high-quality liqueur range, spirits and cocktails blend over four centuries of craftsmanship and experience. Bols has been part of the global cocktail culture since the first wave in 1862. The brand actively engages with the international bartender community and consumers alike, to create great cocktail experiences in the bar and at home. We have 7 signature cocktails, such as the Margarita Azul, the Espresso Martini and the Red Light Negroni.





Date: 7/9/2025

Online Visits: 5,000

[Click to view article](#)

## Bols Cocktails Ready-To-Drink Old Fashioned

JULY 9, 2025



[Share](#)

**FROM THE BRAND:** Our Bols Very Old Fashioned has just the right complexity and balance between sweet and bitter, due to adding our Bols Barrel Aged Genever. Just chill, pour, garnish and you are ready to enjoy!

*Tasting Notes: The Old Fashioned is not just a classic cocktail, it has become a category on its own over the years. And rightly so! We make our Bols Very Old Fashioned with Bols Barrel Aged Genever and give the cocktail even more complexity and depth. The Bols Very Old Fashioned has the perfect balance between sweet and bitter.*





## We Tried This Premade Old Fashioned And Here's What Our Panel Said

*"Good color with orange aromas and an added complexity of fragrances from the botanical spirit. Smells even lovelier as it opens up when poured over ice."*

*"Although it's not made using bourbon, the barrel aged Genever (somewhere between gin and whiskey) still gives this premixed old fashioned a lively finish as if it were."*

*"Very strong at 30% ABV. If you like your Old Fashioned cocktails on the bolder side of things, then you'll like the boozy, spicy finish this version from Bols offers. Adding a slightly sweet garnish like a Maraschino cherry would definitely level it up and take out some of the bite."*

*"Not your typical Old Fashioned, but I enjoyed it nonetheless. Aromatic and bitter up front with a nice kick on the back end. The barrel aging of the Genever alcohol works well here and gives this cocktail more of a whiskey essence."*

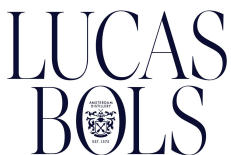
## More From Our Review Of This Ready-To-Drink Old Fashioned Cocktail

Strong and spicy, Bols botanical twist on the Old Fashioned Cocktail adds a layer of flavor and fragrance not commonly found in the traditional bourbon Old Fashioned. Using a barrel aged batch of the Dutch spirit, Genever, allows this drink to present many qualities of the classic version while adding an herbaceous complexity.

Want to learn more about this award winning premade Old Fashioned from Bols? For more information about Bols Cocktails and where to buy all of their premixed cocktails available in single-serve tubes or multi-serving bottles, please visit their website at [www.us.bols.com](http://www.us.bols.com).

### About Bols Cocktails

Bols. The world's first cocktail brand. Based in Amsterdam since 1575, Bols' high-quality liqueur range, spirits and cocktails blend over four centuries of craftsmanship and experience. Bols has been part of the global cocktail culture since the first wave in 1862. The brand actively engages with the international bartender community and consumers alike, to create great cocktail experiences in the bar and at home. We have 7 signature cocktails, such as the Margarita Azul, the Espresso Martini and the Red Light Negroni.



# Bols Cocktails Ready-To-Drink Pornstar Martini

JULY 9, 2025



[Share](#)

**FROM THE BRAND:** Lighten up your evenings with this shining star! Our Bols Pornstar Martini cocktail is fresh, exotic, and ready to enjoy in revolutionary cocktail tubes. Just chill, pour, garnish and you are good to go.

*Tasting Notes: This fruity and fresh cocktail is a real party starter. The soft and gentle taste of the vanilla with the sweet character of the passion fruit makes the Bols Pornstar Martini a well-balanced cocktail. The prosecco is the 'icing on the cake' and brings that finishing touch. Garnish it with half a passionfruit and watch the festivities unfold.*





## We Tried This Pornstar Martini Cocktail And Here's What Our Panel Said

*"The succulently sweet passionfruit fragrance combined with the cocktail's beautiful apricot color simply seduced me and made me want more."*

*"Gave mine a good shake before pouring chilled in to my glass and it did not disappoint. Lovely foamy topper and amazing tropical color and appeal. This is one sexy cocktail, no doubt about it."*

*"A very tasty Pornstar Martini cocktail. Sweet without being too sweet and with a perfect lightly bitter finish."*

*"Yum! Sweet, tropical, fun to look at and fun to drink. And I love, love, love the hint of vanilla that comes through on the back end."*

## More From Our Review Of This Ready-To-Drink Martini from Bols

Not all tropical cocktails are created equal as many often present as overly sweet or lacking a balance of flavors. Not the case at all with this ready-to-drink Martini from Bols. The drink's tropical color, sweetness, and balance of flavors are spot on.

Want to learn more about this award winning Pornstar Martini cocktail from Bols? For more information about Bols Cocktails and where to buy all of their premixed cocktails available in single-serve tubes or multi-serving bottles, please visit their website at [www.us.bols.com](http://www.us.bols.com).

### About Bols Cocktails

Bols. The world's first cocktail brand. Based in Amsterdam since 1575, Bols' high-quality liqueur range, spirits and cocktails blend over four centuries of craftsmanship and experience. Bols has been part of the global cocktail culture since the first wave in 1862. The brand actively engages with the international bartender community and consumers alike, to create great cocktail experiences in the bar and at home. We have 7 signature cocktails, such as the Margarita Azul, the Espresso Martini and the Red Light Negroni.

# Bols Cocktails Premixed Red Light Negroni Cocktail

JULY 9, 2025



↑ Share

**FROM THE BRAND:** The bitter, sweet, and herbal tones are perfectly balanced in our Bols Red Light Negroni cocktail. Just chill, pour and garnish and you are ready to enjoy!

*Tasting Notes: Our Bols Red Light Negroni is an ode to two cultures. Mixing the original Italian Negroni cocktail with a little bit of Amsterdam by adding our Bols Genever Original. This makes the Bols Red Light Negroni bittersweet and beautifully complex with malty, sweet and fruity notes.*



## We Tried This Ready-To-Drink Negroni Cocktail And Here's What Our Panel Said

*"Absolutely loved the deep red color and botanical aromas of this cocktail. Sophisticated look and sophisticated fragrances."*

*"This aromatic cocktail from Bols presents a very good balance of flavors, just like you'd find in a bar crafted version. Smooth on the palate and a complex depth."*

*"I very much enjoyed the smooth, sweet start of this premixed Negroni followed by its lightly bitter finish. For those not familiar with Genever, imagine it as existing in the space between whiskey and gin, being both malty and botanical."*

*"Excellent Negroni cocktail. I love the choice of spirit as it gives me vibes of what might happen if a Negroni and a Manhattan got married and started a family. Congratulations, it's a Red Light Negroni!"*

## More From Our Review Of This Premixed Negroni from Bols

Sweet, botanical, and bitter with a complex depth and range of flavor, Bols' Red Light Negroni will be enjoyed by any cocktail drinker who savors the flavors from rich, malty, and herbal cocktails.

Want to learn more about this award winning Negroni cocktail from Bols? For more information about Bols Cocktails and where to buy all of their premixed cocktails available in single-serve tubes or multi-serving bottles, please visit their website at [www.us.bols.com](http://www.us.bols.com).

### About Bols Cocktails

Bols. The world's first cocktail brand. Based in Amsterdam since 1575, Bols' high-quality liqueur range, spirits and cocktails blend over four centuries of craftsmanship and experience. Bols has been part of the global cocktail culture since the first wave in 1862. The brand actively engages with the international bartender community and consumers alike, to create great cocktail experiences in the bar and at home. We have 7 signature cocktails, such as the Margarita Azul, the Espresso Martini and the Red Light Negroni.



# cassius

Date: 7/4/2025

Online Visits: 32,310

[Click to view article](#)

## Spirit.Ed: Check Out These Fourth of July 2025 Cocktails

### 1. Alabama Slammer



Source: Bols

Ingredients:

0.5 oz [Bols Amaretto](#)

0.5 oz Sloe gin

1.0 oz [Southern Comfort](#)

2.0 oz Orange juice

1.0 oz Fresh lemon juice

0.2 oz Sugar syrup

LUCAS  
BOLS

## 18. Frozen Margarita (PASSOÃ)



Source: PASSOÃ

Ingredients (Batch Cocktail recipe):

24.5 oz [Passoã](#)

10.5 oz Bols Triple Sec

40 oz Tequila silver

24.5 oz lime juice

21 oz sugar syrup

52 oz cold water

LUCAS  
BOLS

Methods: Mix in a blender Passoã, tequila, triple sec, and fresh lime juice with lots of ice. You can also add the pulp of a fresh passion fruit as an option.

## 28. Margarita Azul






Source:Partida

### Ingredients:

- 45ml **Partida** Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup





	<p>Date: 7/4/2025</p> <p>Online Visits: 61,192</p> <p><a href="#">Click to view article</a></p>
	<p>Date: 7/4/2025</p> <p>Online Visits: 5,448</p> <p><a href="#">Click to view article</a></p>
	<p>Date: 7/4/2025</p> <p>Online Visits: 78,704</p> <p><a href="#">Click to view article</a></p>
 <p>The Real Sound of The Triangle.</p>	<p>Date: 7/4/2025</p> <p>Online Visits: 5,000</p> <p><a href="#">Click to view article</a></p>

## Syndications from Cassius

# Festive Cocktails For Your 4th of July Celebrations

## Alabama Slammer

### Ingredients:

- 0.5 oz **Bols Amaretto**
- 0.5 oz Sloe gin
- 1.0 oz Southern Comfort
- 2.0 oz Orange juice
- 1.0 oz Fresh lemon juice
- 0.2 oz Sugar syrup



## Margarita Azul



### Ingredients:

- 45ml Partida Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup

**Directions:** Shake all ingredients and pour into a Margarita glass.  
Garnish with lime wheel.



Date: 7/3/2025

Online Visits: 5,000

[Click to view article](#)

# 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).

## FIREWORK-WORTHY COCKTAILS FOR JULY 4TH

### ALABAMA SLAMMER



Ingredients:

- 0.5 oz [Bols Amaretto](#)
- 0.5 oz Sloe gin
- 1.0 oz Southern Comfort
- 2.0 oz Orange juice
- 1.0 oz Fresh lemon juice
- 0.2 oz Sugar syrup

## MARGARITA AZUL



### Ingredients:

- 45ml Partida Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup

Directions: Combine ingredients in a chilled cocktail shaker. Shake and strain into a margarita glass. Garnish with a lime wheel.

LUCA  
BOLS





Date: 6/26/2025

Online Visits: 78,108,059

[Click to view article](#)

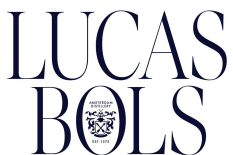
# How Does A 450-Year-Old Alcohol Brand Relaunch Its Signature Product?

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.

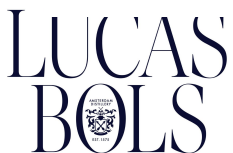
In the 40s and 50s, blue curacao became a Tiki darling, appearing in Coladas and Blue Hawaiis. Now, it's everywhere. Modern classics include the mezcal-based Gun Metal Blue, created by Nicholas Bennett at Porch Light. Corpse Reviver No. Blue, an azure take on the Corpse Reviver, was invented by Jacob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

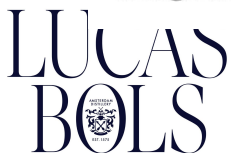
The bottle itself is designed with mixology in mind. It's 30% lighter than most bottles on the market. “That helps lower the risk of repetitive wrist injuries for bartenders,” says de Lange.

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.”







Date: 6/22/2025

Online Visits: 13,903

[Click to view article](#)

## Summer Cocktails – A Dozen Refreshers Easy to Mix

### PASSOÃ Frozen Margarita

Ingredients (party serve):

- 24.5 oz **Passoã**
- 10.5 oz **Bols Triple Sec**
- 40 oz Tequila silver
- 24.5 oz lime juice
- 21 oz sugar syrup
- 52 oz cold water

Method: Mix in a blender Passoã, tequila, triple sec, and fresh lime juice with lots of ice. You can also add the pulp of a fresh passion fruit as an option.

### Pallini Bellini

Ingredients:

- 1 part **Pallini** Peachcello
- 3 parts prosecco

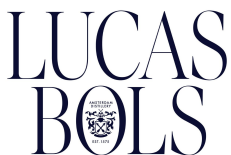
Method: Build in a flute and give a light stir. Garnish with a fresh peach slice.

### Cosmopolitan

Ingredients:

- 1 1/2 oz **Bols Vodka**
- 3/4 oz **Bols Triple Sec**
- 3/4 oz Fresh Lime Juice
- 1/2 oz Cranberry Juice
- Orange Peel

Method: Add all ingredients to a cocktail shaker with ice. Shake and strain into a chilled martini glass and garnish with an orange peel.





## Blue Hawaiian

### Ingredients:

-1.0 oz **Bols Blue Curacao**

-1.0 oz **Bols Vodka**

-0.5 oz Fresh Lime Juice

-0.3 oz Sugar Syrup

-2.0 oz Pineapple Juice

Pineapple Wedge and Fronds

Method: Add all ingredients to a cocktail shaker with ice. Shake and strain into a chilled highball glass with ice and garnish with a pineapple wedge and fronds.



Date: 6/22/2025

Online Visits: 26,975

[Click to view article](#)

## Syndication from Woman Around Town



## 4th of July Cocktail Recipes



Photo & recipe: Bols

### Blue Hawaiian

#### Ingredients:

1.0 oz Bols Blue Curacao

1.0 oz Bols Vodka

0.5 oz Fresh Lime Juice

0.3 oz Sugar Syrup

2.0 oz Pineapple Juice

Garnish: Pineapple Wedge and Fronds

#### Directions:

1. Add all ingredients to a cocktail shaker with ice.
2. Shake and strain into a chilled highball glass with ice.
3. Garnish with a pineapple wedge and fronds.

## 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.



Date: 6/16/2025

Online Visits: 1,227,877

[Click to view article](#)

## 6 Firework-Worthy Cocktails for July 4th

Get in the patriotic spirit with these 6 cocktail recipes.

### Margarita Azul

#### Ingredients:

45ml Partida Blanco  
30ml Bols Blue Curacao  
25ml Fresh lime juice  
10ml Sugar syrup



### Alabama Slammer

#### Ingredients:

0.5 oz Bols Amaretto  
0.5 oz Sloe gin  
1.0 oz Southern Comfort  
2.0 oz Orange juice  
1.0 oz Fresh lemon juice  
0.2 oz Sugar syrup





## 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.

## BOLS MELON MARGARITA



- 1 oz Bols Melon
- 1 oz Partida La Familia Blanco
- 1 oz Fresh lime juice
- 0.5 oz Agave syrup
- Shake and serve over ice in a rocks glass & garnish with lime wedge

## BOLS ELDERFLOWER MARGARITA



- 1 oz Bols Elderflower
- 1 oz Partida La Familia Blanco
- 1 oz Fresh lime juice
- 0.25 oz Triple sec (optional for extra citrus depth)
- Shake with ice and strain into a coupe or rocks glass. Garnish with a lime wheel.

LUCAS  
BOLS





- 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!

LUCAS  
BOLS





May 15, 2025

Online Visits: 1,227,877

[Click to view article](#)

## 6 Refreshing Cocktail Recipes to Kick Off Summer

Grab your shaker and raise a glass this Memorial Day, Father's Day, and July 4th.



### Galliano Sour

#### Ingredients:

- 2 oz **Galliano Autentico**
- 1 oz Fresh Lemon juice
- 1/3 oz Egg white
- 1 Dash Angostura bitters

April 28, 2025

Online Visits: 5,000

[Click to view article](#)

# 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

Followers: 3,368

[Click to view profile](#)

# Instagram



mantalkfood

Following ▾

Message



1,264 posts

3,368 followers

739 following

**Jake Emen**

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

[linkin.bio/mantalkfood](https://linkin.bio/mantalkfood)



LUCAS  
BOLS



CULTIVATE YOUR MESSAGE





# Instagram

April 20, 2025

Followers: 22,900

[Click to view post](#)



bourbonlens

Follow

Message



1,677 posts

22.9K followers

4,552 following

Bourbon Lens

bourbonlens

Podcast

Hosted by Jake & Scott

Listen to our Latest Podcasts!

Whiskey news & interviews

21 to Follow

Business... more

[linktr.ee/Bourbonlens](https://linktr.ee/Bourbonlens)



bourbonlens and  
cocktailswithfriendspod

Forrest Frank • CELEBRATION



bourbonlens 4d

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



cocktailswithfriendspod 4d  
Always happy to help. Next time



28 likes

4 days ago



Add a comment...



LUCAS  
BOLS



CULTIVATE YOUR MESSAGE

# SPIRITED

April 17, 2025

Online Visits: 5,000

[Click to view article](#)

## 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.

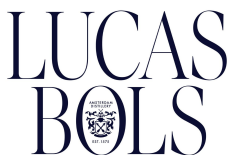


Crafted in Amsterdam, the new Blue Curaçao is based on a century-old recipe featuring distilled orange peels and a botanical spiced rum base. Island-inspired botanicals such as vanilla, grains of paradise, and cardamom contribute to its rich, full-bodied flavor profile. Bottled at 29.5% ABV, the liqueur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

[Click to view article](#)

# BEVNET<sup>®</sup>

## 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  
BOLS

## 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.

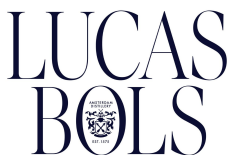
“Blue cocktails are back—and they’re bolder, brighter, and more sophisticated than ever,” says Ivar de Langue, Global Education Manager and Master Bartender at Lucas Bols. “With Bols Blue 1575, we’ve involved bartenders in the process and created a unique expression that gives today’s bartenders the 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

[Click to view article](#)

# 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.



## 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.

“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.”

### **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  
BOLS**





## 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*

**New York, NY – April 15, 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."





## 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.

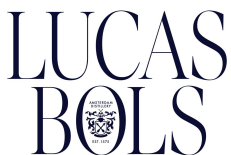
For more information about Bols Blue 1575, visit: <https://bols.com/products/bols-blue-1575>

### 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 11, 2025

Followers: 1,631

[Click to view post](#)

# Instagram



rich.manning2.0

Following ▾

Message

+2 ...

394 posts

1,631 followers

1,580 following

**Rich Manning**

Freelance Writer.

As seen in @vinepair, @imbibe, @foodandwine, @wineenthusiast, @artisanspiritm, and more.

🔗 [www.foodandwine.com/remembering-bar-industry-vet-chris-patino-8737933](http://www.foodandwine.com/remembering-bar-industry-vet-chris-patino-8737933) + 4



rich.manning2.0 · Following

...



rich.manning2.0 3d

Amsterdam, Day 2: Celebrating 450 years of @bolsgenever\_nl, taking in more scenery, and getting fully immersed in the experience the freshly Tales-nominated bar @cue\_amsterdam has to offer.



cue\_amsterdam 3d

Reply



32 likes

3 days ago



Add a comment...



LUCAS  
BOLS

CULTIVATE YOUR MESSAGE





April 10, 2025

Followers: 1,625

[Click to view post](#)

# Instagram



rich.manning2.0

Following ▾

Message



392 posts

1,625 followers

1,576 following

**Rich Manning**

Freelance Writer.

As seen in @vinepair, @imbibe, @foodandwine, @artisanspiritm, @tastingpanel, and more.

🌐 [www.foodandwine.com/remembering-bar-industry-vet-chris-patino-8737933](http://www.foodandwine.com/remembering-bar-industry-vet-chris-patino-8737933) + 4



rich.manning2.0 · Following



rich.manning2.0 2h

Amsterdam, Day 1: Beautiful old buildings, a boat cruise, @bolsgenever\_nl, Blue Curacao, and a lot of meat. Also, they take their biking very seriously here

**No comments yet.**

Start the conversation.



7 likes

2 hours ago



Add a comment...



LUCAS  
BOLS



CULTIVATE YOUR MESSAGE



April 10, 2025

Followers: 414

[Click to view profile](#)

# Instagram



eleanordrinks

Following ▾

Message

+👤 ...

10 posts

414 followers

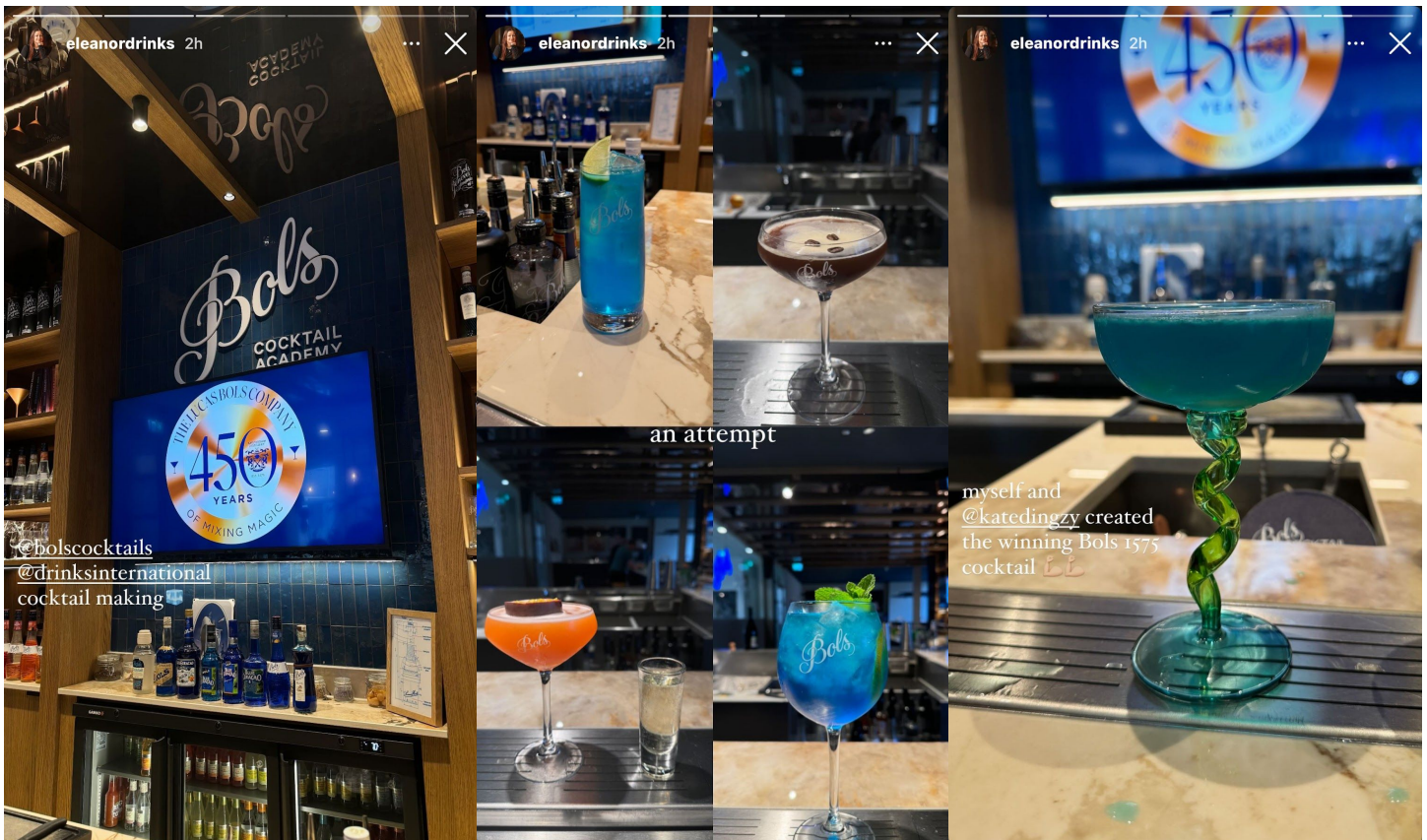
574 following

Eleanor Yates 🍷 she/her

Reporter @drinksinternational

WSET Level 2 Wine & Spirits 🍷

🔗 [drinksint.com/news/fullstory.php/aid/11630/India\\_Bartender\\_Week\\_founders\\_reflect\\_on\\_](https://drinksint.com/news/fullstory.php/aid/11630/India_Bartender_Week_founders_reflect_on_)



LUCAS  
BOLS



CULTIVATE YOUR MESSAGE





February 21, 2025

Online Visits: 42,949

[Click to view article](#)

## Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips

### 20. Partida – Margarita Azul



Source:Partida

#### Ingredients:

- 45ml [Partida](#) Blanco
- 30ml [Bols](#) Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup

#### Method:

Shake ingredients over ice and serve in a margarita glass. Salt or sugared rim is optional.



	<p>February 21, 2025</p> <p>Online Visits: 33,956</p> <p><a href="#">Click to view article</a></p>
	<p>February 21, 2025</p> <p>Online Visits: 5,000</p> <p><a href="#">Click to view article</a></p>
	<p>February 21, 2025</p> <p>Online Visits: 170,764</p> <p><a href="#">Click to view article</a></p>
	<p>February 21, 2025</p> <p>Online Visits: 5,000</p> <p><a href="#">Click to view article</a></p>
	<p>February 21, 2025</p> <p>Online Visits: 68,071</p> <p><a href="#">Click to view article</a></p>
	<p>February 21, 2025</p> <p>Online Visits: 50,623</p> <p><a href="#">Click to view article</a></p>

## Syndications from Cassius

February 19, 2025

Online Visits: 953,553

[Click to view article](#)



# Expand your palate with these unusual twists on the Margarita

See how the classic margarita can be adapted for every preference

## La Margarita



### Ingredients:

- 2 oz [Partida Blanco](#)
- 1 oz Lime juice
- .5 oz Agave nectar
- .5 oz Water

### Method:

Shake over ice. Strain into rocks glass over fresh ice. Garnish with lime

# Margarita Azul



## Ingredients:

- 45ml Partida Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup





February 19, 2025

Online Visits: 13,967

[Click to view article](#)

# Spicy, Fruity, & Traditional Margarita Recipes To Celebrate National Margarita Day

## Margarita Azul

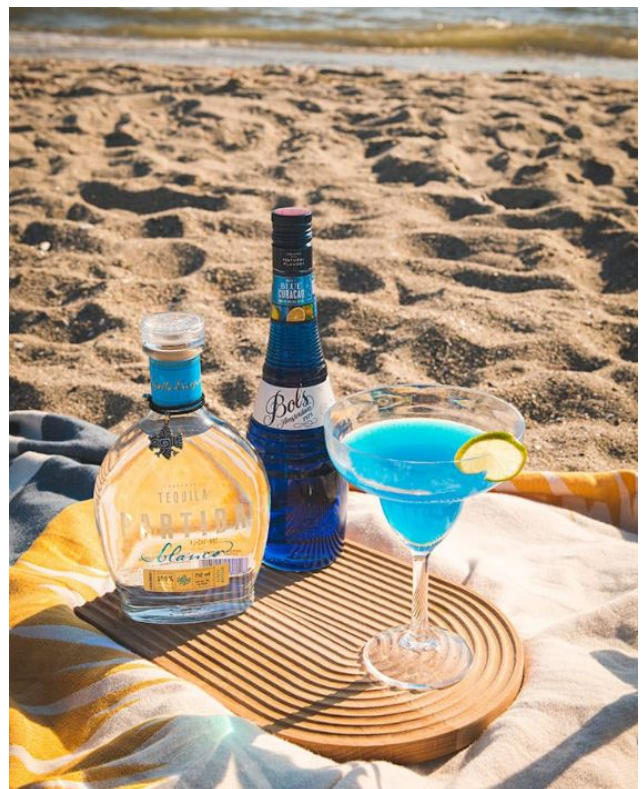
### Ingredients

45ml **Partida Blanco**

30ml **Bols Blue Curacao**

25ml Fresh lime juice

10ml Sugar syrup



## The Knockturnal's Valentine's Day Cocktail And Spirits Roundup

### Margarita Azul



#### Ingredients

- 45ml **Partida Blanco**
- 30ml **Bols Blue Curacao**
- 25ml Fresh lime juice
- 10ml Sugar syrup

## La Margarita



### Ingredients

- 2 oz **Partida Blanco**
- 1 oz Lime juice
- .5 oz Agave nectar
- .5 oz Water

**Method:** Shake over ice. Strain into rocks glass over fresh ice. Garnish with lime wheel.





February 9, 2025

Online Visits: 5,000

[Click to view article](#)

## TOAST TO ROMANCE WITH THESE PERFECT WINE AND SPIRIT SELECTIONS

### BOLS ESPRESSO MARTINI RTD




The Bols Espresso Martini is rich and creamy with a hint of dark roast. A Martini so smooth, it will charm off the cream of your espresso. In this cocktail bottle, your Espresso Martini is ready to enjoy, no skills or tools are needed!

- [Buy HERE](#)

LUCAS  
BOLS



	<p>February 9, 2025</p> <p>Online Visits: 5,000</p> <p><a href="#">Click to view article</a></p>
---	--

## Syndication from Champaign Living



January 31, 2025

Online Visits: 1,308,616

[Click to view article](#)

## 5 Perfect Cocktail Recipes to Shake Up National Margarita Day

National Margarita Day is on February 22.

### Margarita Azul

#### Ingredients

- 45ml Partida Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup



### La Margarita

#### Ingredients

- 2 oz Partida Blanco
- 1 oz Lime juice
- .5 oz Agave nectar
- .5 oz Water



**Method:** Shake over ice. Strain into rocks glass over fresh ice. Garnish with lime wheel.





**yahoo!life**

February 19, 2025

Online Visits: 407,199,536

[Click to view article](#)

## Syndication from The Manual

LUCAS  
BOLS





December 31, 2024

Online Views: 49,888

[Click to view article](#)

# Review: Bols Ready To Drink Cocktails, Complete Lineup





Liqueur (and genever) producer **Bols** is one of the newer producers of ready-to-drink (RTD) cocktails that have come to market in the recent past. Today we're sampling all of the products they currently offer in fun, 200ml cocktail tubes, each of which provides 1 or 2 servings. Let's give them a try.

**Bols Cocktails Red Light Negroni** – Made with 1 oz Bols Genever Original, 1 oz Italian Bitter Liqueur (e.g., **Galliano Aperitivo**), 1 oz sweet vermouth. The cocktail pours the light red of a Negroni but lists red dye among its ingredients, and that likely explains the bright color. Taking a sip, it does a good job of approximating a diluted version of the original cocktail. There's some nice bitterness paired with gentle sweetness and a bit of juniper. The cocktail doesn't achieve the depth and complexity of a freshly mixed Negroni, but this is an acceptable stand-in. A final comment: Poured over ice, it waters down quickly, so I recommend chilling the tube and serving it over perhaps one or two ice cubes. 21.9% abv. **B**

**Bols Cocktails Very Old Fashioned** – Made with 2 oz Bols Barrel Aged Genever, 0.3 oz sugar syrup, and a dash of Angostura Bitters. An Old Fashioned is typically made with bourbon and though it is rare, it is not unheard of to replace the bourbon with Genever. Unfortunately, this Genever-based Old Fashioned doesn't taste particularly good. The palate introduces some tepid Genever botanicals, a pronounced flowery note, and a touch of sweetness along with notes of orange liqueur, but they don't come together very well. The finish is short, slightly bitter, and not very enjoyable. Altogether, pretty disappointing. 30% abv. **C-**

**Bols Cocktails Pornstar Martini** – Made with 1 oz Bols Vodka, 1.3 oz Passoa, 0.7 oz passion fruit puree, 0.3 oz vanilla syrup, 0.3 oz lime juice. This cocktail pours a frothy orange color and smells almost exactly like an Orange Julius along with a bit of vanilla. Taking a sip, it tastes like an Orange Julius as well. It doesn't have the proof to be a martini, but it is a pleasant, sweet — actually very sweet — orange and vanilla cocktail that seems well suited to those who prefer the style. There's also a bit of a boozy note here, as the alcohol is not entirely hidden. 14.9% abv. **B**

**Bols Cocktails Margarita Azul** – Made with 1 oz Bols Blue Curaçao, 1.5 oz Tequila Blanco, 0.8 oz fresh lime juice, 0.3 oz sugar syrup. This cocktail pours neon blue in the glass and smells of sugar. The palate is a bit more on point with flavors of lime juice, orange juice, and agave joining the heavy sweetness. I found it to be one of the better cocktails in the series, approximating an overly sweet margarita. This could make a good summer sipper for those who like a sugary cocktail. 14.9% abv. **B+**

**Bols Cocktails Espresso Martini** – Made with 1 oz Bols Coffee Liqueur, 1 oz Bols Vodka, 1 oz espresso, 0.3 oz sugar syrup. The abv on this one may be low, but this cocktail is legit. Poured in the glass, it smells enticingly like iced espresso. Taking a sip, espresso is dominant with a bit of dark chocolate and the right amount of sugar for an after-dinner treat, but not so sweet that it's cloying. I was impressed, and I recommend fans of espresso martinis give this one a try. 14.9% abv. **A**

\$20 per 4-pack of 200ml tubes / [bols.com](https://bols.com) [**BUY IT NOW FROM TOTAL WINE**]





## Bols Liqueurs: Elevating Cocktail Culture with Over Four Centuries of Craftsmanship



When it comes to crafting cocktails that captivate, Bols Liqueurs has been a staple for bartenders and home mixologists alike for centuries. With its origins tracing back to 1575 in Amsterdam, Bols represents a legacy of innovation and quality in the spirits world. Today, it remains the world's first cocktail brand, offering an extensive portfolio of over 40 premium liqueurs that elevate beverages with bold flavors and unparalleled craftsmanship.

Whether you've sipped on a classic Margarita or a vibrant Blue Lagoon, chances are you've tasted the magic of Bols. Let's dive into what makes Bols Liqueurs a must-have in any bar setup.



## A Legacy of Excellence

Founded more than four centuries ago, Bols has been at the forefront of cocktail culture since the first wave of [mixology](#) in 1862. While many brands have come and gone, Bols has stood the test of time by staying true to its roots: blending natural ingredients with a dedication to quality.

Each Bols Liqueur is crafted using natural botanicals, including herbs, spices, and fruits, combined with 100% natural sugar. The result? A rich, authentic flavor that's as versatile as it is delicious. Plus, Bols Liqueurs are gluten-free, making them accessible to a broader audience.

## Why Choose Bols?

Bols Liqueurs has become a trusted name among bartenders worldwide—and for good reason. Here's what sets them apart:

- **Unmatched Quality:** Bols uses high-quality natural ingredients to ensure every bottle delivers a superior flavor profile.
- **Affordability:** Despite their premium taste, Bols Liqueurs are more affordable than many competitors, proving that great cocktails don't have to break the bank.
- **Versatility:** With over 40 flavors to choose from, Bols offers endless possibilities for creating unique and delicious cocktails.
- **Sustainability:** Crafted with care, Bols aligns its practices with environmental consciousness while preserving the art of distilling.

From vibrant party drinks to sophisticated cocktails, Bols ensures every sip is an experience worth savoring.

## A Flavor for Every Occasion

One of the standout features of Bols Liqueurs is the sheer variety of flavors available. Whether you're looking for a zesty citrus twist or a sweet floral touch, there's a Bols Liqueur to suit your taste.

Some of the most popular flavors include:





- **Bols Amaretto:** A rich almond-flavored liqueur, perfect for classic cocktails like the Amaretto Sour.
- **Bols Blue Curaçao:** A vibrant, citrusy delight that adds color and flavor to tropical drinks like the Blue Lagoon.
- **Bols Elderflower:** Subtly sweet and floral, it's an elegant addition to sparkling wine or gin-based cocktails.
- **Bols Melon:** A sweet, juicy flavor that shines in summery creations.
- **Bols Orange Curaçao:** The secret to a perfect Margarita, with a zesty and slightly bitter orange profile.

These flavors are just the beginning. With dozens more to explore, Bols invites you to experiment and create your own signature drinks.

## A Bartender's Secret Weapon

For professional mixologists, Bols Liqueurs are more than just a product—they're a tool for creativity. The brand's commitment to consistency and flavor quality ensures that bartenders can rely on Bols to deliver the perfect taste every time.

But Bols isn't just for the pros. Thanks to its versatility, even novice cocktail enthusiasts can easily whip up impressive drinks at home. With straightforward recipes and reliable ingredients, Bols takes the guesswork out of cocktail making.

## Signature Cocktails to Try

Looking to shake things up? Here are a few simple yet impressive cocktails featuring Bols Liqueurs:

### Blue Lagoon

- 1 oz Bols Blue Curaçao
- 1 oz vodka
- Lemonade or lemon-lime soda
- Ice and a lemon slice for garnish

Combine Bols Blue Curaçao, vodka, and soda in a glass with ice. Stir gently and garnish with a lemon slice.







## Amaretto Sour

- 1.5 oz Bols Amaretto
- 1 oz fresh lemon juice
- 0.5 oz simple syrup
- Ice and a cherry for garnish

Shake the ingredients with ice and strain into a glass. Garnish with a cherry for a sweet finish.

## Where to Find Bols Liqueurs

Bols Liqueurs are available at most major liquor retailers and online. Whether you're restocking your home bar or looking for the perfect gift, Bols offers a range of bottle sizes and gift sets to suit any need.

For more information on Bols and its extensive portfolio of flavors, visit the [official Bols website](#).

With its rich history and commitment to quality, Bols Liqueurs remains a cornerstone of cocktail culture. From the seasoned bartender to the casual entertainer, Bols offers something for everyone—making every cocktail an opportunity to celebrate creativity, craftsmanship, and flavor.

Next time you raise a glass, make it unforgettable with Bols Liqueurs.



---

# BevNET Announces Nominees for 2024 Spirits Awards

**The Full List of BevNET 2024 Spirit Awards Nominees:**

- Bols
- Fluère
- Tequila Partida

## Pallini Spritz

### Ingredients:

- 2 oz Pallini Limoncello
- 3 oz Prosecco
- Garnish: Lemon Slice

### Instructions:

- Add all the ingredients in a large wine glass filled with ice and garnish with a lemon slice.



## Alabama Slammer

### Ingredients:

- 0.5 oz Bols Amaretto
- 0.5 oz Sloe gin
- 1.0 oz Southern Comfort
- 2.0 oz Orange juice
- 1.0 oz Fresh lemon juice
- 0.2 oz Sugar syrup





# Unwrap the Perfect Holiday Drink: Bols Ready-to-Enjoy Cocktails for Effortless Celebrations



Cheers to every holiday moment with Bols Ready-to-Enjoy Cocktails. Courtesy photo, used with permission.

The holiday season is a time to gather with friends and family, creating cherished memories filled with laughter and joy. Whether cozying up around a crackling fire or sharing festive meals, the warmth of togetherness is unmatched. Cocktails add a special touch, with creative concoctions that brighten the mood—perhaps a spiced mulled wine, a classic eggnog, or a vibrant cranberry mojito. These drinks serve as more than refreshments; they spark conversations and bring everyone closer. As glasses clink and stories are shared, the magic of the holidays truly comes alive, making the season unforgettable.

This season, whether it's a cozy night in, a lively gathering, or the countdown to midnight, Bols Ready-to-Enjoy Cocktails make it effortless to elevate every occasion with bar-quality flavors, backed by nearly 450 years of cocktail expertise. (Bols, 2024)

Here's how each of Bols RTE cocktails can seamlessly fit into your favorite holiday moments:

- **Christmas Eve Wind-Down:** *Espresso Martini* – End Christmas Eve on a high note with this rich, smooth treat as a sophisticated after-dinner indulgence with family and friends. Served chilled with coffee beans, it adds a refined, comforting vibe to the evening.
- **Holiday Brunch Cheers:** *Margarita Azul* – This vibrant blue margarita adds zest and cheer to holiday brunches on Christmas Day or New Year's Day, bringing brightness to the morning to start the day with joy.
- **Elegant Gatherings:** *Red Light Negroni* – Ideal for holiday soirées or office parties, this Negroni offers smooth, malty flavors with a botanical twist, perfect for mingling in style. Served with a twist of orange zest for that extra touch.
- **Fireside Nights:** *Very Old Fashioned* – Nothing warms a winter night quite like the cozy, cedarwood notes of the Very Old Fashioned. It's the ideal fireside sipper for intimate family gatherings or a quiet night by the fireplace, letting you unwind and embrace the season's peaceful moments.
- **New Year's Eve Toasts:** *Pornstar Martini* – Add a pop of festive flair to New Year's Eve with the vibrant, sweet libation. Its orange hue and lively flavors of vanilla and candied orange peel make it perfect for toasting at midnight, bringing lively energy to any celebration as the countdown begins.

Each cocktail is available in both 200ml tubes (perfect for one generous pour or two cocktails) and 375ml bottles (providing three-to-four servings), making them a thoughtful gift for hosts or an easy addition to your own celebrations.



## Spirited Stock: Benefits of RTDs in the On-Premise

Brett Dunne, managing director of Lucas Bols (for the United States and Canada), believes the bar and restaurant industry should consider on-premise RTD cocktails and mocktails because offering these quality, premium options can enhance operational efficiency, as they require less preparation time, allowing bartenders to focus on crafting other cocktails and providing excellent service. Lucas Bols is based in Amsterdam and is considered the world's first cocktail brand since it was established in 1575.



Bols Cocktails' Margarita Azul. (Photo: Lucas Bols)

"RTD cocktails and mocktails can cater to the growing demand for convenience and variety, appealing to consumers who may want something quick yet flavorful," said Dunne, whose company has numerous ready-to-enjoy cocktails, including some in tubes. "They also enable establishments to provide consistency and quality for their beverage program, as these products are crafted to meet consumer demand relating to specific flavor profiles and cocktail trends. Overall, incorporating RTD offerings can help bars and restaurants diversify their menus, boost sales, and enhance customer satisfaction."





October 30, 2024

Online Visits: 5,000

[Click to view article](#)

---

## New Reviews for October 30, 2024

### **Bols Amaretto**

Brilliant, medium amber color. The nose is sweet and expressive, offering scents of Italian almond cookies, marzipan, and red cherry with the cherry pit accent. The palate is in full agreement with the nose, delivering an unctuous candied almond-driven core with accents of cherry Liquor, candied orange peel, and brown sugar. Medium-bodied and wonderfully vibrant, it's all we want in an Amaretto. \$15 – **4 Stars**

## Cheers to Autumn: Bols Brings Bar-Quality Cocktails to Your Doorstep



PHOTOS COURTESY OF BOLS

As the crisp air of autumn sweeps in, it's time to celebrate fall festivities with the perfect cocktail in hand. Whether you're cheering on your favorite football team, attending a homecoming event, or simply enjoying a cozy night in, Bols' ready-to-drink (RTD) [cocktails](#) are the ultimate way to elevate your fall gatherings. With nearly 450 years of expertise, Bols, the world's first cocktail brand, delivers bar-quality cocktails that are effortless to enjoy and impressively crafted.

## The Knockturnal's Halloween Cocktail and Spirit Roundup

### Canned Spirits

Bols, the world's first cocktail brand with nearly 450 years of expertise, brings the bar-quality experience straight to your home with its ready-to-enjoy cocktails. These RTD cocktails make it effortless to indulge – simply pour over ice, add a garnish, and enjoy. The collection includes five signature cocktails: Espresso Martini, Margarita Azul, Red Light Negroni, Very Old Fashioned, and Pornstar Martini – all crafted with natural flavors for a premium taste.



**Espresso Martini:** Made with iconic Galliano Espresso liqueur, this cocktail is rich and creamy with a bold espresso flavor. Best served chilled with coffee beans for garnish, making it a smooth and indulgent treat.

**Margarita Azul:** A tangy and refreshing margarita with a vibrant blue color. Enjoy its bold citrus flavors and smooth tequila kick, perfect for a sunny fall day.

**Red Light Negroni:** A bittersweet classic with a Dutch twist, blending botanicals and orange for a smooth, malty finish. Ideal for a sophisticated evening, served over ice with a twist of orange zest.

**Very Old Fashioned:** Sophisticated and aromatic, this cocktail features rich orange notes and warm cedarwood tones. It's perfect for sipping by a crackling fire on a cool fall night.

**Pornstar Martini:** Sweet and vibrant with flavors of vanilla and candied orange peel. Its eye-catching orange hue makes it a fun choice for lively gatherings.





October 16, 2024

Online Visits: 5,000

[Click to view article](#)

## New Reviews for October 16, 2024

### Spirits Reviews

#### **Bols Cocktails Margarita Azul (RTD)**

The color is a striking blue — not fully transparent. The nose is bold, offering scents of orange peel and orange juice with hints of lemon and mineral. The palate echoes the nose delivering a semi-tart, citrus-driven core with waves of lemon, orange, and sweet citrus punch. Medium-bodied and vibrant with a sweet and tart citrus blast that is focused on Blue Curaçao with a faint homage to the Margarita. Blue Curaçao \$2.99 – **3.5 Stars**

#### **Bols Cocktails Pornstar Martini (RTD)**

Semi-translucent atomic orange. The nose is filled with the scents of sweet, ripe tropical fruits with hints of vanilla. The palate confirms the nose delivering a sweet tropical fruit-centric core with tart passion fruit accents rising on the finish. Medium-bodied and extremely juicy. \$2.99 – **3.5 Stars**

#### **Bols Cocktails Espresso Martini (RTD)**

Deep, dark brown to amber being nearly opaque. The nose is filled with scents of dark roasted espresso beans with supporting notes of cocoa nibs and hints of caramel. The palate echoes the nose while being sweeter with the sugar notes adding depth to the espresso elongating the palate with hints of vanilla bean and cocoa. Medium-bodied with nice balance and length. \$2.99 – **4 Stars**

#### **Bols Cocktails Red Light Negroni (RTD)**

Brilliant, medium ruby color. The aromatics are pleasingly bold and intense, offering scents of tart red berries and cranberry with supporting notes of orange peel and juniper. The palate confirms the nose delivering a macerated red fruit-driven core with flavors of orange peel, sweet red berries, and semi-tart red fruits. The finish is soft and sweet. Medium-bodied and perfectly balanced with a vibrant texture. The look is right, the nose is spot on but the palate is a bit sweet lacking the tart accents that would make this RTD world-class. \$2.99 – **4 Stars**

#### **Bols Cocktails Very Old Fashioned (RTD)**

Brilliant, orange/amber color. The nose is wonderfully fragrant offering scents of orange peel, brown baking spices, vanilla, and barrel-aged spirit. The palate is in full agreement with the nose delivering a fruit and spice-driven core with the aged Genever rising on the mid-palate and carrying through to the finish. Medium-bodied and ideally balanced just like a perfectly made craft cocktail. \$2.99 – **4.5 Stars**



September 14, 2024  
Online Visits: 1,244,138  
[Click to view article](#)

## BOLS for Premium Ready-To-Drink Cocktails

BOLS for Premium RTDs



As the excitement of football games, homecoming festivities, and other fall celebrations fills the air, it's time to fill your glass with some premixed cocktails that deliver instant enjoyment. Whether it's a cozy evening or a spirited game day, nothing says "cheers to autumn" like a thoughtfully crafted drink!

**Bols**, the world's first cocktail brand with nearly 450 years of expertise, brings the bar-quality experience straight to your home with its ready-to-enjoy cocktails. These RTD cocktails make it effortless to indulge – simply pour over ice, add a garnish, and enjoy. The collection includes five signature cocktails: Espresso Martini, Margarita Azul, Red Light Negroni, Very Old Fashioned, and Pornstar Martini – all crafted with natural flavors for a premium taste.

**-Espresso Martini:** Made with iconic Galliano Espresso liqueur, this cocktail is rich and creamy with a bold espresso flavor. Best served chilled with coffee beans for garnish, making it a smooth and indulgent treat.



**-Margarita Azul:** A tangy and refreshing margarita with a vibrant blue color. Enjoy its bold citrus flavors and smooth tequila kick, perfect for a sunny fall day.

**-Red Light Negroni:** A bittersweet classic with a Dutch twist, blending botanicals and orange for a smooth, malty finish. Ideal for a sophisticated evening, served over ice with a twist of orange zest.

**-Very Old Fashioned:** Sophisticated and aromatic, this cocktail features rich orange notes and warm cedarwood tones. It's perfect for sipping by a crackling fire on a cool fall night.

**-Pornstar Martini:** Sweet and vibrant with flavors of vanilla and candied orange peel. Its eye-catching orange hue makes it a fun choice for lively gatherings.

Cheers to easy and delightful cocktails with Bols!

For more information on Bols RTD's, please visit [HERE](#).



Imagine skipping the hassle of mixing drinks while still indulging in premium cocktails made with natural ingredients. Bols' collection of five signature cocktails brings bold flavors, smooth textures, and vibrant colors right to your glass. Just pour over ice, garnish, and savor the moment—it's that easy. Whether it's a laid-back evening or a lively get-together, these RTD cocktails fit every fall occasion. Plus, they make the perfect gift for any cocktail lover who enjoys a good drink without all the prep work.

Here's a look at the delicious options you can expect from the Bols RTD lineup:

### **Espresso Martini**

Nothing beats the rich, creamy delight of an Espresso Martini. Made with the iconic Galliano Espresso [liqueur](#), this cocktail delivers bold espresso flavors that are both smooth and indulgent. Serve it chilled and top it with coffee beans for a classic garnish, making it the ultimate choice for coffee lovers craving a little extra kick.

### **Margarita Azul**

Bright, tangy, and refreshing, the Margarita Azul is a vibrant take on the classic margarita. With bold citrus notes and a smooth tequila base, it's the ideal cocktail for those sunny autumn days. Its striking blue color adds a touch of fun and flair, making it perfect for outdoor fall festivities.

### **Red Light Negroni**

For those who enjoy a bittersweet classic with a twist, the Red Light Negroni offers a Dutch-inspired spin on the traditional Negroni. Infused with botanicals and orange, it delivers a smooth and malty finish. Serve it over ice with a twist of orange zest, and you've got yourself a sophisticated cocktail for any evening.

### **Very Old Fashioned**

Sophisticated and aromatic, the Very Old Fashioned is perfect for sipping by a crackling fire on a cool autumn night. With rich orange notes and warm cedarwood undertones, it's a classic cocktail that brings comfort and style to any cozy evening in.

## Pornstar Martini

Sweet, vibrant, and oh-so-fun, the Pornstar Martini is an eye-catching cocktail that bursts with flavors of vanilla and candied orange peel. Its bold orange hue makes it a fantastic choice for lively gatherings, adding a splash of color and excitement to your next fall celebration.

Each cocktail comes in convenient packaging—either 200ml tubes (ideal for one or two servings) or 375ml bottles (perfect for sharing with friends, as they serve up to four). These compact sizes make them an excellent gift, whether you're treating yourself or bringing them along to your next gathering. With such a variety of flavors and styles, [Bols' RTD cocktails](#) are sure to add an extra layer of enjoyment to all your fall festivities.

So, why not embrace the spirit of autumn and add a little cocktail magic to your next celebration? Bols' ready-to-enjoy cocktails are here to make it easier than ever to raise a glass and say "cheers" to the season.

