



Bel's

LIQUEURS
"DARE TO COMPARE"

BOLS LIQUEURS' UNIQUE BENEFIT

THE ONLY LIQUEUR RANGE
CRAFTED WITH NATURAL BOTANICALS

Bols liqueurs are **crafted with natural botanicals** to enrich their flavour and to create unique tasting cocktails. We are **the only liqueur range** to do so!

It is our philosophy that our liqueurs taste like real fruit, herbs or spices. This means that in order to match the real taste, you have to use **real, natural botanicals**.

It simply tastes better!

Bols



Bols



NATIONAL
QUARTERLY FOCUS
APRIL-MAY-JUNE



ELDERFLOWER – 17% ABV

Bols Elderflower is made from the cream coloured, honey scented blossoms of the elder tree. The elder tree blooms in early summer with crisp and somewhat juicy flowers which give Bols Elderflower a really fresh and fragrant flavour. Its pleasant aroma and full bouquet capture the feeling of a beautiful summer day, thanks to the secret extraction method of the Lucas Bols Master Distiller.

FLAVOUR PROFILE	COLOUR	FLAVOUR	THE NOSE
Floral	Light gold	Fresh and very floral	Full bouquet of honey scented elder blossoms, with a hint of apple

How to Enjoy:

Best served in one of our delicious cocktails, also perfect when poured over Bols Genever or with tonic water on ice.

Scan for
more cocktail
inspiration



Mixologist's Choice

Elderflower Collins:

- 30ml Bols Elderflower
- 30ml Bols Genever
- 20ml Fresh lemon juice
- 10ml Sugar Syrup
- Top up Soda Water

Shake all the ingredients, except the soda water, with ice and strain in a Collins glass over cubed ice. Top with soda water and garnish with a lemon wedge.



Popular Choice

Elderflower Margarita:

- 25ml Bols Elderflower
- 45ml Tequila Blanco
- 30ml Fresh Lime Juice

Shake all ingredients with cubed ice and fine strain into a margarita glass. Garnish with lime wheel.



Elderflower Spritz

- 60ml Bols Elderflower
- 90ml Prosecco
- 30ml Soda water

Pour over cubed ice. Garnish with lime wheel.



Easy Mix

- 1/4 Bols Elderflower
- 3/4 Tonic water

Pour over cubed ice.



Dare 2 Compare

Bols

ELDERFLOWER- 17% ABV

In Neat tasting:

Grassy and floral notes
add depth.



As a Cocktail ingredient:

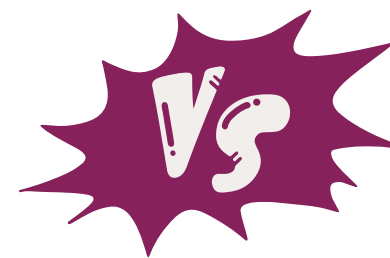
Perfumed, clean Elderflower taste
enhances cocktail complexity while
staying subtle.



Bols vs

Global category leader

- Balanced sweetness without overpowering.
- Intense elderflower flavor with rose and citrus hints.



\$0.48 vs \$1.08
per oz

56% savings

SIGNATURE COCKTAIL- ELDERFLOWER SPRITZ

The Key benefits of using a Bols Liqueur:

- ➡ • **Crisp & clean elderflower aroma:**
More floral intensity.
- ➡ • **More versatile & cost-effective:**
Higher margin without sacrificing quality and flavor.



Q: Why should a bar make an elderflower spritz with Bols Elderflower instead of St Germain?

A: Bols enhances the floral elegance without unnecessary sweetness, creating a more refreshing, balanced Spritz that guests will love.



Bols

NATIONAL
QUARTERLY FOCUS
JUL-AUG-SEPT



MELON – 17% ABV

Bols Melon is a light emerald green liqueur based on the honeydew melon, which originated in California and became extremely popular in Europe from the 19th century onwards. Melon has been a very popular liqueur since the late 1970s, and it is in two drinks that Bols Melon really made its name – the notorious party drink Dirty Sex on the Beach and the June Bug, which is present on the drinks list of thousands of bars all around the world.

FLAVOUR PROFILE	COLOUR	FLAVOUR	THE NOSE
Fruity	Light green	Freshly cut and cold honeydew melon	Smooth and sweet sun ripened melon

How to Enjoy:

Best served in one of our delicious cocktails:

Scan for
more cocktail
inspiration



Mixologist's Choice

Melon Sour:

- 60ml Bols Melon
- 30ml Fresh Lemon Juice
- 10ml Sugar Syrup
- 15ml Egg White

Shake all ingredients to emulsify the drink. Add ice and shake to cool, strain in a rocks glass filled with cubed ice. Garnish with a melon slice.



Popular Choice

Melon Margarita:

- 15ml Bols Melon
- 15ml Bols Triple Sec
- 30ml Tequila Blanco
- 30ml Fresh Lime Juice

Shake all ingredients with ice. Fine strain in pre-chilled margarita glass. Garnish with a lime wedge and a sugar rim.



Easy Mix

- 1/4 Bols Melon
- 3/4 Tonic Water

Pour over cubed ice

Spritz

- 3 parts Prosecco
- 2 parts Bols Melon
- 1 part Soda water

Pour over cubed ice.



Dare 2 Compare



MELON- 17% ABV

In Neat tasting:

Authentic melon flavor with light nuttiness.



As a Cocktail ingredient:

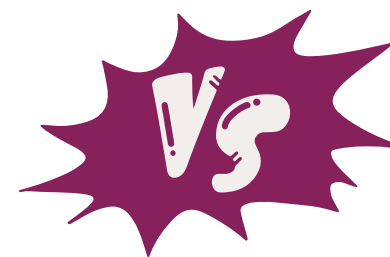
Smooth, light drinking experience.

Ideal for creating well-rounded cocktails.



Bols vs Global category leader

- Fresh, delicate aroma mirrors real fruit.
- Balanced profile with a longer finish.



\$0.30 vs \$0.55
per oz

45% savings

SIGNATURE COCKTAIL- MELON SOUR

The Key benefits of using a Bols Liqueur:

- ➡ • **Stronger honeydew flavor:** Less artificial, more vibrant and fresh fruitiness.
- ➡ • **Less syrupy, better balance:** Keeps drinks refreshing, not overly sweet.



Q: Why should a bar make a Melon Sour with Bols Melon instead of Midori?

A: Bols delivers a more vibrant melon punch with better balance, creating a lighter, more drinkable Melon Sour.



Bols



NATIONAL
QUARTERLY FOCUS
OCT-NOV-DEC

ORANGE CURACAO – 24% ABV

Bols Orange Curacao is famous for its unparalleled aroma, taste and beautiful deep orange glow that matches its rich full flavour. Made from Curacao orange peel distillates and a hint of rum, it gives fine citrus on the palate, balanced by fruity sweetness for a dry and firm finish. Bols Orange is THE ingredient to use in the world's most important rum cocktails. 24% ABV

FLAVOUR PROFILE	COLOUR	FLAVOUR	THE NOSE
Fruity	Dark Gold, Orange Glow	Fine citrus balanced by fruity sweetness, dry and firm finish	Fresh orange with a hint of rum

How to Enjoy:

Best served in one of our delicious cocktails:

Scan for
more cocktail
inspiration



Mixologist's Choice

Aged Mai Tai:

- 25ml Bols Orange Curacao
- 45ml Bols Barrel Aged Genever
- 25ml Fresh Lime Juice
- 5ml Orgeat Syrup
- 10 ml Sugar Syrup (2:1)

Shake all ingredients with ice And strain into a tiki glass over Crushed ice. Garnish with lime shell and a mint sprig.



Popular Choice

Margarita:

- 30ml Bols Orange Curacao
- 40ML Tequila Blanco
- 25ml Lime juice

Shake all ingredients and pour into a margarita glass. Garnish with a lime wedge and a half salt rim.



Easy Mix

- 1/4 Bols Orange Curacao
 - 3/4 Tonic water
- Pour over cubed ice.



Spritz

- 3 parts Prosecco
 - 2 parts Bols Orange Curacao
 - 1 part Soda water
- Pour over cubed ice.



Dare 2 Compare

Bols

ORANGE CURACAO- 24% ABV

In Neat tasting:

Fresh orange aroma, hint of rum.

Fine citrus, fruity sweetness, dry finish



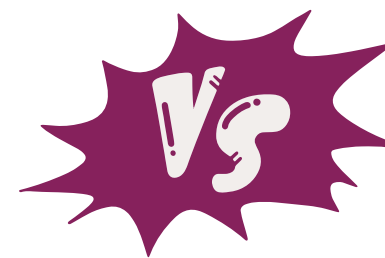
As a Cocktail ingredient:

Enhances cocktails by adding rich, bittersweet citrus depth, balancing acidity with nuanced sweetness, enhancing aroma, and contributing vibrant color and complexity.



Bols vs
Global category leader

- Bright orange zest notes add **citrus-forward freshness** to cocktails
- Perfect for **bright, balanced, and refreshing drinks.**



\$0.30 vs \$1.00
per oz

70% savings



SIGNATURE COCKTAIL- MARGARITA

The Key benefits of using a Bols Liqueur:

- ➡ • Bright orange zest notes at 24% ABV that add **citrus-forward freshness** to cocktails
- ➡ • **Bright, balanced, and refreshing drinks** at a lower cost.

Q: Why should a bartender make a Margarita with Bols Orange Curacao instead of Grand Marnier ?



A: Bols **citrus-forward freshness** leads to **bright, balanced, and refreshing Margaritas**. Grand Marnier's notes of oak vanilla and spice can be overpowering

