

LUCAS
BOLS



450+ YEARS
OF FLAVOR LEADERSHIP



FOUNDED IN AMSTERDAM, 1575.

THE WORLD'S OLDEST
DISTILLED SPIRITS COMPANY



THE
FLAVOR
GROWTH
PLAYBOOK

SIX COCKTAIL OCCASIONS.
COUNTLESS FLAVOR PATHWAYS
TO UNLOCK GROWTH.

FLAVOR VARIETY IS THE NEW FRONTIER OF COCKTAIL GROWTH

Consumers are increasingly seeking new flavor experiences within the cocktails they already know and love.



SPRITZ

ESPRESSO MARTINI

MARGARITA

TROPICAL COCKTAILS

ONE COCKTAIL. MULTIPLE FLAVOR PATHWAYS.

	MARTINI	→	 CLASSIC	 ESPRESSO	 PASSION FRUIT	 COCONUT	 LYCHEE
	MARGARITA	→	 LIME	 MANGO	 STRAWBERRY	 COCONUT	 PASSION FRUIT
	SPRITZ	→	 APERITIVO	 HUGO	 LIMONCELLO	 TROPICAL	 BERRY
	ESPRESSO MARTINI	→	 CLASSIC	 VANILLA	 IRISH	 CHOCOLATE	 PUMPKIN SPICE

WHAT THIS MEANS



CONSUMERS WANT

-  DISCOVERY
-  PERSONALIZATION
-  VARIETY



OPERATORS GAIN

-  MORE MENU INNOVATION
-  HIGHER CHECK AVERAGES
-  MORE REPEAT VISITS



FLAVOR CREATES MORE REASONS TO **ORDER, EXPLORE AND RETURN.**

WHY FLAVOR WINS

FLAVOR CREATES GROWTH.

More flavor choices create more reasons for guests to discover, try, return—and spend more.



1



FLAVOR

Offer more flavor choices within the cocktails guests already love.

2



MORE MENU VARIETY

More menu variety.
More occasions.

3



DISCOVERY

Guests discover
new favorites.

4



TRIAL

New experiences
drive first-time
trials and orders.

5



PREMIUMIZATION

Premium flavors
inspire trade-up
and add-ons.

6



REPEAT GUESTS

Guests return for
their favorites—
and to try what's new.

7



PROFITABLE GROWTH

More visits, higher
checks, stronger
revenue growth.



EXPAND CHOICE.

More to discover.



INSPIRE TRIAL.

More ways to enjoy.



DRIVE GROWTH.

More growth for your business.

SIX COCKTAIL OCCASIONS DRIVING GROWTH



SPRITZ

EARLIER SOCIAL
OCCASIONS



GROWTH SIGNAL

+25%

MENU GROWTH
Spritz cocktails

Source: Ground Signal AI
Apr 2024–Mar 2025 vs. YA



MARGARITA

#1 ORDERED
COCKTAIL IN THE U.S.



GROWTH SIGNAL

#1

ORDERED COCKTAIL
IN THE U.S.

Source: CGA by NIQ
U.S. On Premise Cocktail Report 2024



ESPRESSO & INDULGENCE

AFFORDABLE LUXURY



GROWTH SIGNAL

+33%

GROWTH
Espresso Martini
mentions

Source: Ground Signal AI
Apr 2024–Mar 2025 vs. YA



TROPICAL

TOP 3 FASTEST-GROWING
FLAVOR FAMILY



GROWTH SIGNAL

TOP 3

FASTEST-GROWING
FLAVOR FAMILY
ON MENUS

Source: Datassential
Flavormeter® 2024



MARTINI

PREMIUMIZATION &
MODERN MARTINI CULTURE



GROWTH SIGNAL

+14%

HIGHER CHECKS
DRIVEN BY MARTINI
MENU PREMIUMIZATION

Source: CGA by NIQ
U.S. On Premise Cocktail Report 2024



LOW & NO

MINDFUL CHOICES
CONTINUE TO EXPAND



GROWTH SIGNAL

41%

OF ADULTS CHOOSE
LOW/NO OPTIONS
AT LEAST SOMETIMES

Source: IWSR
US RTD & NA Consumer Survey 2024



TOGETHER THESE SIX OCCASIONS REPRESENT **THE MOST IMPORTANT
FLAVOR-LED GROWTH OPPORTUNITIES** ON TODAY'S COCKTAIL MENU.

SOURCES:

Ground
Signal AI

NIQ

CGA
Powered by NIQ

IWSR

DATASSENTIAL
FOOD WITH A STORY

THE LUCAS BOLS

FLAVOR GROWTH SYSTEM™

Each cocktail occasion is powered by a unique combination of Lucas Bols brands and flavors.



SPRITZ

EARLIER SOCIAL
OCCASIONS

PALLINI
LIMONCELLO

PASSOÃ
THE PASSION DRINK

BOLS

AMSTERDAM 1575



MARGARITA

#1 ORDERED
COCKTAIL IN THE U.S.

PARTIDA
TEQUILA

PASSOÃ
THE PASSION DRINK

BOLS

AMSTERDAM 1575



ESPRESSO & INDULGENCE

AFFORDABLE
LUXURY

GALLIANO

MUFF
IRISH WHISKEY

BOLS

AMSTERDAM 1575



TROPICAL

TOP 3 FASTEST-GROWING
FLAVOR FAMILY

PASSOÃ
THE PASSION DRINK

NUVO
L'ESPRIT DE PARIS

BOLS

AMSTERDAM 1575



MARTINI

PREMIUMIZATION &
MODERN MARTINI CULTURE

BOLS
AMSTERDAM 1575

PASSOÃ
THE PASSION DRINK

MUFF

GIN & VODKA



LOW & NO

MINDFUL CHOICES
CONTINUE TO EXPAND

FLUÈRE
BOTANICAL DISTILLATE

PALLINI
LIMONCELLO

BOLS

AMSTERDAM 1575



ONE PORTFOLIO. SIX GROWTH OCCASIONS.
ENDLESS FLAVOR POSSIBILITIES.



WHY LUCAS BOLS WINS

The flavor partner that helps operators grow and guests come back.



FLAVOR LEADERSHIP



30+ FLAVORS

One of the most diverse flavor portfolios in the industry.



450 YEARS

Centuries of expertise crafting exceptional flavors.



TRUSTED BRANDS

Iconic, award-winning brands bartenders and consumers rely on.



COMPLETE COCKTAIL PORTFOLIO



SIX COCKTAIL OCCASIONS

Spritz, Margarita, Espresso & Indulgence, Tropical, Martini, and Low & No.



ONE SUPPLIER

Simplify purchasing, training, and inventory.



ENDLESS COMBINATIONS

Countless flavor pathways to create unique experiences.



OPERATOR GROWTH



HIGHER CHECKS

Premium flavors encourage trade-ups and add-ons.



MORE MENU VARIETY

More options to attract, delight, and differentiate.



MORE REPEAT VISITS

Guests return for what's new and their favorites.

ONE PORTFOLIO. **SIX GROWTH OCCASIONS.** ENDLESS FLAVOR POSSIBILITIES.



SPRITZ



MARGARITA



ESPRESSO &
INDULGENCE



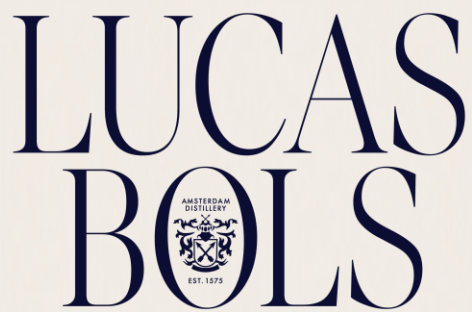
TROPICAL
COCKTAILS



MARTINI



LOW & NO



THE FLAVOR GROWTH PLAYBOOK

SIX COCKTAIL OCCASIONS.

COUNTLESS FLAVOR PATHWAYS TO
UNLOCK COCKTAIL GROWTH



SPRITZ COCKTAILS



ZESTY • BRIGHT • EFFORTLESS

Light, refreshing spritzes
that elevate any occasion.



MARGARITA COCKTAILS



BOLD • CITRUSY • CELEBRATORY

Fan-favorite margaritas
that drive traffic and sales.



ESPRESSO & INDULGENCE COCKTAILS



RICH • SMOOTH • INDULGENT

Decadent coffee cocktails that
satisfy and stay memorable.



TROPICAL COCKTAILS



VIBRANT • EXOTIC • REFRESHING

Bold tropical flavors that
transport and delight.



MARTINI COCKTAILS



SOPHISTICATED • TIMELESS • ICONIC

Elegant martinis that deliver
sophistication every time.



LOW & NO COCKTAILS



BALANCED • MINDFUL • MODERN

Thoughtful low & no options
that every guest can enjoy.



BUILT FOR GROWTH

Curated occasions that
drive traffic and increase
check averages.



EASY TO EXECUTE

Simple builds, accessible
ingredients, consistent
results.



PREMIUM VALUE

Percieved value and
margin-driving cocktails
across dayparts.



DAYPART FLEXIBILITY

Perfect for brunch,
happy hour, and
everything in between.



SEASONAL RELEVANCE

Occasions and flavors
that keep your menu
fresh year-round.



THE PERFECT SOCIAL SIP

Elevated, approachable
cocktails that guests
crave and share.

THE APERITIVO MOMENT

WHY THE APERITIVO OCCASION IS GROWING



EARLIER SOCIAL OCCASIONS

Consumers are embracing earlier, lighter social occasions—from brunch to rooftop happy hour.



LOWER-ABV APPEAL

Guests are choosing refreshing, lower-ABV cocktails that fit longer, more mindful drinking moments.



SOCIAL BY NATURE

Visually appealing, easy-drinking cocktails are perfect for today's sharing culture and social connection.



BUILT FOR DAYPARTS

From brunch through sunset, spritzes create multiple consumption occasions throughout the day.



OPERATOR GROWTH OPPORTUNITY

Operators can increase visit frequency by offering refreshing spritzes that encourage daytime occasions and repeat visits.

MARKET SIGNALS



+36%

Growth in Spritz menu mentions at U.S. on-premise venues¹



63%

of consumers say they actively seek lower-ABV options on some occasions²



TOP 10

Spritz cocktails are among the fastest-growing cocktail styles³



+18%

Growth in earlier daypart occasions (brunch—early evening) vs. last year⁴

Sources: 1. Ground Signal AI, U.S. On-Premise Insights, 2024 vs. YA 2. IWSR U.S. Consumer Survey 2024 3. CGA by NIO – U.S. On-Premise Cocktail Report 2024 4. NIO On-Premise Measurement, 52 weeks ending Q1 2024 vs. YA

SPRITZ COCKTAILS

Six Flavor Pathways to Unlock Growth.



TODAY'S OPPORTUNITY

Consumers are embracing lighter, earlier occasions—creating opportunities to build traffic across more dayparts.

CITRUS

BRIGHT • CITRUSY • ITALIAN



PALLINI SPRITZ

INGREDIENTS

- | | |
|----------------------|------|
| • Pallini Limoncello | 2 oz |
| • Prosecco | 3 oz |
| • Soda | 1 oz |

PREPARATION

1. Fill a wine glass over ice.
2. Add all ingredients.
3. Stir gently to combine.
4. Garnish and serve.



GARNISH
Lemon wheel

FLORAL

FLORAL • CITRUS • REFRESHING



HUGO SPRITZ

INGREDIENTS

- | | |
|--------------------|------|
| • Bols Elderflower | 2 oz |
| • Prosecco | 3 oz |
| • Soda Water | 1 oz |

PREPARATION

1. Fill a wine glass over ice.
2. Add all ingredients.
3. Stir gently to combine.
4. Garnish and serve.



GARNISH
Mint sprig

COCONUT

TROPICAL • CREAMY • REFRESHING



COCONUT SPRITZ

INGREDIENTS

- | | |
|----------------|------|
| • Bols Coconut | 2 oz |
| • Prosecco | 3 oz |
| • Soda Water | 1 oz |

PREPARATION

1. Fill a wine glass over ice.
2. Add all ingredients.
3. Stir gently to combine.
4. Garnish and serve.



GARNISH
Lime wheel

TROPICAL

TROPICAL • EXOTIC • VIBRANT



PASSION SPRITZ

INGREDIENTS

- | | |
|--------------------------------|------|
| • Passoã Passion Fruit Liqueur | 2 oz |
| • Prosecco | 3 oz |
| • Soda | 1 oz |

PREPARATION

1. Fill a wine glass over ice.
2. Add all ingredients.
3. Stir gently to combine.
4. Garnish and serve.



GARNISH
Dried passion fruit

PEACH

JUICY • FRUITY • REFRESHING



PEACH SPRITZ

INGREDIENTS

- | | |
|--------------|------|
| • Bols Peach | 2 oz |
| • Prosecco | 3 oz |
| • Soda Water | 1 oz |

PREPARATION

1. Fill a wine glass over ice.
2. Add all ingredients.
3. Stir gently to combine.
4. Garnish and serve.



GARNISH
Peach slice

WATERMELON

JUICY • REFRESHING • SUMMER



WATERMELON SPRITZ

INGREDIENTS

- | | |
|-------------------|------|
| • Bols Watermelon | 2 oz |
| • Prosecco | 3 oz |
| • Soda Water | 1 oz |

PREPARATION

1. Fill a wine glass over ice.
2. Add all ingredients.
3. Stir gently to combine.
4. Garnish and serve.



GARNISH
Watermelon wedge



BUILD A
COMPLETE
SPRITZ MENU



FAST BUILDS

Easy recipes that drive consistency and speed.



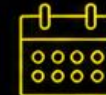
PREMIUM PRICING

Perceived value supports strong menu pricing.



DAYPART FLEXIBILITY

Perfect for brunch, happy hour and afternoon occasions.



SEASONAL LTO OPPORTUNITIES

Endless ways to keep your menu fresh.



THE PERFECT SOCIAL SIP

Elevated, approachable and always in demand.

THE MARGARITA MOMENT

MARGS
ARE
ALWAYS
A GOOD
IDEA



OPERATOR GROWTH OPPORTUNITY

Operators can grow check averages by expanding margarita menus with premium and fruit-forward flavor variations.

WHY THE MARGARITA MOMENT IS GROWING



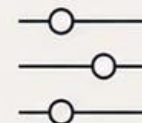
BOLD FLAVOR APPEAL

Consumers crave bright, bold and adventurous flavors—margaritas deliver excitement and satisfaction in every sip.



CUSTOMIZATION & CHOICE

From classic to creative, margaritas are easy to customize—giving guests the power to make it their own.



VERSATILE ACROSS DAYPARTS

Margaritas fit every occasion—lunch, dinner, celebration or happy hour—making them a year-round menu driver.



AFFORDABLE PREMIUM

Margaritas offer a premium feel at an accessible price point—driving value for guests and profitability for operators.



MARKET SIGNALS



+29%

Growth in Margarita menu mentions at U.S. on-premise venues¹



66%

of consumers say they enjoy margaritas and order them regularly²



TOP 3

Margarita ranks among the top 3 most ordered cocktails in the U.S.³



+23%

Growth in daytime dayparts (lunch, brunch, happy hour) vs. last year¹

Sources: 1. Ground Signal AI, U.S. On-Premise Insights, 2024 vs. YA 2. IWSR U.S. Consumer Survey 2024 3. CGA by NIQ – U.S. On-Premise Cocktail Report 2024

MARGARITA COCKTAILS

Six Flavor Pathways to Unlock Growth.



TODAY'S OPPORTUNITY

Margaritas continue to lead. Guests are craving bold flavors, fresh ingredients and elevated experiences that turn every sip into a celebration.



CLASSIC LIME MARGARITA

INGREDIENTS

- Tequila Partida Blanco 2 oz
- Fresh Lime Juice 1 oz
- Bols Triple Sec 1 oz
- Agave Nectar 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a salt-rimmed glass.



ORANGE CURAÇAO MARGARITA

INGREDIENTS

- Tequila Partida Blanco 2 oz
- Fresh Lime Juice 1 oz
- Bols Orange Curaçao 1 oz
- Agave Nectar 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a salt-rimmed glass.



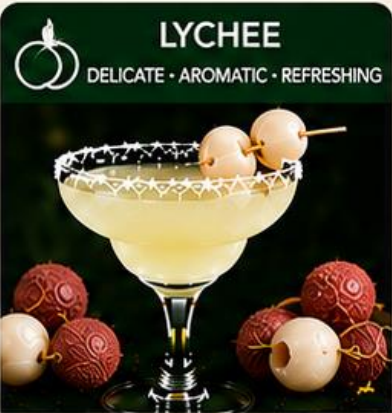
PASSION FRUIT MARGARITA

INGREDIENTS

- Tequila Partida Blanco 2 oz
- Passoã Passion Fruit Liqueur 1 oz
- Fresh Lime Juice 1 oz
- Agave Nectar 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a salt-rimmed glass.



LYCHEE MARGARITA

INGREDIENTS

- Tequila Partida Blanco 2 oz
- Bols Lychee Liqueur 1 oz
- Fresh Lime Juice 1 oz
- Agave Nectar 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a salt-rimmed glass.



STRAWBERRY MARGARITA

INGREDIENTS

- Tequila Partida Blanco 2 oz
- Bols Strawberry Liqueur 1 oz
- Fresh Lime Juice 1 oz
- Agave Nectar 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a salt-rimmed glass.



COCONUT MARGARITA

INGREDIENTS

- Tequila Partida Blanco 2 oz
- Bols Coconut Liqueur 1 oz
- Fresh Lime Juice 1 oz
- Agave Nectar 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a salt-rimmed glass.



BUILT FOR YOUR SUCCESS

Curated margaritas that elevate your menu and delight your guests.



PREMIUM EXPERIENCE

Elevated cocktails that create memorable guest experiences.



PREMIUM PRICING

Margaritas drive stronger check averages and perceived value.



DAYPART FLEXIBILITY

Perfect for brunch, happy hour and afternoon occasions.



SEASONAL LTO OPPORTUNITIES

Endless ways to keep your menu fresh.



DRIVES TRADE-UP

Guests are more likely to trade up to premium, better-for-you options.

THE MARTINI MOMENT



OPERATOR GROWTH OPPORTUNITY

Operators can premiumize cocktail menus with modern martinis that inspire flavor exploration and higher-margin sales.

WHY THE MARTINI MOMENT IS GROWING



PREMIUMIZATION

Consumers continue to trade up for cocktails that feel elevated and experiential.



FLAVOR EXPLORATION

Guests are moving beyond classic martinis in search of tropical, floral and fruit-forward flavor experiences.



SOCIAL CURRENCY

Martinis remain one of the most photographed and shared cocktail formats.



AFFORDABLE LUXURY

Premium cocktails continue to deliver an accessible indulgence worth celebrating.



MARKET SIGNALS



+29%

Growth in Martini menu mentions at U.S. on-premise venues¹



58%

of consumers agree martinis feel elevated and worth the splurge²



TOP 5

Martinis rank among the top 5 most photographed cocktail formats³



\$2.6B

Projected U.S. low & no alcohol spirits market value by 2027⁴



+21%

Growth in premium cocktail sales in U.S. on-premise vs. last year⁴

MARTINI COCKTAILS

Six Flavor Pathways to Unlock Growth.



TODAY'S OPPORTUNITY

Consumers are trading up to premium martinis—creating opportunities for higher checks and elevated experiences.

PASSION FRUIT

LIGHT • TROPICAL • VIBRANT



PASSION MARTINI

INGREDIENTS

• Passoã	2 oz
• Bols Vodka	1.5 oz
• Lime Juice	0.5 oz
• Simple Syrup	0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chilled coupe glass.



GARNISH

Dried Passion Fruit Half

LYCHEE

LIGHT • EXOTIC • REFRESHING



LYCHEE MARTINI

INGREDIENTS

• Bols Lychee Liqueur	1 oz
• Bols Vodka	1.5 oz
• Lime Juice	0.5 oz
• Simple Syrup	0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chilled coupe glass.



GARNISH

Lychee Skewer

FRENCH

SMOOTH • FRUITY • INDULGENT



FRENCH MARTINI

INGREDIENTS

• Muff Vodka	1.5 oz
• Passoã	0.75 oz
• Pineapple Juice	0.75 oz
• Simple Syrup	0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chilled coupe glass.



GARNISH

Dried Passion Fruit Half

ELDERFLOWER

FLORAL • LIGHT • REFINED



ELDERFLOWER MARTINI

INGREDIENTS

• Bols Elderflower Liqueur	1 oz
• Muff Gin	1.5 oz
• Lemon Juice	0.5 oz
• Simple Syrup	0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chilled coupe glass.



GARNISH

Lemon Twist

REFRESHING

JUICY • REFRESHING • SUMMER



WATERMELON MARTINI

INGREDIENTS

• Bols Watermelon Liqueur	1 oz
• Bols Vodka	1.5 oz
• Lime Juice	0.5 oz
• Simple Syrup	0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chilled coupe glass.



GARNISH

Watermelon Wedge

COCONUT

LIGHT • TROPICAL • SMOOTH



COCONUT MARTINI

INGREDIENTS

• Bols Coconut Liqueur	1 oz
• Bols Vodka	1.5 oz
• Lime Juice	0.25 oz
• Saline Solution (optional)	2 dashes

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chilled coupe glass.



GARNISH

Lime Twist



BUILT FOR YOUR SUCCESS

Curated cocktails that elevate your menu and delight your guests.



PREMIUM EXPERIENCE

Elevated cocktails that create memorable guest experiences.



PREMIUM PRICING

Martinis drive stronger check averages and perceived value.



ENDLESS INNOVATION

Versatile flavors allow for seasonal features and menu creativity.



DRIVES TRADE-UP

Guests are more likely to trade up to premium, better-for-you options.

THE TROPICAL MOMENT



OPERATOR GROWTH OPPORTUNITY

Operators can attract new guests by offering bold tropical flavors that encourage discovery and repeat visits.

WHY THE TROPICAL MOMENT IS GROWING



ESCAPE & OPTIMISM

Consumers increasingly seek moments of escape, positivity and discovery.



FLAVOR EXPLORATION

Guests continue to embrace tropical, exotic and fruit-forward flavor profiles.



SOCIAL & SHAREABLE

Colorful cocktails create memorable experiences and social engagement.



EVERYDAY VACATION

Tropical cocktails transport consumers beyond the ordinary without leaving their city.



MARKET SIGNALS



+32%

Growth in tropical cocktail menu mentions at U.S. on-premise venues¹



61%

of consumers say they enjoy tropical flavors in cocktails more now than they did a year ago²



TOP 5

Tropical flavors rank among the top 5 fastest-growing flavor profiles in cocktails³



+24%

Growth in tropical & exotic flavored cocktail sales in U.S. on-premise vs. last year⁴

TROPICAL COCKTAILS

Six Flavor Pathways to Unlock Growth.



TODAY'S OPPORTUNITY

Consumers seek bold tropical flavors that create discovery, premiumization and repeat visits.

PASSION FRUIT

Juicy • Tropical • Vibrant



PASSION MARTINI

INGREDIENTS

- Passoã 1.5 oz
- Bols Vodka 1.5 oz
- Lime Juice 0.5 oz
- Simple Syrup 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chilled coupe glass.



GARNISH

Passion Fruit Half (Dried)

COCONUT

Creamy • Tropical • Refreshing



COCONUT MARGARITA

INGREDIENTS

- Partida Blanco 2 oz
- Bols Coconut 1 oz
- Lime Juice 1 oz
- Simple Syrup 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chil-rimmed glass.



GARNISH

Lime Wheel

BLUE

Bright • Citrus • Shareable



BLUE MARGARITA

INGREDIENTS

- Partida Blanco 2 oz
- Bols Blue Curaçao 1 oz
- Lime Juice 1 oz
- Simple Syrup 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chil-rimmed glass.



GARNISH

Lime Wheel

LYCHEE

Floral • Exotic • Elegant



LYCHEE MARTINI

INGREDIENTS

- Bols Lychee 1.5 oz
- Bols Vodka 1.5 oz
- Lime Juice 0.5 oz
- Simple Syrup 0.5 oz

PREPARATION

1. Fill a shaker with ice.
2. Add all ingredients.
3. Shake vigorously for 15 seconds.
4. Strain into a chilled coupe glass.



GARNISH

Lychee Skewer

MELON

Fresh • Juicy • Sessionable



MELON MULE

INGREDIENTS

- Bols Melon 1.5 oz
- Bols Vodka 1 oz
- Ginger Beer 3 oz
- Lime Juice 0.5 oz

PREPARATION

1. Fill a copper mule mug with ice.
2. Add Bols Melon, Bols Vodka and lime juice.
3. Top with ginger beer and stir gently.



GARNISH

Melon Wedge & Mint

SPARKLING TROPICAL

Fizzy • Tropical • Celebratory



NUVO PASSION SPARKLER

INGREDIENTS

- NUVO 3 oz
- Passoã 1 oz
- Splash of Soda 1 oz
- Orange Twist

PREPARATION

1. Fill a highball glass with ice.
2. Add NUVO, Passoã and soda.
3. Stir gently to combine.



GARNISH

Orange Twist



BUILT FOR YOUR SUCCESS

Curated cocktails that drive traffic and delight your guests.



PREMIUM EXPERIENCES

Tropical cocktails create memorable guest moments and drive menu excitement.



PREMIUM PRICING

Consumers are willing to pay more for visually striking, flavor-forward cocktails.



ENDLESS INNOVATION

Six flavor pathways support seasonal features and limited-time offerings.



DRIVES INCREMENTAL SALES

Tropical serves encourage trial, trade-up and repeat purchases.

ESPRESSO & INDULGENCE MOMENT



OPERATOR GROWTH OPPORTUNITY

Operators can drive after-dinner sales with indulgent coffee cocktails that command premium pricing.

WHY THE INDULGENCE MOMENT IS GROWING



AFFORDABLE LUXURY

Consumers increasingly seek small moments of indulgence that feel premium without feeling extravagant.



COFFEE CULTURE

Coffee flavors continue to influence cocktail menus, making Espresso Martinis one of the most relevant modern cocktail styles.



SWEET TREAT APPEAL

Consumers are embracing dessert-inspired flavors that blur the line between cocktail and indulgence.



CELEBRATION OCCASIONS

Indulgent cocktails are perfectly suited for after dinner, date night, celebrations and social occasions.



MARKET SIGNALS



+27%

Growth in Espresso Martini menu mentions at U.S. on-premise venues¹



56%

of consumers say they enjoy dessert-inspired cocktails as an occasional indulgence²



TOP 5

Espresso Martini ranks among the top 5 fastest-growing classic cocktails³



+\$1.60

Cocktails with premium/indulgent ingredients command higher average price vs. standard serves⁴

Sources: 1. Ground Signal AI, U.S. On-Premise Insights, 2024 vs. YA 2. IWSR U.S. Consumer Survey 2024 3. CGA by NIQ – U.S. On-Premise Cocktail Report 2024 4. NIQ On-Premise Measurement, 52 weeks ending Q1 2024 vs. YA

ESPRESSO & INDULGENCE

Six Flavor Pathways to Unlock Growth.



TODAY'S OPPORTUNITY

Consumers are increasingly seeking cocktails that blur the line between cocktail and dessert, creating opportunities for premium pricing, after-dinner occasions and seasonal menu innovation.

COFFEE

BOLD • RICH • ICONIC



CLASSIC ESPRESSO MARTINI

INGREDIENTS

- Galliano Espresso 1 oz
- Bols Vodka 1.5 oz
- Espresso 1 oz

PREPARATION

1. Add ingredients to a shaker with ice.
2. Shake vigorously for 15 seconds.
3. Strain into a chilled coupe glass.



GARNISH:
3 coffee beans

IRISH

SMOOTH • WARMING • SOPHISTICATED



IRISH ESPRESSO MARTINI

INGREDIENTS

- Muff Irish Whiskey 1.5 oz
- Galliano Espresso 1 oz
- Espresso 1 oz

PREPARATION

1. Add ingredients to a shaker with ice.
2. Shake vigorously for 15 seconds.
3. Strain into a chilled coupe glass.



GARNISH:
3 coffee beans

CHOCOLATE

DECADENT • INDULGENT • LUXURIOUS



CHOCOLATE ESPRESSO MARTINI

INGREDIENTS

- Galliano Espresso 1 oz
- Bols Cacao Brown 1 oz
- Bols Vodka 1.5 oz
- Espresso 1 oz

PREPARATION

1. Add ingredients to a shaker with ice.
2. Shake vigorously for 15 seconds.
3. Strain into a chilled coupe glass.



GARNISH:
Chocolate shavings

COCONUT

CREAMY • TROPICAL • MODERN



COCONUT ESPRESSO MARTINI

INGREDIENTS

- Galliano Espresso 1 oz
- Bols Coconut 1 oz
- Bols Vodka 1.5 oz
- Espresso 1 oz

PREPARATION

1. Add ingredients to a shaker with ice.
2. Shake vigorously for 15 seconds.
3. Strain into a chilled coupe glass.



GARNISH:
Toasted coconut

PUMPKIN SPICE

SEASONAL • RICH • TRENDING



PUMPKIN SPICE ESPRESSO MARTINI

INGREDIENTS

- Muff Irish Whiskey 1.5 oz
- Bols Pumpkin Spice 1 oz
- Espresso 1 oz

PREPARATION

1. Add ingredients to a shaker with ice.
2. Shake vigorously for 15 seconds.
3. Strain into a chilled coupe glass.



GARNISH:
Grated nutmeg

VANILLA

WARM • SMOOTH • COMFORTING



GALLIANO AUTENTICO HOT SHOT

INGREDIENTS

- Galliano Autentico 0.5 oz
- Hot filter coffee 0.5 oz
- Lightly whipped cream 0.5 oz

PREPARATION

1. Lightly whip the cream until slightly thickened.
2. Pour Galliano Autentico into a shot glass.
3. Carefully layer the hot coffee (or espresso) over the back of a spoon.
4. Gently float the lightly whipped cream on top using the back of a spoon.



GARNISH:
None



BUILD A COMPLETE ESPRESSO & INDULGENCE MENU
From coffee to dessert, cover every after-dinner occasion.



PREMIUM PRICING OPPORTUNITIES
Perceived value supports higher pricing.



COCKTAIL & DESSERT OCCASION
Perfect for after-dinner and treat occasions.



FAST BUILDS & CONSISTENT EXECUTION
Easy recipes that drive consistency and speed.



SEASONAL & LTO OPPORTUNITIES
Endless ways to keep your menu fresh.



HIGHER CHECK AVERAGES
Indulgent cocktails drive higher spend.

THE LOW & NO MOMENT



OPERATOR GROWTH OPPORTUNITY

Operators can attract new occasions by serving sophisticated alcohol-free cocktails without compromising the guest experience.

WHY THE LOW & NO MOMENT IS GROWING



WELLNESS & BALANCE

Consumers are prioritizing balance and wellness—seeking moderation without missing out.



INCLUSIVE & SOCIAL

Low & no options ensure everyone has something great to drink and feel included in any occasion.



FLAVOR WITHOUT COMPROMISE

Advances in ingredients and techniques deliver bold, complex flavors in low and no cocktails.



GROWING DEMAND

Low & no alcohol is one of the fastest growing segments—driven by a new generation of mindful drinkers.



MARKET SIGNALS



+31%

Growth in low & no alcohol cocktail menu mentions at U.S. on-premise venues¹



59%

of consumers say they are drinking low & no alcohol drinks more now than they did a year ago²



TOP 5

Low & no alcohol is one of the top 5 fastest-growing segments in U.S. on-premise³



\$2.6B

Projected U.S. low & no alcohol spirits market value by 2027⁴



+25%

Growth in low & no alcohol cocktail sales vs. last year⁵

LOW & NO COCKTAILS

Six Flavor Pathways to Unlock Growth.



TODAY'S OPPORTUNITY

Consumers increasingly seek moderation without sacrificing flavor—giving operators opportunities to serve every guest and every occasion.

CITRUS

BRIGHT • REFRESHING • ITALIAN



PALLINI LIMONZERO SPRITZ

INGREDIENTS

- Pallini Limonzero 3 oz
- Alcohol Free Prosecco 6 oz

PREPARATION

1. Fill a wine glass with ice.
2. Add Pallini Limonzero and Alcohol Free Prosecco.
- Top with garnish.



GARNISH:
Lemon Wheel & Mint

FLORAL

FLORAL • CRISP • ELEGANT



HUGO LO SPRITZ

INGREDIENTS

- Fluère Botanical 1.5 oz
- Bols Elderflower 1 oz
- Alcohol Free Prosecco 6 oz

PREPARATION

1. Fill a wine glass with ice.
2. Add Fluère Botanical and Bols Elderflower.
3. Top with Alcohol Free Prosecco and stir gently.



GARNISH:
Mint Sprig & Elderflower

TROPICAL

VIBRANT • FRUITY • ESCAPIST



FLUÈRE DAIQUIRI

INGREDIENTS

- Fluère Spiced Cane 2 oz
- Lime Juice 0.75 oz
- Simple Syrup 0.5 oz

PREPARATION

1. Add ingredients to a shaker with ice.
2. Shake well and strain into a coupe or martini glass.



GARNISH:
Lime Wheel

AGAVE

CITRUS • REFRESHING • MODERN



FLUÈRE PALOMA

INGREDIENTS

- Fluère Smoked Agave 1.75 oz
- Lime Juice 1.5 oz
- Grapefruit Soda 3.5 oz

PREPARATION

1. Fill a highball glass with ice.
2. Add Fluère Smoked Agave and lime juice.
3. Top with grapefruit soda and stir gently.



GARNISH:
Grapefruit Wedge

BERRY

JUICY • BRIGHT • REFRESHING



FLUÈRE RASPBERRY COLLINS

INGREDIENTS

- Fluère Raspberry 2 oz
- Simple Syrup 0.75 oz
- Lemon Juice 1 oz
- Soda Water 2 oz

PREPARATION

1. Fill a highball glass with ice.
2. Add Fluère Raspberry, simple syrup and lemon juice.
3. Top with soda water and stir gently.



GARNISH:
Raspberries & Mint Sprig

BOTANICAL

FRESH • HERBACEOUS • SOPHISTICATED



FLUÈRE BASIL SMASH

INGREDIENTS

- Fluère Botanical 1.5 oz
- Lemon Juice 0.75 oz
- Simple Syrup 0.5 oz
- Basil Leaves 6 leaves

PREPARATION

1. Muddle basil leaves in a shaker.
2. Add remaining ingredients and ice.
3. Shake well and strain over fresh ice.



GARNISH:
Basil Leaves



**BUILD A COMPLETE
LOW & NO MENU**
Curated cocktails that cover every flavor and daypart.



**REACH NEW
CONSUMERS**
Attract health-conscious guests and designated drivers.



**INCLUSIVE SOCIAL
OCCASIONS**
Something exceptional for every guest at every table.



**FAST BUILDS &
CONSISTENT EXECUTION**
Simple recipes that drive speed and quality.



**YEAR-ROUND
RELEVANCE**
Perfect for brunch, lunch, happy hour, and every season.



**INCREMENTAL SALES
WITHOUT CANNIBALIZATION**
Grow total beverage sales with new occasions, not replacement.

LUCAS
BOLS



450+ YEARS
OF FLAVOR LEADERSHIP

1575
THE WORLD'S
OLDEST SPIRITS HOUSE

450 YEARS
OF FLAVOR LEADERSHIP.

Powering the Next Generation
of Cocktail Growth.



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