



LUCAS BOLS

AMSTERDAM
DISTILLERY
EST. 1575

2026
PORTFOLIO
“360” RETAIL
PROGRAM

MAR'26



PROGRAM OVERVIEW

GOAL

- DRIVE VELOCITY ACROSS THE PORTFOLIO
 - BOLS, PASSOA, PARTIDA, PALLINI, GALLIANO, FLUERE. MUFF, NUVO

REBATE STRUCTURE

- SAVE \$5 ON 1 BOTTLE, SAVE \$10 ON 2 BOTTLES, SAVE \$20 ON 3 BOTTLES

ACTIVATION

- AT SHELF: BOTTLE NECKERS, SHELF TALKERS
- ON THE FLOOR: PORTFOLIO RACKS, CASE CARDS, CASE TUCKERS

TIMELINE

- MAY 1ST – DEC 31ST 2026



LUCAS BOLS



AMSTERDAM
DISTILLERY
EST. 1575

2026
PORTFOLIO
“360” RETAIL
PROGRAM
WITH REBATES

MAR'26

LBUSA 2026 PORTFOLIO RETAIL PROGRAM WITH REBATES PERMANENT RACK

IN MARKET. MAY 1ST

STOCK YOUR HOME BAR

SAVE
 \$20 on 3 BOTTLES
 \$10 on 2 BOTTLES
 \$5 on 1 BOTTLE

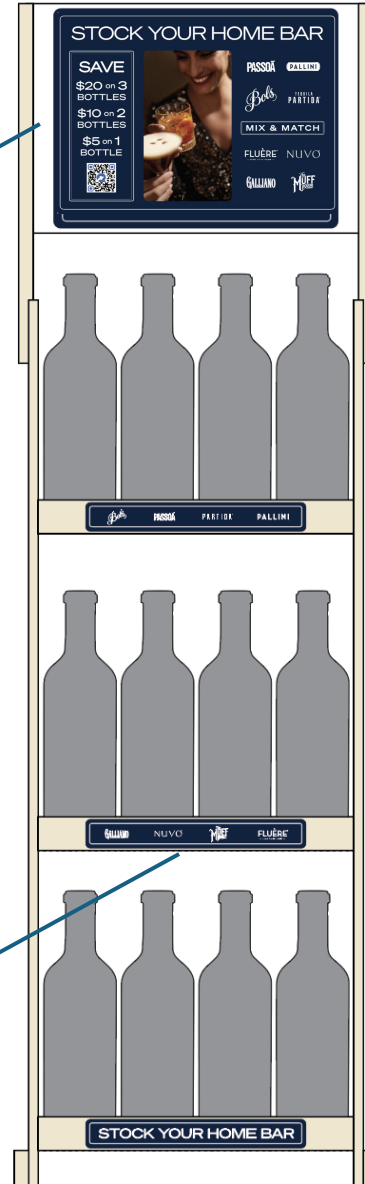



PASSOÃ **PALLINI**
Bols **TEQUILA PARTIDA**
MIX & MATCH
FLUÈRE **NUVO**
GALLIANO **MUFF**

Bols **PASSOÃ** **TEQUILA PARTIDA** **PALLINI**

MIX & MATCH

GALLIANO **NUVO** **MUFF** **FLUÈRE**



STOCK YOUR HOME BAR

SAVE
 \$20 on 3 BOTTLES
 \$10 on 2 BOTTLES
 \$5 on 1 BOTTLE



MIX & MATCH

Bols
PASSOÃ
 TEQUILA PARTIDA
PALLINI
GALLIANO
 NUVO
FLUÈRE
MUFF

Bols

PASSOÃ

TEQUILA
PARTIDA®

PALLINI

MIX & MATCH

GALLIANO

NUVO®

THE
MUFF
LIQUOR
COMPANY

FLUÈRE®
— FIND YOUR FLOW —

LBUSA 2026 PORTFOLIO RETAIL PROGRAM WITH REBATES PRINT POS

CASE CARD


STOCK YOUR HOME BAR

SAVE

\$20 on 3 BOTTLES

\$10 on 2 BOTTLES


\$5 on 1 BOTTLE



MIX & MATCH

PASSOÃ PALLINI FLUÈRE NUVO

Bols TEQUILA PARTIDA GALLIANO MUFF LIQUOR



CASE TUCKER


STOCK YOUR HOME BAR

SAVE

\$20 on 3 BOTTLES

\$10 on 2 BOTTLES

\$5 on 1 BOTTLE




MIX & MATCH

PASSOÃ PALLINI

Bols TEQUILA PARTIDA

FLUÈRE NUVO

GALLIANO MUFF



STRINGED BOTTLE NECKER
(FRONT & BACK)

STOCK YOUR HOME BAR

SAVE



\$20 on 3 BOTTLES

\$10 on 2 BOTTLES

\$5 on 1 BOTTLE

MIX & MATCH

PASSOÃ PALLINI

Bols TEQUILA PARTIDA

FLUÈRE NUVO

GALLIANO MUFF

SHELF TALKER

STOCK YOUR HOME BAR

SAVE

\$20 on 3 BOTTLES

\$10 on 2 BOTTLES

\$5 on 1 BOTTLE



MIX & MATCH

PASSOÃ PALLINI

Bols TEQUILA PARTIDA

FLUÈRE NUVO

GALLIANO MUFF



IN MARKET. APRIL 15th


LUCAS BOLLS USA POS ORDERS – RETAIL 360

ITEM NAME	TOTAL
Racks - WITH REBATE	183
Case Cards - WITH REBATE	425
Case Tuckers - WITH REBATE	435
Shelf Talkers - WITH REBATE	1,907
Bottle Neckers (packs of 25) - WITH REBATE	307

ITEM NAME	TOTAL
Racks - NO REBATE	31
Case Cards - NO REBATE	95
Case Tuckers - NO REBATE	20
Shelf Talkers - NO REBATE	415
Bottle Neckers (packs of 25) - NO REBATE	139



LUCAS BOLS



2026
PORTFOLIO
“360” RETAIL
PROGRAM
NO REBATES

MAR'26

LBUSA 2026 PORTFOLIO
 RETAIL PROGRAM **NO REBATES**
 PERMANENT RACK

STOCK YOUR HOME BAR
 MIX YOUR FAVORITE COCKTAILS



PASSOÃ **PALLINI**

Bols TEQUILA PARTIDA

FLUÈRE NUVO

GALLIANO *MUFF* LIQUOR

COCKTAIL
 RECIPES



Top Shelf Lip



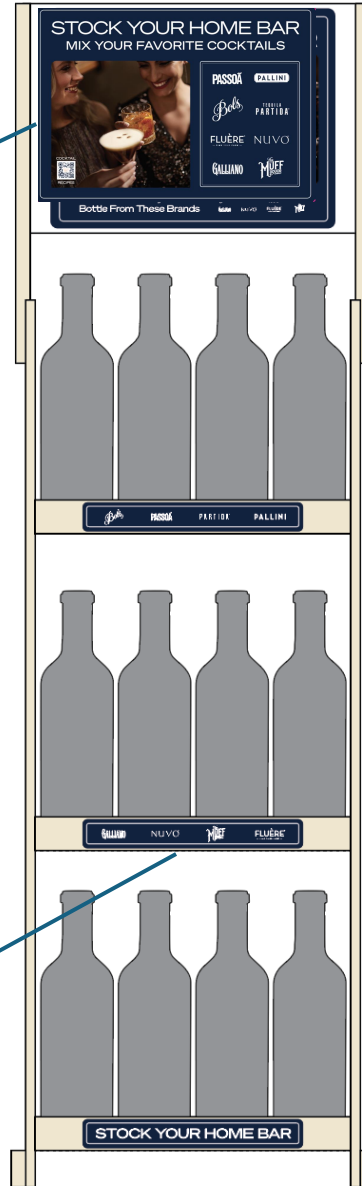
Middle Shelf Lip



Bottom Shelf Lip



IN MARKET. MAY 1ST



STOCK
 YOUR
 HOME
 BAR



MIX YOUR
 FAVORITE
 COCKTAILS



PASSOÃ

TEQUILA
 PARTIDA

PALLINI

GALLIANO

NUVO

FLUÈRE

MUFF
 LIQUOR

Bols Cocktail Recipes

Our full range of cocktails recipes that cater to your every mood! So whether you're just starting your love for cocktails, or you're a bartender in need of a handy recipe, you'll find something for everyone!

Prep Time
All

Difficulty
All

Taste
All


Product Used
All



LBUSA 2026 PORTFOLIO
 RETAIL PROGRAM **NO REBATES**
 PRINT POS

CASE CARD

STOCK YOUR HOME BAR




MIX YOUR FAVORITE COCKTAILS

PASSOÃ PALLINI FLUÈRE NUVO
 Bols TEQUILA PARTIDA GALLIANO MUFF LIQUOR

CASE TUCKER

STOCK YOUR HOME BAR



MIX YOUR FAVORITE COCKTAILS

PASSOÃ PALLINI
 Bols TEQUILA PARTIDA
 FLUÈRE NUVO
 GALLIANO MUFF LIQUOR

STRINGED BOTTLE NECKER
 (FRONT & BACK)

STOCK YOUR HOME BAR



MIX YOUR FAVORITE COCKTAILS

PASSOÃ PALLINI
 Bols TEQUILA PARTIDA
 FLUÈRE NUVO
 GALLIANO MUFF LIQUOR

SHELF TALKER

STOCK YOUR HOME BAR



MIX YOUR FAVORITE COCKTAILS

PASSOÃ PALLINI
 Bols TEQUILA PARTIDA
 FLUÈRE NUVO
 GALLIANO MUFF LIQUOR

IN MARKET. APRIL 15th

NEXT STEPS & TIMELINE

- Collect print POS allocations – MARCH 13th
- Print POS in market – APRIL 15th
- Racks in Market – MAY 1st



OUR MISSION IS TO CREATE GREAT COCKTAIL
EXPERIENCES AROUND THE WORLD



FOR 450 YEARS SINCE 1575