

HOUSE OF BOLLS

CELEBRATING
450 YEARS OF
LUCAS BOLLS



recap by

**Lush
Life**

at Tales of the Cocktail

CONTENTS

- + Overview
- + Attendance
- + Venue and Setup
- + Serves
- + Education
- + Contact



Lucas Bols

at Tales of the Cocktail

Lucas Bols offers a diverse and high quality spirits portfolio. To celebrate the 450th anniversary of this iconic portfolio, Lucas Bols, Coangelo PR, and Lush Life partnered up to deliver a memorable, engaging, and well attended event.

This big anniversary deserved a celebration commensurate with the occasion. To bring this to life, we chose to host this celebration at New Orleans' only World's 50 Best Bar, Jewel of the South, which provided a stunning space, incredible cocktails, and delicious bites of food.

OVERVIEW



INVITES AND ATTENDANCE

INVITE

The invite for this event was clean, simple, and conveyed the premium nature of both the brand and the venue. and was delivered by the in-house Lucas Bols designer.

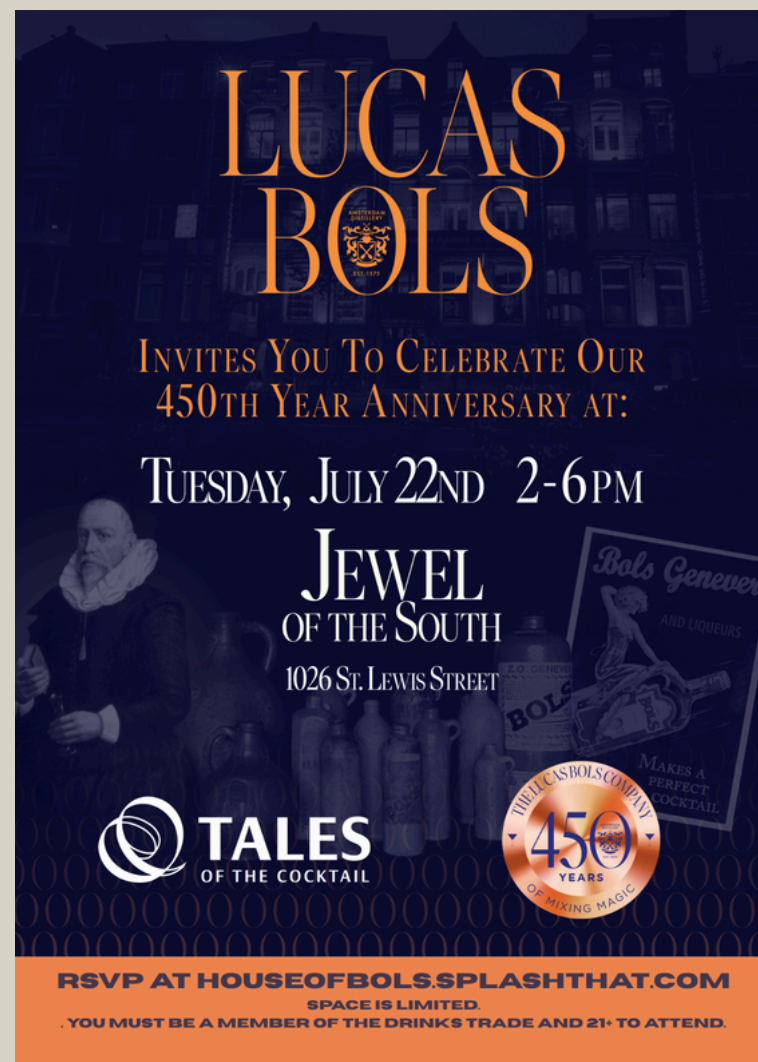
We built an RSVP microsite where guests could easily opt into joining us for the celebration.

The invite and microsite were featured on all of Lush Life's social media channels and on the Tales of the Cocktail Website.

RSVPS

1366 Bar Professionals RSVPed for the event with 480+ guests attending. 473 RSVPed guests checked into the event and, by Lush Life's count, an additional 9 team members attended the event. [You can find the whole list here.](#)

This event was at capacity for 3 of the 4 hours of activation., but we only had to make a few guests wait to gain entry, and everyone who waited in line was able to get into the event. Overall, the cadence of the event perfectly suited the demand while still creating interest and excitement for those wanting to attend. Additionally, we fast tracked VIP attendees including those requested by Monique and the Coangelo Team.






PROMOTION



Event Microsite


Lush Life designed an event microsite where guests could RSVP. This microsite was viewed over 4000 times and earned 1366 RSVPs. The microsite was featured on Lush Life's social media and Tales of the Cocktail's website.

Social Media and Email



Lush Life promoted the event through our extensive Bartender email list along with our robust social media platforms. The dedicated email for the event was read by over 14000 Bar Professionals and was the most effective driver to the microsite.

Text and Direct Communication



Lush Life sent out a reminder text to those who RSVPed and opted into our text platform 20 minutes prior to the event to drive attendance and remind busy Tales attendees that the event was starting in just a few moments. It gave them enough time to make their way to Jewel of the South.

Event Design: Bringing a Portfolio to Life

To celebrate such a storied and diverse portfolio of spirits, we separated the space into five distinct areas, which each had their own personalities, featured brands, and giveaways.

Before guests even entered the event, they were greeted with hundreds of fresh tulips, vintage bicycles, and a refreshment station that included Fluere Palomas and chilled water. Accents of the 450 Years of Lucas Bols Medallions and well placed popup banners decorated the space and lent a celebratory feel to the entrance.

Once guests checked in, they then walked through a corridor covered in Dutch flags and were met with the sounds of one of New Orleans' favorite jazz bands. The patio featured Pallini, Passoa, and Partida – with Spritzes and frozen drinks taking the lead.

Next, guests were ushered inside to the Main Bar, which was helmed by the one and only Chris Hannah, the Proprietor of Jewel of the South and Tales of the Cocktail's Best Bartender of the Year in 2022. The next stop was the Galliano Cafe where guests were treated to Galliano Espresso Martinis and biscotti.

A few lucky guests also had the opportunity to venture upstairs where they were treated to a 15 minute tasting with Monquie ten Kortenaar, Master Distiller of Lucas Bols and Jose Valdez, Master Distiller of Partida.

WELCOME



PATIO



GALLIANO CAFE



UPSTAIRS



MAIN BAR



Welcome to House of Bols

The exterior of Jewel of the South is already charming, but we enhanced that charm with hundreds of tulips and vintage bikes in an effort to wow our guests from the moment they arrived at the event. And, since hospitality was our primary focus, we provided all of our guest refreshing, ice-cold beverages including a thoughtful Fluere Paloma, which virtually every guest grabbed before entering the venue. So many of our guests remarked on how thoughtful they thought this touch was and how much they appreciated a cold, non-alcoholic drink on this very hot day.





Our guests were greeted with the sweet sound of Charlie Halloran & The Tropicales band playing live on the patio, smiles from the team at Jewel of the South, and most importantly, refreshing cocktails featuring the Lucas Bols Portfolio.

Spritzes and frozen beverages were the focus on this very hot day – and all of these drinks were served in branded cups that brought a little extra color and life to the festivities.

Frozen Drinks



Charlie Halloran & The Tropicales

Jewel of the South Bar Team

Patio Menu: Spritz and Frozen



LUCAS BOLS



Pallini Spritz

Pallini Limoncello, Crémant, Soda



Frozen Cocktails



Porn Star Martini

Bols Vodka, Passoã, Passion Fruit, Strawberry, Lime, Vanilla



Paloma

Partida Reposado, Ruby Red Grapefruit, Lime



Pallini Spritz

Patio Menu: Refreshers



LUCAS BOLS



Sunset Margarita

Partida Blanco, Passoã, Bols Triple Sec, Lime



Sparring Partner

Muff Irish Gin, Galliano L'Aperitivo, Bols Blue 1575 Curaçao, Dry Vermouth, Lemon



Paloma (Zero Proof)

Fluère Smoked Agave, Ruby Red Grapefruit, Pomegranate, Lime



Jewel of the South: Main Bar

Jewel of the South is regarded as one of the most beautiful bars not only in New Orleans, but in the world. This venue was the perfect backdrop for the 450th Anniversary of Lucas Bols. Not only was the venue beautiful, the vintage touches, modern service, and luxurious finishes that added a premium touch to the event.

We were so lucky to have the one and only Chris Hannah, the Proprietor of Jewel of the South and Tales of the Cocktail's Best Bartender in 2022, leading the bar team at the Main Bar throughout the event. For so many of our guests, having the opportunity to get a cocktail from Chris Hannah at Jewel of the South was a highlight of their entire Tales of the Cocktail experience.

The menu that the Jewel of the South team developed a thoughtful menu that included their twists on classics along with a few original cocktails that all highlighted the portfolio and its long history.

Chris Hannah + Jewel of the South Team



Cocktails at the Main Bar



Main Bar Menu



LUCAS BOLS

Red Light Negroni

Bols Genever, Galliano L'Aperitivo, Vermouth



José Wallbanger

Galliano Authentic, Mezcal, Orange



Midnight Martini

Bols Vodka, Bols Blue 1575 Curaçao, Pineapple, Lime



La Louisiane

Muff Irish Whiskey, Cacao Nib Vermouth, Orange Benedictine, Absinthe, Bitters



Righteous Harlot

Bols Vodka, Dragon Fruit Cordial, Cremant



Naked and Famous (Zero Proof)

Fluère Smoked Agave, Fluère Bitter, Lime, Wonderfoam



Righteous Harlot



Jose Wallbanger



Midnight Martini



Red Light Negroni



La Louisiane

Jewel of the South: Main Bar Serves

Galliano Cafe



LUCAS BOLS



Espresso Martini

Bols Vodka,
Galliano Ristretto,
Cold Brew,
Coffee Syrup



**Espresso Martini
(Zero Proof)**

Fluère Spiced Cane,
Cold Brew,
Coffee Syrup



Across from the Main Bar, Galliano hosted a cafe complete with coffee beans, biscotti, and, of course, Espresso Martinis featuring Bols Vodka and Galliano Ristretto along with zero proof options featuring Fluère Spiced Cane.

Here, our guests got the full Italian cafe experience and got to watch vintage Lucas Bols ads which were rotating on the screen next to the well appointed satellite bar.

Jewel of the South: Food Menu



Passed Canapés

Eggs Royale. Truffle. Caviar.

Foie Gras Parfait. Fruit Toast. Cherry

Scotch Quail Egg. Aitchpee

Rabbit Boudin Boulettes. Creole Mustard

Sweet Potato Beignet. Crab Salad



EDUCATION LOFT

LUCAS BOLS + PARTIDA



Perhaps the most special part of the House of Bols experience was the educational sessions held in the loft at Jewel of the South. Monique ten Kortenaar, Master Distiller for Lucas Bols, and José Valdez, Master Distiller for Partida, led a thoughtful 15 minute educational session for our VIP guests.

We invited groups of 20 people to join Monique and José as they shared how they make their iconic spirits. Guests were treated to tastes of both distillers' work - including Monique's newest creation: Bols Blue. Guests were wowed by the sensory experiences offered, including Monique's nosing bottles featuring Genever components and José's cooked agave tasting, and the depth of the education that was delivered during this short program.

We estimate that 80 guests attended this part of the experience.

GIVEAWAYS

Lucas Bols offered its guests so many fun giveaways – all of which brought to life the personality of each of the brands. From Pallini fans to high end dashers and bottles of Genever, guests were treated to truly thoughtful takeaways from the event. Everyone was encouraged to take a 450 anniversary pin, and by the end of the event, nearly everything was given away.



Lindsey Johnson at



Phone:

917-992-5943

Email:

lindsey@lushlifeproductions.com

Social Media:

[@livethelushlifei](#)

