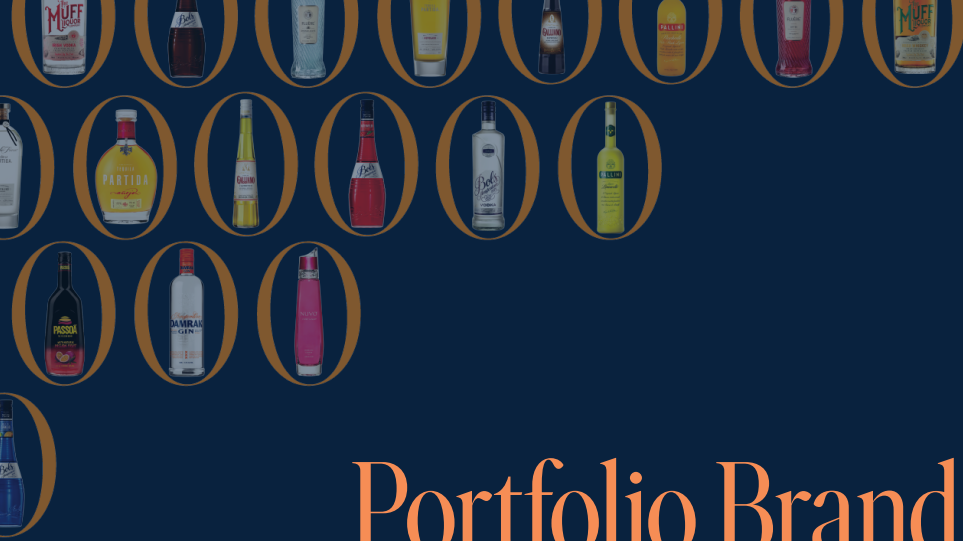




Portfolio Brand Catalog

LUCAS

BOOLS



450 years creating great cocktail
experiences around the world



450 Years of Cocktail Magic: The Legacy of Lucas Bols

Since 1575, Lucas Bols has been at the heart of cocktail culture—crafting spirits, shaping trends, and inspiring bartenders around the world. With a heritage that spans more than four centuries, Lucas Bols is the oldest distilled spirits brand still in operation, and yet it remains as forward-thinking and vibrant as ever. From the canals of Amsterdam to the most cutting-edge cocktail bars across the globe, the Bols name has become synonymous with innovation, artistry, and flavor.

As we celebrate our 450th anniversary, we honor the craftsmanship, curiosity, and creativity that have defined Lucas Bols for generations. Our portfolio today reflects this enduring spirit—a collection of premium brands that bridge tradition and modernity, offering timeless classics and bold new expressions. Whether it's the vivid versatility of Bols Liqueurs, the botanical depth of Damrak Gin, the rich complexity of Bols Genever, the Italian elegance of Galliano and Pallini, or the vibrancy of Passoã, each brand brings its own story—and its own magic—to the glass.

At the core of our mission is a belief in elevated cocktail experiences—drinks that are not only delicious but bring people together. With partners, bartenders, and consumers in more than 110 countries, Lucas Bols continues to shape the future of mixology while staying true to its roots. From sunset spritzes to late-night espresso martinis, from tropical rooftops to cozy neighborhood bars, the spirit of Lucas Bols is there—infusing every moment with flavor, style, and a touch of magic.



Our Portfolio Enables And Powers All Major Cocktail Trends

APERITIVO MOMENT

PALLINI



HERO COCKTAIL:
PALLINI SPRITZ

BOLS LIQUEURS:
Elderflower, Peach

TROPICAL COCKTAILS

PASSOÃ



HERO COCKTAIL:
PASSION MARTINI

BOLS LIQUEURS:
Blue Curaçao, Coconut,
Lychee

COFFEE & INDULGENCE

GALLIANO



HERO COCKTAIL:
ESPRESSO MARTINI

BOLS LIQUEURS:
Cacao, Pumpkin Spice

DRINK BETTER

TEQUILA
PARTIDA®



HERO COCKTAIL:
MARGARITA, ROCKS

BOLS LIQUEURS:
Triple Sec, Orange Curaçao,
Bols Blue 1575

LOW & NO COCKTAILS

FLUÈRE®
— FIND YOUR FLOW —



HERO COCKTAIL:
SPRITZES, HIGHBALLS

CONVENIENCE & ON THE GO

Bols



HERO COCKTAIL:
CLASSIC COCKTAILS

BOLS READY TO SERVE
COCKTAILS

BOLS LIQUEURS



Discover
More

THE WORLD'S FIRST COCKTAIL BRAND

The original liqueur range since 1575 from Amsterdam, Netherlands and the most awarded liqueur range. Made from high quality natural ingredients inspired by 400-year-old recipes and techniques adapted to today's tastes. BOLS range comprised of 33 unique liqueurs, divided into five different groups; Citrus, Fruit, Floral & Herbal, Indulgent, and Brandy.



NO PRESERVATIVES

Amaretto
Anisette
Apricot Brandy
Banana
Blackberry Brandy
Blue Curaçao
Butterscotch
Cacao Brown
Cacao White
Cassis
Cherry Brandy
Coconut
Coffee
Elderflower
Ginger
Lychee
Melon
Menthe Green
Menthe White
Noyaux
Orange Curaçao
Peach Brandy
Peach Schnapps
Peppermint
Pineapple Chipotle
Pomegranate
Pumpkin Spice
Black Raspberry
Root Beer
Sloe Gin
Sour Apple
Strawberry
Triple Sec
Watermelon



BOLS



BOLS COCONUT

Add Coconut. Taste the Tropics



CRAFTED WITH NATURAL BOTANICALS

Authentic coconut flavor
designed for modern
cocktail culture.



ENDLESS TROPICAL POSSIBILITIES

Upgrade Margaritas, Mojitos,
Spritzes and more with a
tropical twist.



NEW LAUNCH • SUMMER 2026

The newest addition to the Bols
Flavor Discovery Collection,
bringing tropical flavor to today's
most popular cocktail occasions.

PART OF THE BOLS FLAVOR DISCOVERY COLLECTION

*Explore, Create & Elevate
Cocktails with Bols.*

Bols

PASSOÃ

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TASTE THE SUNSET

NEW BOTTLE. SAME ICONIC TASTE.



92
points

Wine Enthusiast

BEST
BUY

Wine Enthusiast



For 40 years, Passoã has brought bold passion fruit flavor to cocktail culture around the world.

Now presented in a striking new bottle, Passoã continues to deliver the same iconic taste that has made it an essential ingredient behind one of the world's most celebrated cocktails.



WORLD'S #1

Passion Fruit Liqueur



ESSENTIAL for

The Porn Star Martini



A **TROPICAL TWIST** to
Martinis • Margaritas •
Spritzes & More



**NEW BOTTLE •
SUMMER 2026**

Available in 750ml and
new 1L format for
on-premise operators.

40 YEARS OF BOLD FLAVOR

The passion fruit liqueur trusted
by bartenders, loved by consumers,
and built for today's tropical
cocktail trend.

PALLINI

Discover
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WORLD'S #1 LIMONCELLO

The story of **Pallini Limoncello** began in 1875 in the small Italian village where Nicola Pallini started a family business. Pallini created a true Italian masterpiece with its Limoncello and continued the tradition introducing two other unique flavors, **Raspicello** and **Peachcello**, adding the world's first non alcoholic limoncello, **Pallini Limonzero**, to the collection.

Pallini Limoncello is made from organically grown Amalfi sfusato lemons, known to be the finest in the world, and crafted according to a family recipe that dates back over 100 years. For an authentic Italian flavor, none can compare. For this reason, Pallini reached an important milestone – the #1 limoncello in the world (IWSR).



PALLINI SPRITZ

3 parts Prosecco

2 parts Pallini

Choose your Pallini flavor:
limoncello, peachcello or
raspicello

1 part Sparking Water

PALLINI

PARTIDA

Discover
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THE ORIGINAL ADDITIVE FREE TEQUILA SINCE 2005

Tequila Partida is an all-natural premium Tequila made from 100% blue agave in Mexico's Tequila Valley. It maintains exceptional quality and consistency from cultivation to aging, highly regarded by spirits experts.



Real and fresh expression of blue agave. Crystal clear appearance. **Partida Blanco** offers a perfect harmony and balance between aromas and flavors. A wide and complex variety of herbal, earthy, and citrus notes dominate. There are hints of tropical fruits, vanilla, cooked agave, sweet potatoes, black pepper, volcanic minerals, and grapefruit.

Natural and beautiful light amber color with golden tones, transparent and clean, brilliant and full bodied. Notable aromas of vanilla, cooked agave, caramel, butter, bourbon, hazelnut and almond. These aromas are confirmed in the mouth. The amazing **Partida Reposado** is the result of a great base of Tequila Blanco, the right cask selection and the perfect age timing.



Intense golden color with tones of bronze. Clean and full bodied. Refined aromas of oak, chocolate, dry fruits and butter. **Partida Añejo** has a pleasant spice at the tongue, it has flavors of black and green pepper, white oak, vanilla, and maple honey. Although it has 18 months of aging the flavor of agave is still present.

Partida Anejo Cristalino delivers bright aromas of vanilla and honeysuckle as they mingle with luscious fig and quince on the background of subtle cacao, cinnamon and coffee. With a pleasantly long and lingering dry finish, this star of Mexico is crafted to be savored. The perfect accompaniment for sipping, stirring or gifting.



PARTIDA

Roble Fino

DOUBLE AGED IN EX-SINGLE MALT SHERRY OAK CASKS

Partida Roble Fino Reposado begins with Partida's highly acclaimed Reposado, aged for at least six months in ex-bourbon barrels before aging two months in ex-single malt, sherry seasoned casks.

Partida Roble Fino Añejo begins with Partida's highly acclaimed Añejo, aged 18 months, in ex-bourbon barrels. This intensely flavored tequila then continues its finishing for an additional five months in ex-single malt, sherry-seasoned casks.

Partida Roble Fino Reposado Cristalino is finished in ex-single malt, sherry seasoned casks. Following its double aging, the Cristalino Reposado is naturally filtered to remove all color while retaining its defined body and complex flavors.



WINEENTHUSIAST
MAGAZINE

Roble Fino Anejo 2024
Best Luxury Tequila Under \$150

"Tequila Partida are simply the best line of tequilas money can buy."

F. Paul Pacult



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ELEGANTE

A dark amber color and a high-density body denote the long aging process. Aged at a minimum of 48 months, **Elegante** is an Extra Añejo. Its complex aromas include deep toasted oak notes, dark chocolate, coffee, and ripe banana. The palate entry is slightly toasty, peppery, and spicy. Every sip of Elegante confirms not only the initial aromas but also new and different flavors such as agave, vanilla, caramel, bourbon, butter, maple, almonds, hazelnuts, black pepper, and citrus flowers. This tequila lives up to its name; it is elegant in all senses.



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GALLIANO

ITALIAN FLAVOR MASTERY SINCE 1896

A premium range of Italian liqueurs that offers the richest and finest tastes of the Italian food and drink culture. Galliano originated in Tuscany in 1896 by Arturo Vaccari.

Galliano L'Autentico: Botanical, Rich, Complex. It is made of a special blend of 30 herbs and spices sourced all over the world, creating a deliciously complex taste.

Galliano Espresso: Bols, Intense, Dark Roast. A quintessentially Italian espresso liqueur with a deep & intense coffee flavor.

Galliano L'Aperitivo: Fresh, Rich, Bittersweet. It is the highest rated well-balanced Italian bitter liqueur made using over 50 Mediterranean herbs and citrus.



Awarded to
ESPRESSO



Awarded to
L'AUTENTICO



Awarded to
L'APERITIVO



ESPRESSO MARTINI

1 part Bols Vodka
1 part Galliano Espresso
1 part Espresso Coffee
garnish: Three coffee beans



FLUÈRE

ONE STOP SHOP NON ALCOHOLIC SPIRITS COLLECTION

FLUÈRE is made using state of the art hydrosteam distillation to create a distilled spirit with no alcohol, offering complex, mature taste and unique after bite. Offering the best in class spirits for mixing in cocktails:



- **Fluère Botanical:** gin alternative, floral, crisp, citrus
- **Fluère Raspberry:** pink gin alternative, fresh, fruity
- **Fluère Spiced Cane:** rum alternative, rich, robust, complex
- **Fluère Smoked Agave:** mezcal alternative, roasted, earthy
- **Fluère Bitter:** zesty, bitter sweet, herbal



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THE MUFF LIQUOR COMPANY

AWARD WINNING PREMIUM SPIRITS PROUDLY MADE IN MUFF, IRELAND

Celebrity investors include Ed Sheeran, Jimmy Carr, Russell Crowe, Ronan Keating, and Ryan Tubridy



OLD FASHIONED MUFF

2 parts TMLC Irish Whiskey
1 Sugar cube
2 dashes Angostura bitters
garnish: Orange peel



Muff Vodka begins its distillation process by selecting the finest potatoes, which are mashed with water and enzymes. The mixture undergoes steam heating for saccharification, converting starches into fermentable sugars, followed by fermentation with yeast to produce alcohol. This mash is distilled six times, achieving over 96% ABV, and then diluted with pure water to reach 40% ABV. The final product undergoes meticulous filtration, resulting in a premium vodka with a clean, crisp flavor, perfect for sipping neat or as a versatile cocktail base.



DIRTY MUFF MARTINI

3 parts TMLC Irish Vodka
1½ parts Olive juice
garnish: Olives



MUFF & TONIC

A measure of TMLC Gin
Slice of Orange
Sprig of Rosemary
Premium Indian tonic



Muff Gin exemplifies The Muff Liquor Company's dedication to quality and innovation, combining traditional distilling techniques with carefully selected botanicals. Starting with the same high-quality potatoes used in Muff Vodka, the gin incorporates a blend of mandarin, juniper berries, citrus peel, elderflower, and rosemary, cold-infused overnight in the potato spirit. After infusion, the gin is distilled to capture the vibrant flavors, then cut to a final ABV of 40%. A hint of Champagne extract is added, imparting subtle effervescence and enhancing the gin's well-balanced and complex flavor profile.

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NUVO

THE WORLD'S FIRST SPARKLING LIQUEUR

The world's first sparkling liqueur brings the luxurious and celebratory nature of champagne, together with the sophistication and mystique of an aperitif and the versatility and fun of a liqueur.

Crafted with ultra-premium French vodka, a touch of delicate sparkling white wine and infused with our proprietary blend of fruit nectars, **NUVO** is as delicious as it is luxurious. NUVO's ultra-premium bottle stands out on any table or at home and makes the perfect gift for someone special.

Nuvo was inspired by the fragrance industry's attention to beauty in every detail, resulting in countless raised glasses around the world. Making memories, and celebrating with the finest things in LIFE.



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NUVO FRENCH '75

1 part new world Gin
½ part fresh lemon juice
¼ part simple syrup
Top with NUVO



DAMRAK

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THE BEST AMSTERDAM GIN

Made in our distillery near Damrak square in the heart of Amsterdam, **Damrak Gin** combines seventeen botanicals and is distilled five times to provide an exquisite smooth taste.

Damrak has also created a non-alcohol alternative: **Damrak Virgin 0.0**. Although at 0% alcohol, it contains 100% of the recognizable Damrak Gin botanicals flavour.

Exceptionally smooth with a twist of orange, Damrak Gin and Virgin 0.0 are easily mixed to create a sophisticated drink – with or without alcohol.



"BEST BUY"

DAM GIN & TONIC

1 part Damrak Gin or
Damrak Virgin
3 parts Tonic
garnish: a slice of orange or two



BOLS BLUE 1575



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Be Bold. Be Blue. Be You.

Bols Blue 1575, is our ode to the classic Blue Liqueur. Based on a historical recipe of distilled orange peels and blended with a botanical spiced rum, designed in our distillery in Amsterdam. We use typical flavorful island botanicals, such as Vanilla, Grain of Paradise and Cardamom. Together, they bring a unique taste to the liqueur, they add warmth and tropical spicy tones to the rum, giving the liquid additional boldness. Full flavored orange with cardamom notes on a body of rum, vanilla and grains of paradise.



BLUE BIRD

1¼ parts Bols Blue 1575
½ part Rum
1 part Fresh lime juice
¼ part Sugar syrup
½ part Pineapple juice
¼ part Galliano L' Aperitivo
garnish: pineapple wedge and orange peel



BOLS GENEVER

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THE ORIGINAL SPIRIT OF AMSTERDAM

The Bols family first produced genever in 1664. Genever played an important part in the rise of the cocktail in 19th-century America. It is the rich content of our unique Bols malt spirit that makes it perfect for mixing and making cocktails.

Bols Genever Original: Our award-winning genever, made according to the original 1820 Bols Genever recipe. Its smooth malty palate features subtle apricot notes and hints of juniper. Bols Genever Original is a true mixing spirit, bringing complexity and character to a wide variety of cocktails.

Bols Genever Barrel Aged: The Bols Barrel Aged Genever has a rich and rounded malty flavor, with hints of juniper and oak and a complex yet fruit forward finish. Produced in limited quantities, this genever is a true testament to the craftsmanship of our master distillers.

Bols Genever 100% Malt Spirit: A genever in its purest form, packing complex grainy and grassy notes with hints of fresh citrus and green apple. The 100% Malt Spirit is carefully crafted by our master distiller and has an exceptionally smooth palate. Enjoy it on the rocks or in a mix!



BOLS VODKA



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THE PREMIERE VODKA OF AMSTERDAM

Tapping into our Lucas Bols craftsmanship and distillation expertise, **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.



DIRTY MARTINI

2½ parts Bols Vodka
½ part Dry Vermouth
½ part Olive brine
2-4 Olives for garnish

Bols Vodka has a superbly clean and pure palate, created through a process of charcoal filtering. The extraordinary level of purity makes Bols Vodka perfect for mixing in a huge variety of cocktails and mixers. A widely known and celebrated expression from the Bols range!

READY TO ENJOY COCKTAILS



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WORLD CLASS READY TO ENJOY COCKTAILS

The launch of the revolutionary **Bols Ready-to-Enjoy Cocktails**, marks the new journey of Bols as a consumer brand. Bols now also brings the magic of cocktails into the home with these Ready-to-Enjoy Cocktails in three steps: Chill, Pour & Garnish. Each of the 5 Bols Ready-to-Enjoy Cocktails feature an expertly-crafted blend of premium Bols spirits and liqueurs, with 100% natural flavours and no preservatives.



BOLS VERY OLD FASHIONED: Aromatic & Intense Original Old Fashioned
Crafted with Barrel Aged Genever, Bols Orange Curaçao and a few drops of Bitters

BOLS AZUL MARGARITA: Tangy, Refreshing & Fun Margarita
Crafted with Bols Blue Curaçao liqueur, premium blue agave tequila and fresh Lime juice

PORNSTAR MARTINI: Exotic, fresh and citrusy, a bit of a show pony
Crafted with Bols Vodka, Passoa Liqueur, Passion Fruit & Lime Juice and a touch of Vanilla

BOLS RED LIGHT NEGRONI: Bittersweet & Complex twist on a classic Negroni
Crafted with Bols Genever, Italian Bitter Liqueur and Sweet Vermouth

BOLS ESPRESSO MARTINI: Rich & Robust Classic Espresso Martini
Crafted with Bols Coffee Liqueur, Premium Vodka and a shot of espresso coffee



LUCAS BOLS

The Lucas Bols Trade Portal is a centralized, easy-to-navigate online resource for all commercial teams selling our brands.

Whether you're looking for product specs, brand education, cocktail inspiration, or ready-to-use sales tools, the new portal gives you quick and easy access.

VISIT THE LUCAS BOLS
TRADE PORTAL





450 Years of Cocktail Innovation

Premium Brands for Every Occasion
Built to Drive Growth Across Every Channel

LUCAS  BOLS

