

# THE WORLDS FIRST COCKTAIL BRAND

## ORIGINAL

The original spirit of Amsterdam

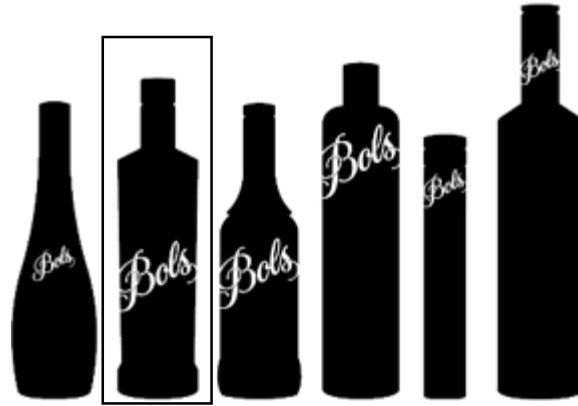
## PURPOSE:

For Bartenders & Consumers:

BOLS cocktails is here to inspire you to explore the world of cocktails and create magic

## UNIVERSAL INSIGHT:

The Creation of the Cocktail is as important as drinking it.



## SOPHISTICATED

Cocktails is a lifestyle

## REASON TO BELIEVE:

Born and raised in Amsterdam since 1575, 450 years of experience in the art of distilling creating flavor and innovating cocktails.

An extensive range of flavor experiences and products.

Crafted with all natural botanicals and an accessible taste profile.





# BOLS VODKA

Tapping into our Lucas Bols craftsmanship and distillation expertise (450 years), Bols Vodka was developed to create the best mixable vodka. Its natural wheat distillate base and charcoal filters result in an extraordinary high level of purity, making it perfect for cocktails.



# PORTFOLIO STRATEGY & ROLE

The flavored Liqueurs act as the cocktail enabler



1. Delivers revenue
2. On premise focus first, retail only supportive
3. Build credibility as cocktail flavor ingredient

Genever stands for credibility and your original cocktail mixer



1. On premise product with focus on bartender scene
2. Builds credibility through heritage and quality

Vodka to support the trade as an all-round cocktail focus



1. On premise focus
2. Service product as the perfect mixable vodka

Ready to Enjoy cocktails to build consumer brand name and bring cocktails at home \*



1. Build BOLS consumer cocktail brand
2. Off premise focus first, blurring into On trade with big Serve cocktail bottle

\* Launch only with approved business case + Media Communication plan

...The World's First Cocktail Brand

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Bols Vodka can be positioned as an Imported vodka. Competing in the upper mainstream segment as your perfect mixable vodka. At home or in a bar.



...The World's First Cocktail Brand



# HOW DO BOLS SIGNATURE COCKTAIL FIT YOUR CONSUMERS?

Below are the 7 BOLS Signature cocktails, designed to match the global favourite cocktails, to HERO a Bols product, with all the details in the table. Each market can take inspiration from our global signature drinks and should decide which signature drink is locally relevant.



<i>Name:</i>	<b>Bols Elderflower Spritz</b>	<b>Bols Amsterdam Mule</b>	<b>Bols Margarita Azul</b>	<b>Bols Pornstar Martini</b>	<b>Bols Espresso Martini</b>	<b>Bols Negroni</b>	<b>Bols Very Old Fashioned</b>
<i>BOLS Hero</i>	<b>Elderflower liqueur</b>	<b>Original Genever</b>	<b>Blue Curaçao liqueur</b>	<b>Vodka</b>	<b>Vodka</b>	<b>Original Genever</b>	<b>Barrel Aged Genever</b>
<i>Ingredients</i>	<b>Bols Elderflower liqueur, Prosecco, Soda</b>	<b>Bols Original Genever or Bols Vodka, Lime juice, angostura bitters, ginger beer</b>	<b>Tequila, Bols Blue Curacao, lime juice, sugar syrup</b>	<b>Bols Vodka, Passoa (passion fruit liqueur), Bols Vanilla liqueur, passionfruit puree, lime juice</b>	<b>Bols Vodka, Bols Coffee liqueur, Coffee, sugar syrup</b>	<b>Bols Original Genever, Sweet vermouth, Italian bitter liqueur</b>	<b>Bols Barrel aged Genever, sugar syrup, angostura bitters</b>
<i>Occasion</i>	<b>Aperitivo, At Home or At the park with friends or family</b>	<b>Aperitivo, At Home or At the park with friends or family</b>	<b>Hanging out with friends. Or Party or special celebration at home</b>	<b>Hanging out with friends. Or Party or special celebration at home</b>	<b>Pre Dinner, After Diner, Indulgence moments</b>	<b>Pre Diner appetizer, Autumn and Winter, with a friends or Alone</b>	<b>Pre Diner appetizer, Autumn and Winter, with a friends or Alone</b>
<i>Complexity</i>	<b>0</b>	<b>00</b>	<b>00</b>	<b>00</b>	<b>000</b>	<b>0000</b>	<b>0000</b>
<i>ABV</i>	<b>LOW</b>	<b>LOW – MEDIUM</b>	<b>MEDIUM</b>	<b>MEDIUM</b>	<b>MEDIUM</b>	<b>HIGH</b>	<b>HIGH</b>
<i>Preparation</i>	<b>0</b>	<b>00</b>	<b>000</b>	<b>0000</b>	<b>0000</b>	<b>000</b>	<b>000</b>



Distilled and filtered through charcoal filters, resulting in an extraordinary high level of purity

100% Grain vodka crafted with natural ingredients

Significant international presence, over 1 million cases worldwide

DEVELOPED IN ORDER TO CREATE THE BEST MIXABLE VODKA



Mixologist's Choice



Popular Choice



Easy Mix



# SIGNATURE COCKTAILS

## BOLS VODKA



### PORN STAR MARTINI

- 1 ½ OZ BOLS VODKA
- 1 OZ PASSOA LIQUEUR
- ¼ OZ LIME JUICE
- ¼ OZ SIMPLE SYRUP\*
- ½ OZ PASSION FRUIT PUREE

Shake all ingredients with ice.

Fine strain in a pre-chilled martini or coupe glass.

Garnish with half passion fruit and a sidekick of Prosecco. \*Vanilla



*Bols*

# SIGNATURE COCKTAILS

## BOLS VODKA

### ESPRESSO MARTINI



- 1 ½ OZ BOLS VODKA
- ½ OZ COFFEE LIQUEUR
- Dash SIMPLE SYRUP
- 1 SHOT OF ESPRESSO

Shake all ingredients with ice.  
Strain in a pre-chilled martini or coupe glass.  
Garnish with coffee beans.



*Bols*

# SIGNATURE COCKTAILS

## BOLS VODKA

### RASPBERRY MULE



1 ½ OZ BOLS VODKA  
½ OZ RASPBERRY LIQUEUR  
¼ OZ FRESH LIME JUICE  
TOP WITH GINGER BEER

Build in a mule cup.

Garnish with lemon twist and raspberry ■



*Bols*

Bols Vodka has a significant international presence selling over 1 million (9L) cases annually and has leading positions or presence in Poland, Argentina Sweden, Canada, the Netherlands, Launching in the USA 2022



# PROVI AND TRADE MEDIA ADS

Espresso martini  
3. 100x100

Formats  
— 6 Sheet  
— Half page digital ad  
— 48 Sheet  
— Leaderboard



*Bols*

**ESPRESSO MARTINI**  
FEATURING THE  
BEST COCKTAIL  
VODKA

Available now at all licensed  
retailers

[Shop Now](#)

100% 100% alcohol



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# ONLINE COCKTAIL GALLERY

Displays the diverse cocktails that can be made with our liqueurs, accessible directly via our website, or by scanning the QR code on the bottle.



## Target group:

Sales teams, wholesale, bartenders, bar managers & consumers

You can find inspiration about:

- Cocktails
- Natural botanicals
- Craftmanship
- Flavors
- Tasting notes

 [Cocktail Recipes | Create cocktails at home \(bols.com\)](#)

