


LUCAS BOLS



LBUSA Media & PR Coverage Report



TOTAL IMPRESSIONS 2022-2025

Updated: 9/3/25

2022-2025 Yearly Media Impressions				
	2022	2023	2024	2025
CORPORATE	107,441	3,975,699	1,186,183	1,347,856
BOLS LIQUEURS	5,000	16,134,452	8,724,137	409,849,371
BOLS GENEVER & VODKA	11,759,869	1,201,203	953,553	87,793,830
BOLS RTEs	48,239	184,735	36,918,937	38,670
Bols Blue 1575	0	0	0	80,309,234
PASSOA	789,869	886,427	64,170,480	332,481
PARTIDA	226,263	95,880,635	757,464,422	641,130,076
PARTIDA ROBLE FINO	0	79,344,805	504,815,222	556,246,712
PALLINI	7,701	8,638,644	17,986,813	1,220,378,258
GALLIANO	26,312,168	13,090,098	306,174,934	853,900,415
FLUERE	0	220,442	190,206,643	603,756,560
TMLC	0	300,333	6,605,216	783,083,687
DAMRAK	10,027,816	59,437,787	5,000	88,779,356
NUVO	916,647	195,743	0	544,803,709
TOTAL	50,201,013	200,146,198	1,390,396,318	5,315,503,503

TOTAL IMPRESSIONS 2024 & 2025 TO DATE

Updated: 9/3/25

2024-2025 Media Impressions			
	POTENTIAL IMPRESSIONS	SYNDICATED BOOST	TOTAL IMPRESSIONS
CORPORATE	2,529,039	5,000	2,534,039
BOLS LIQUEURS	10,858,239	407,715,269	418,573,508
BOLS GENEVER & VODKA	88,720,408	26,975	88,747,383
BOLS RTEs	4,934,982	32,022,625	36,957,607
Bols Blue 1575	80,309,234	0	80,309,234
PASSOA	17,762,911	46,740,050	64,502,961
PARTIDA	335,282,433	1,063,312,065	1,398,594,498
PARTIDA ROBLE FINO	121,050,939	940,010,995	1,061,061,934
PALLINI	697,141,763	541,223,308	1,238,365,071
GALLIANO	334,044,844	826,030,505	1,160,075,349
FLUERE	246,977,627	546,985,576	793,963,203
TMLC	360,781,188	428,907,715	789,688,903
DAMRAK	88,758,462	25,894	88,784,356
NUVO	2,763,374	542,040,335	544,803,709
TOTAL	2,270,864,504	4,435,035,317	6,705,899,821
	POTENTIAL IMPRESSIONS	SYNDICATED BOOST	TOTAL IMPRESSIONS



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Corporate / Portfolio Recent Coverage (2024 & 2025)

- The Spirits Business (9/2/25) - [Outgoing Lucas Bols CEO looks back on 20 years](#)
- Beverage Information Group (8/5/25) - [Lucas Bols USA Partners with Breakthru Beverage Group](#)



Corporate / Portfolio Recent Coverage (2024 & 2025)

- Shanken News Daily (8/5/25) - [News Briefs for August 5, 2025](#)
- Shanken News Daily (8/5/25) - News Briefs for August 5, 2025 (Newsletter)
- Mark Brown Industry News Update (8/4/25) - Lucas Bols USA Appoints Breakthru Beverage Group as New Distributor Partner in California
- Wine & Spirits Daily (8/1/25) - WSD Briefs (Newsletter)
- Nombase (8/1/25) - [Lucas Bols USA Appoints Breakthru Beverage Group as New Distributor Partner in California](#)
- BevNET (8/1/25) - [Lucas Bols USA Appoints Breakthru Beverage Group as New Distributor Partner in California](#)
- Instagram - @eleanordrinks (5/15/25) - [Instagram Post](#)
- Drinks International (5/8/25) - [How Bols is building after 450 years](#) (Online)
- Drinks International (May 2025 Issue) - [How Bols is building after 450 years](#) (Print)
- The Spirits Business (4/28/25) - [Lucas Bols prepares for new premium era](#)
- The Long Bar (4/23/25) - [A Blueprint for Surviving 450 Years in the Liquor Business](#)
- Wine Enthusiast (3/23/25) - [The U.S. Has a Long, Ugly History of Alcohol-Related Tariff Fights. They Don't End Well.](#)
- PR Web (8/26/24) - [Colangelo & Partners Named Agency of Record for The Lucas Bols Company](#)
- FoodBev Media (8/4/24) - [Lucas Bols and De Kuyper to sell Avandis to Refresco for €25m](#)
- NL Times (7/24/24) - [Amsterdam alcohol firm Lucas Bols to be acquired by jenever distillery Nolet](#)
- [Downward trend of sales accelerates for Lucas Bols - results data - Global Drinks Intel](#)
- Dutch News (2/24/24) - [Gin maker Lucas Bols is taken over by Ketel 1 owner Nolet - DutchNews.nl](#)



Corporate / Portfolio Prior Coverage (2020 - 2023)

2023

- [Lucas Bols hit by developed consumer spending less on cocktails - results data - Global Drinks Intel](#)
- [Shanken News Daily: Exclusive news and research on the wine, spirits and beer business](#)
- The Drinks Business (10/12/23) - [Nolet Group and Lucas Bols reach €269.5 million deal](#)
- Drinks International (10/10/23) - [Nolet Group to buy Lucas Bols for €270m](#)
- Bottle Raiders (10/9/23) - [Company Behind Ketel One Vodka Makes Offer to Buy Dutch Gin Brand Lucas Bols for \\$285 Million](#)
- [Lucas Bols takes ownership of Nuvo sparkling liqueur - Global Drinks Intel](#)
- [Lucas Bols comes back down to earth in fiscal 2023 - results data - Global Drinks Intel](#)
- PR Newswire (9/5/23) - [Lucas Bols USA Announces Partnership with University of Central Florida Athletics](#)
- [Lucas Bols welcomes 0%-ABV Fluère to stable - Global Drinks Intel](#)
- [Lucas Bols adds Fluère alcohol-free spirit to portfolio - Global Drinks Intel](#)

2022

- [Espresso, Porn Star Martini help Lucas Bols navigate macro woes in half-year - results data - Global Drinks Intel](#)
- SevenFifty Daily (10/17/22) - [How a 450-Year-Old Cocktail Company Has Come into its Own—Once More | SevenFifty Daily](#)
- [De Kuyper, Lucas Bols to sell Avandis spirits production JV to Refresco - Global Drinks Intel](#)
- Global Drinks Intel (7/6/22) - [Lucas Bols leans on "sophisticated" cocktail markets as top-line lifts in fiscal-2022](#)

2021 & earlier

- Just Drinks (12/9/21) - [Lucas Bols clinches Just Drinks Excellence Award for top SME](#)
- [Shanken News Daily: Exclusive news and research on the wine, spirits and beer business](#)
- [Brett Dunne Joins Lucas Bols USA as Managing Director | Chilled Magazine](#)





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Bols Blue 1575: Recent Coverage (2025)

- Drinkhacker (8/24/25) - [Review: Bols Blue 1575 vs. Bols Blue Curacao](#)





Bols Blue 1575: Recent Coverage (2025)

- Instagram - @retromannyc (7/14/25) - [Instagram Post](#)
- Market Watch Magazine (7/3/25) - [Lucas Bols Debuts Bols Blue 1575](#)
- Forbes (6/26/25) - [How Does A 450-Year-Old Alcohol Brand Relaunch Its Signature Product?](#)
- YouTube - @Embellish Podcast (6/24/25) - [Crafting Legacy: Monique tn Kortenaar Master Distiller at Lucas Bols Distillery](#)
- EmbellishPod (6/24/25) - [Crafting Legacy: Monique tn Kortenaar Master Distiller at Lucas Bols Distillery](#)
- The Spirits Business (6/17/25) - [Top 10 spirits launches in May](#)
- Broadway World (6/16/25) - [6 Firework-Worthy Cocktails for July 4th](#)
- Cocktail With Friends (6/11/25) - [S2 E45 Bols Master Distiller Monique](#)
- Luxe Beat Magazine (6/2/25) - [Refresh Your Summer Menu with a Bols Margarita Trio](#)
- Beverage Wholesaler (4/28/25) - [Bols Blue 1575](#)
- Modern Distillery Age (4/25/25) - [Modern Distillery Age Tasting Panel](#)
- Instagram - @bourbonlens (4/21/25) - [Instagram Post](#)
- Spirited (4/17/25) - [Lucas Bols Unveils Bols Blue 1575 to Celebrate 450 Years of Distilling Excellence](#)
- Shanken News Daily (4/17/25) - [News Briefs for April 17, 2025](#)
- The Manual (4/17/25) - [Lucas Bols is celebrating 450 years of cocktail innovation with a must have new mixology ingredient](#)
- BevNET (4/17/25) - [Bols Blue 1575: A Bold Tribute to 450 Years of Cocktail Craftsmanship](#)
- Wine Industry Advisor (4/16/25) - [Bols Blue 1575: A Bold Tribute to 450 Years of Cocktail Craftsmanship](#)





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Bols Liqueurs: Recent Coverage (2024 & 2025)

- Drinkhacker (8/24/25) - [Review: Bols Blue 1575 vs. Bols Blue Curacao](#)
- Drinkhacker (8/17/25) - [The Best Amaretto and Almond Liqueur Roundup – 8 Brands Tasted, 1 Winner \(Updated 2025\)](#)
- Instagram - @whiskeyer - [Instagram Story](#)
- WFXC-FM (Raleigh, NC) (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- Rickey Smiley Morning Show (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- WQOK-FM (Raleigh, NC) (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- WERQ-FM (Baltimore, MD) (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- Cassius (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- Focus Daily News (7/3/25) - [Festive Cocktails For Your 4th of July Celebrations](#)
- Luxe Beat Magazine (7/1/25) - [Firework-Worthy Cocktails for July 4th](#)
- Blogarama (6/22/25) - [Summer Cocktails – A Dozen Refreshers Easy to Mix](#)
- Woman Around Town (6/22/25) - [Summer Cocktails – A Dozen Refreshers Easy to Mix](#)
- Bar & Restaurant News (6/18/25) - [4th of July Cocktail Recipes](#)
- Broadway World (6/16/25) - [6 Firework-Worthy Cocktails for July 4th](#)





Bols Liqueurs: Recent Coverage (2024 & 2025)

- Cocktail With Friends (6/11/25) - [S2 E45 Bols Master Distiller Monique](#)
- Beat Magazine (6/2/25) - [Refresh Your Summer Menu with a Bols Margarita Trio](#)
- Broadway World (5/15/25) - [6 Refreshing Cocktail Recipes to Kick Off Summer](#)
- Instagram - @mantalkfood (4/25/25) - Instagram Story
- Instagram - @rich.manning2.0 (4/11/25) - [Instagram Post](#)
- Instagram - @eleanordrinks (4/10/25) - Instagram Story
- Cassius (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- WMMJ-FM (Silver Spring, MD) (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- WFXC-FM (Raleigh, NC) (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- Rickey Smiley Morning Show (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- WZAK-FM (Cleveland, OH) (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- Black America Web (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- WKYS-FM (Silver Spring, MD) (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- The Manual (2/19/25) - [Expand your palate with these unusual twists on the Margarita](#)
- Yahoo! Life (2/19/25) - [Expand your palate with these unusual twists on the Margarita](#)
- Focus Daily News (2/19/25) - [Spicy, Fruity, & Traditional Margarita Recipes To Celebrate National Margarita Day](#)
- The Knockturnal (2/12/25) - [The Knockturnal's Valentine's Day Cocktail And Spirits Roundup](#)
- Salty & Stylish (2/9/25) - [Toast to Romance with These Perfect Wine and Spirit Selections](#)
- Champagne Living (2/9/25) - [Toast to Romance with These Perfect Wine and Spirit Selections](#)
- Broadway World (1/31/25) - [5 Perfect Cocktail Recipes to Shake Up National Margarita Day](#)
- StupidDope (12/19/24) - [Bols Liqueurs: Elevating Cocktail Culture with Over Four Centuries of Craftsmanship](#)
- Tasting Table (10/23/24) - [13 Disco Drinks That Will Transport You To Groovier Times](#)
- Drinks Digest (4/29/24) - [Mix a Baby Yoda on May the Fourth](#)



Bols Liqueurs: Prior Coverage (2020 - 2023)

- Tasting Table (3/19/23) - [What Is Yogurt Liqueur And When Should You Add It To Cocktails?](#)
- The New Yorker (1/24/23) - [The Bartender Behind the Blue Hawaii](#)
- Just Drinks (5/12/20) - [Lucas Bols readies global revamp for Bols liqueur range](#)
- Drinks International (5/12/20) - [Lucas Bols rebrands with new recipes and design](#)
- Exploring Curacao (N/A) - [Blue Curaçao: A Full Guide to the Famous Caribbean Liqueur](#)
- [9 Things You Should Know About Bols Genever \(and Liqueurs\) | VinePair](#)
- [Lucas Bols USA Introduces Maraschino Liqueur in the U.S.](#)
- [David Wondrich and Jim Meehan to Highlight Bols Around the World Judges Panel | Chilled Magazine](#)
- [Bols Introduces New Flavors - Mango, Ginger, and Pineapple Chipotle | Chilled Magazine](#)
- [Lucas Bols Is Empowering Female Bartenders Through Education and Experience](#)
- [Naren Young Lends Name, "Cecil Baker" Legend to Bols Around the World](#)
- [Bols Liqueurs Roll Out Premium Packaging Refresh | Chilled Magazine](#)



Bols
Genever
Amsterdam
est. 1575

1575

THE ORIGINAL

TRIPLE DISTILLED GENUINE GENEVER
MADE FROM CORN, RYE & WHEAT
AND BOTANICALS

40% ALC/VOL

Bols
Genever
Amsterdam
est. 1575

1575

BARREL AGED

3 YEAR AGED TRIPLE DISTILLED
GENEVER MADE FROM CORN,
RYE AND WHEAT AND BOTANICALS

40% ALC/VOL

Bols
Genever
Amsterdam
est. 1575

1575

**100% MALT
SPIRIT**

APERITIF DISTILLED
FROM GRAINS WITH
JUNIPER BERRIES

TRIPLE 40% ALC/VOL

1575

1575

PREMIUM

Bols
Amsterdam
1575

1575

VODKA

DISILLED &
REFINED BY
Lucas Bols

37.5% ALC/VOL
700ml e

HOLLAND | CHARCOAL FILTERED



Bols Genever & Vodka: Recent Coverage (2024 & 2025)

- BevX (8/20/25) - [New Reviews for August 20, 2025](#)
- Blogarama (6/22/25) - [Summer Cocktails – A Dozen Refreshers Easy to Mix](#)
- Woman Around Town (6/22/25) - [Summer Cocktails – A Dozen Refreshers Easy to Mix](#)
- Bar & Restaurant News (6/18/25) - [4th of July Cocktail Recipes](#)
- Instagram - @rich.manning2.0 (4/11/25) - [Instagram Post](#)
- Instagram - @rich.manning2.0 (4/9/25) - [Instagram Post](#)
- Instagram - @eleanordrinks (4/9/25) - Instagram Story
- Forbes (2/15/25) - [4 Batched Cocktail Myths And Misconceptions, Busted By The Pros](#)
- The Manual (10/19/24) - [4 fantastic genever cocktail recipes to get you acquainted with the spirit](#)



Bols Genever & Vodka: Prior Coverage (2020 - 2023)

- Difford's Guide (N/A) - [Bols Vodka](#)
- Distiller.com (N/A) - [BOLS Vodka | Reviews](#)
- Bottle Raiders (N/A) - [Bols Amsterdam Vodka Review | Bottle Raiders](#)
- One Mile at a Time (8/24/23) - [KLM's Delft Blue Dutch Houses Explained](#)
- Beverage Dynamics - (10/11/22) - [Bols Vodka Reaches the U.S.](#)
- Travel + Leisure (4/15/22) - [This Airline Has Offered One Rare Amenity Since 1952 — and It's Still the Coolest Thing in the Skies](#)
- The Manual (3/8/22) - [What Is Genever and How Is It Related to Gin?](#)
- The Spruce Eats (7/22/21) - [Bols Genever: A Revival of Old-School Dutch Gin](#)
- The GIN is IN (N/A) - [Bols Genever from the Netherlands Review and Rating](#)
- [Lucas Bols Introduces Six-Year Barrel-Aged Genever](#)
- [Lucas Bols Announces New Brand Ambassador Team | Chilled Magazine](#)
- [Jazz Legend Ray Charles' Legacy to be Celebrated Nationwide with Bols Genever - June 10th, 2015](#)



THE WORLD'S FIRST
COCKTAIL BRAND

BOLS COCKTAILS
RED LIGHT
NEGRONI

READY TO ENJOY
CONTAINS 5% ALC/VOL
BITTERNESS & SWEETENED
20% VOL.

THE WORLD'S FIRST
COCKTAIL BRAND

BOLS COCKTAILS
MARGARITA
AZUL

READY TO ENJOY
CONTAINS 5% ALC/VOL
LIME & PEPPERMINT
20% VOL.

THE WORLD'S FIRST
COCKTAIL BRAND

BOLS COCKTAILS
ESPRESSO
MARTINI

READY TO ENJOY
CONTAINS 5% ALC/VOL
COFFEE & BACON
20% VOL.

THE WORLD'S FIRST
COCKTAIL BRAND

BOLS COCKTAILS
PORNSTAR
MARTINI

READY TO ENJOY
CONTAINS 5% ALC/VOL
RASPBERRY & SWEETENED
20% VOL.

THE WORLD'S FIRST
COCKTAIL BRAND

BOLS COCKTAILS
VERY OLD
FASHIONED

READY TO ENJOY
CONTAINS 5% ALC/VOL
SWEETENED & BITTER
20% VOL.

Bols RTEs: Recent Coverage (2024 & 2025)

- Ready-To-Drink Magazine (7/9/25) - [Bols Cocktails Ready-To-Drink Espresso Martini](#)
- Ready-To-Drink Magazine (7/9/25) - [Bols Cocktails Premixed Red Light Negroni Cocktail](#)
- Ready-To-Drink Magazine (7/9/25) - [Bols Cocktails Ready-To-Drink Pornstar Martini](#)





Bols RTEs: Recent Coverage (2024 & 2025)

- Ready-To-Drink Magazine (7/9/25) - [Bols Cocktails Ready-To-Drink Old Fashioned](#)
- Ready-To-Drink Magazine (7/9/25) - [Bols Cocktails Ready-To-Drink Margarita Azul](#)
- Instagram - @rich.manning2.0 (4/11/25) - [Instagram Post](#)
- Instagram - @rich.manning2.0 (4/9/25) - [Instagram Post](#)
- Instagram - @eleanordrinks (4/9/25) - Instagram Story
- Salty & Stylish (2/9/25) - [Toast to Romance with These Perfect Wine and Spirit Selections](#)
- Champagne Living (2/9/25) - [Toast to Romance with These Perfect Wine and Spirit Selections](#)
- Drinkhacker (12/31/24) - [Review: Bols Ready To Drink Cocktails, Complete Lineup](#)
- SA Examiner (12/12/24) - [Unwrap the Perfect Holiday Drink: Bols Ready-to-Enjoy Cocktails for Effortless Celebrations](#)
- Bar & Restaurant News (12/4/24) - [Spirited Stock: Benefits of RTDs in the On-Premise](#)
- IWSR (11/21/24) - [Spirit-based RTDs continue to be a bright spot for the US market](#)
- stupidDope (10/28/24) - [Cheers to Autumn: Bols Brings Bar-Quality Cocktails to Your Doorstep](#)
- The Knockturnal (10/25/24) - [The Knockturnal's Halloween Cocktail and Spirit Roundup](#)
- BevX (10/16/24) - [New Reviews for October 16, 2024](#)
- Broadway World (9/14/24) - [BOLS for Premium Ready-To-Drink Cocktails](#)
- AOL (6/17/24) - [I Tried 5 Ready-to-Drink Espresso Martinis & One Was a Clear Winner](#)
- Eat This , Not That (6/17/24) - [I Tried 5 Ready-to-Drink Espresso Martinis & One Was a Clear Winner](#)
- The Whiskey Wrench (1/11/24) - [Bols Cocktails Very Old Fashioned](#)





Bols RTEs: Prior Coverage (2020 - 2023)

- The Spirits Business (11/3/23) - [The Pre-Mixed & RTD Masters 2023 results](#)
- SevenFifty Daily (10/17/22) - [How a 450-Year-Old Cocktail Company Has Come into its Own—Once More](#)
- The Spirits Business (11/3/21) - [The Pre-Mixed and RTD Masters 2021 results](#)
- Trend Hunter (8/27/21) - [Premium Tube-Packaged Cocktails](#)
- PR Newswire (8/26/21) - [Lucas Bols Launches Bols Ready to Enjoy Cocktails](#)
- SevenFifty Daily (2021) - [Bols Ready-to-Enjoy Cocktails](#)



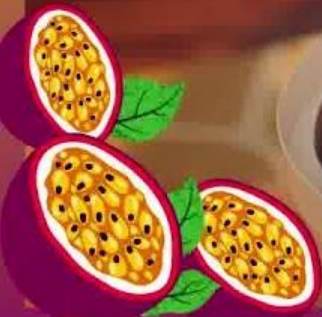


PASSOÃ

PASSION FOR THE ORIGINAL
**PORNSTAR
MARTINI**



PLEASE DRINK RESPONSIBLY



Passoã: Recent Coverage (2024 & 2025)

- WRXK-FM (Estero, FL) (8/29/25) - [5 Frozen Boozy Treats Labor Day Fun](#)
- WMGQ-FM (Somerset, NJ) (8/29/25) - [5 Frozen Boozy Treats Labor Day Fun](#)
- WXKB-FM (Estero, FL) (8/29/25) - [5 Frozen Boozy Treats Labor Day Fun](#)
- WJPT-FM (Estero, FL) (8/29/25) - [5 Frozen Boozy Treats Labor Day Fun](#)



Passoã: Recent Coverage (2024 & 2025)

- WFXC-FM (Raleigh, NC) (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- Rickey Smiley Morning Show (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- WQOK-FM (Raleigh, NC) (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- WERQ-FM (Baltimore, MD) (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- Cassius (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- Blogarama (6/22/25) - [Summer Cocktails – A Dozen Refreshers Easy to Mix](#)
- Woman Around Town (6/22/25) - [Summer Cocktails – A Dozen Refreshers Easy to Mix](#)
- Chilled Magazine (2/14/25) - [Rock legend and spirits trailblazer Sammy Hagar knows “When It’s Love” and when it comes to Valentine’s Day.](#)
- BevNet (10/7/24) - [Passoã Partners With Superstar Jhayco For Highly Anticipated Music Video](#)
- PR Web (10/4/24) - [Passoã Partners With Superstar Jhayco For Highly Anticipated Music Video](#)
- PR Web (9/6/24) - [Passoã Announces Return of the Pornstar Martini Global Bartender Competition](#)
- Yahoo Finance (9/6/24) - [Passoã Announces Return of the Pornstar Martini Global Bartender Competition](#)
- BevNet (9/6/24) - [Passoã Announces Return of the Pornstar Martini Global Bartender Competition](#)
- Gay Times (8/20/24) - [Cheers to 40 years of GAY TIMES with Cointreau and Aidy Smith](#)
- Retail Times (5/3/24) - [The Passoã Spritz defining the pink drink trend of summer 2024](#)
- Delish (5/1/24) - [Best Porn Star Martini Recipe](#)



Passoã: Prior Coverage (2020 - 2023)

- The Spirits Business (9/21/23) - [Passoã creates Pornstar Martini competition](#)
- Press Pass LA (9/21/23) - [Passoã Makes the Porn Star Martini the Next Must-Order Drink](#)
- Wine Enthusiast (9/19/23) - [Made You Look: The Porn Star Martini Wants Your Attention](#)
- Difford's Guide (N/A) - [Porn Star Martini Cocktail Recipe](#)
- [Passoã: Naturally Bold Passion Fruit Liqueur | SevenFifty Daily](#)





TEQUILA PARTIDA®



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Tequila Partida: Recent Coverage (2024 & 2025)



- Bourbinsane (8/8/25) - [5 Tequila Reviews: Best Añejo and Reposado Tequilas for Sipping and Cocktails](#)
- Instagram - @cultivatedbycarynshow (8/1/25) - [Instagram Post](#)
- Cultivated By Caryn (8/1/25) - [Cultivated By Caryn w.guest José Valdez, Maestro Tequilero Partida Tequila Jalisco, MX](#)
- Woman Around Town (7/22/25) - [National Tequila Day – July 24 – Mix it Up and Enjoy](#)
- DINE Magazine (Summer 2025 Issue) - Patterson: A Soil-to-Table Symphony
- BevX (7/16/25) - [New Reviews for July 16, 2025](#)
- John Mariani's Virtual Gourmet (7/6/25) - [Tequila Sales Keep Rising While Other Spirits' Are Flat: Here Are Some New Premium Bottlings](#)
- WFXC-FM (Raleigh, NC) (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- Rickey Smiley Morning Show (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- WQOK-FM (Raleigh, NC) (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- WERQ-FM (Baltimore, MD) (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- Cassius (7/4/25) - [Spirit.Ed: Check Out These Fourth of July 2025 Cocktails](#)
- Forbes (7/4/25) - [Tequila Sales Keep Rising While Other Spirits' Are Flat: Here Are Some New Premium Bottlings](#)
- Focus Daily News (7/3/25) - [Festive Cocktails For Your 4th of July Celebrations](#)
- Luxe Beat Magazine (7/1/25) - [Firework-Worthy Cocktails for July 4th](#)



Tequila Partida: Recent Coverage (2024 & 2025)



- Market Watch Magazine (June 2025) - Tequila's Additive-Free Movement
- Agave Weekly (6/21/25) - This Week's Top Pour
- Bottle Raiders (6/21/25) - [Partida Tequila Roble Fino Añejo](#)
- Broadway World (6/16/25) - [6 Firework-Worthy Cocktails for July 4th](#)
- Instagram - @capitalcitybourbon (6/9/25) - [Instagram Post](#)
- Capital City Bourbon Blog (6/9/25) - [Episode 4-5 - Partida Tequila](#)
- Luxe Beat Magazine (6/2/25) - [Refresh Your Summer Menu with a Bols Margarita Trio](#)
- Whisky Advocate (2025 Summer Issue) - Tequila Review
- Whisky Advocate (2025 Summer Issue) - Changing Bases
- YouTube - @The Tequila Hombre (5/20/25) - [Tequila Partida Distillery Tour - The Tequila Hombre](#)
- Rickey Smiley Morning Show (5/9/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- YouTube - @Bourbon Lens (5/8/25) - [Thursday Thoughts with Tequila Partida](#)
- WFXC-FM (Raleigh, NC) (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- WQOK-FM (Raleigh, NC) (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- Black America Web (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- WZAK-FM (Cleveland, OH) (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- Cassius (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- InsideHook (5/7/25) - Partida Is the Single Malt of Tequilas
- Focus Daily News (5/6/25) - [From Sweet to Chic: Mother's Day Gifts That Hit the Mark](#)
- Luxe Beat Magazine (5/5/25) - [Last Minute Cinco de Mayo Cocktail Recipes \[COCKTAIL TIME\]](#)
- WJBR (5/5/25) - [3 Reposados For Cinco De Mayo Celebrations](#)
- WXKB-FM (Estero, FL) (5/5/25) - [3 Reposados For Cinco De Mayo Celebrations](#)
- WJPT-FM (Estero, FL) (5/5/25) - [3 Reposados For Cinco De Mayo Celebrations](#)



Tequila Partida: Recent Coverage (2024 & 2025)



- GlobalGrind (5/5/25) - [Tequila, Palomas & Parties: Check Out Our 2025 Cinco De Mayo Drink Roundup](#)
- VIDMID (5/5/25) - [Cinco De Drinko: The Ultimate Holiday Drink Roundup](#)
- WIZF-FM (Cincinnati, OH) - [Spirit.Ed: Check Out Our 2025 Cinco De Mayo Roundup](#)
- WERQ-FM (Baltimore, MD) (5/4/25) - [Spirit.Ed: Check Out Our 2025 Cinco De Mayo Roundup](#)
- Cassius (5/4/25) - [Spirit.Ed: Check Out Our 2025 Cinco De Mayo Roundup](#)
- Yahoo! Life (5/2/25) - [What are the best tequilas for Cinco de Mayo? Our favorites, from cheap to stupid expensive](#)
- For The Win (5/2/25) - [What are the best tequilas for Cinco de Mayo? Our favorites, from cheap to stupid expensive](#)
- Focus Daily News (5/2/25) - [More Than Margaritas, Must Try Cinco De Mayo Cocktails](#)
- The Spill by InsideHook (5/1/25) - Around Town
- VinePair (5/1/25) - [The 30 Best Tequilas for 2025](#)
- VinePair (5/1/25) - [Tequila Partida Roble Fino Añejo Review](#)
- InsideHook (4/30/25) - [Partida Is the Single Malt of Tequilas](#)
- Instagram - @jdflicker (4/30/25) - [Instagram Post](#)
- Robb Report (4/30/25) - [The 50 Greatest Tequilas of the 21st Century \(So Far\)](#)
- InsideHook (4/29/25) - [The 50 Best Bottles of Tequila for Cinco de Mayo](#)
- The Spirits Business (4/28/25) - [Lucas Bols prepares for new premium era](#)
- Modern Distillery Age (4/25/25) - [Modern Distillery Age Tasting Panel](#)
- Hotspots Magazine (4/24/25) - [Tequila's to Celebrate Cinco de Mayo With](#) (Print)
- Hotspots Magazine (4/24/25) - [Tequilas to Celebrate with on Cinco De Mayo](#) (Online)
- Cocktails Distilled (4/23/25) - [Añejo Smash](#)
- StupidDope (4/21/25) - [Raise a Glass This Cinco de Mayo with Tequila Partida: The Ultimate Premium Pour](#)
- Instagram - @bourbonlens (4/20/25) - [Instagram Post](#)



Tequila Partida: Recent Coverage (2024 & 2025)



- Good Spirits News (4/17/25) - [GSN Review: Partida Roble Fino Tequila Anejo](#)
- Instagram - @eleanordrinks (4/9/25) - Instagram Story
- The Spirits Business (4/1/2025) - [The Tequila & Mezcal Masters 2025 results](#)
- Distiller (3/25/25) - [Partida Reposado Tequila](#)
- MSN (3/21/25) - [The Hands-Down Best Tequila to Drink Now](#)
- Esquire (2/28/25) - [The 31 Best Tequila Brands to Drink In 2025](#)
- Cassius (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- WMMJ-FM (Silver Spring, MD) (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- WFXC-FM (Raleigh, NC) (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- Rickey Smiley Morning Show (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- WZAK-FM (Cleveland, OH) (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- Black America Web (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- WKYS-FM (Silver Spring, MD) (2/21/25) - [Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips](#)
- The Manual (2/19/25) - [Expand your palate with these unusual twists on the Margarita](#)
- Yahoo! Life (2/19/25) - [Expand your palate with these unusual twists on the Margarita](#)
- Focus Daily News (2/19/25) - [Spicy, Fruity, & Traditional Margarita Recipes To Celebrate National Margarita Day](#)
- Cassius (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- KBXX-FM (Houston, TX) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- WZAK-FM (Cleveland, OH) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- WMMJ-FM (Silver Spring, MD) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- Black America Web (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- KZMJ-FM (Gainesville, TX) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- WIZF-FM (Cincinnati, OH) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2026](#)



Tequila Partida: Recent Coverage (2024 & 2025)



- The Knockturnal (2/12/25) - [The Knockturnal's Valentine's Day Cocktail And Spirits Roundup](#)
- 247 Wall St (2/4/25) - [Americans Love Patrón, but These 10 Tequilas Are Superior](#)
- Broadway World (1/31/25) - [5 Perfect Cocktail Recipes to Shake Up National Margarita Day](#)
- Beverage Media: Metro New York (February 2025 Issue) - February Cocktails
- The Tasting Panel (January/February 2025 Issue) - [Publisher's Picks](#)
- Market Watch - Google Drive (December 2024 Issue) - Lucas Bols Tequila Announces Single Barrel Program
- Cocktails Distilled (12/20/24) - [Understanding the Artistry of Tequila Partida's Single Barrel Program](#)
- Instagram - @cocktailsdistilled (12/20/24) - [Instagram Post](#)
- Instagram - @cocktailsdistilled (12/20/24) - [Instagram Post](#)
- Woman Around Town (12/15/24) - [Raise a Glass or Bring a Gift and Say Cheers!](#)
- Instagram - @embellishpod (12/13/24) - [Instagram Post](#)
- YouTube - @Embellish Podcast (12/12/24) - [A Deep Dive with Jose Valdez of Tequila Partida](#)
- Podbean - @EmbellishPod (12/12/24) - [A Deep Dive with Jose Valdez of Tequila Partida](#)
- BevNet (12/12/24) - [BevNET Announces Nominees for 2024 Spirits Awards](#)
- **Forbes (12/12/24) - [13 Tequila Bottles For The Holidays And Beyond](#)**
- For The Win (12/7/24) - [Alcohol Gift Guide 2024: The best Scotch to beer to THC \(and more\) to buy for the holidays](#)
- Yahoo! Life (12/7/24) - [Alcohol Gift Guide 2024: The best Scotch to beer to THC \(and more\) to buy for the holidays](#)
- Bottle Raiders (12/6/24) - [10 Best Tequilas for Holiday Gifting in 2024](#)
- Instagram - @grungygentleman (12/5/25) - Instagram Story
- Focus Daily News (12/4/24) - [From Classics to New Faves: Spirits Worth Gifting in 2024 - Focus Daily News](#)
- Grungy Gentleman (12/1/24) - [2024 Holiday Gift Guide | Grungy Gifts](#)
- Good Spirits News (11/21/24) - [GSN Review: Partida Anejo Tequila – Good Spirits News](#)



Tequila Partida: Recent Coverage (2024 & 2025)

- YouTube (11/11/24) - [Tequila Partida Roble Fino Anejo Review - The Tequila Hombre](#)
- The Manual (11/4/24) - [Tequila Partida is launching its first single barrel añejo program](#)
- MSN (11/4/24) - [Tequila Partida is launching its first single barrel añejo program](#)
- [Shanken News Daily \(11/4/24\) - Shanken News Daily Newsletter.pdf - Google Drive](#)
- Modern Distillery Age (11/1/24) - [ModernDistilleryAge Partida Single Barrel_11_1_24_RTDS.pdf](#)
- [Trying Partida Anejos](#)
- Cassius (10/31/24) - [Check Out All The Spooky Sips In Our Halloween 2024 Roundup](#)
- Fred Minnick (10/31/24) - [Tequila Partida Launches First Single Barrel Program - Fred Minnick](#)
- The Bourbon Finder (10/31/24) - [Press: Tequila Partida Announces Single Barrel Añejo Program](#)
- stupidDope (10/29/24) - [Spice Up Halloween with the Spicy Honey Paloma Cocktail Recipe | stupidDOPE](#)
- PR Web (10/29/24) - [Tequila Partida, The Original Additive-Free Tequila, Announces First Single Barrel Añejo Program](#)
- BevNet (10/29/24) - [Tequila Partida, The Original Additive-Free Tequila, Announces First Single Barrel Añejo Program | BevNET.com](#)
- Complot (10/26/24) - [Tequila Partida Añejo Roble Fino | COMPLOT Magazine](#)
- Grazia Magazine (10/16/24) - [Halloween Cocktails: 13 Spooky Sips for a Festive & Frightful Night](#)
- The Manual (10/14/24) - [These Halloween cocktails look as good as they taste - The Manual](#)
- stupidDope (10/8/24) - [Get Spooky with an "El Diablo" Cocktail This Halloween | stupidDOPE](#)
- The Observer (10/2/24) - [Best Halloween Cocktails: Recipes to Make Easy Spooky Festive Drinks | Observer](#)
- Man of Many (9/21/24) - [Man of Many's Staff Favourites - 21 September 2024 | Man of Many](#)
- DuJour (9/18/24) - [The Best Tequilas To Sip On Now - DuJour](#)
- InsideHook (5/1/24) - [The 50 Best Bottles of Tequila for Cinco de Mayo](#)



335,282,433
POTENTIAL IMPRESSIONS

+

1,063,312,065
SYNDICATION BOOST

=

1,398,594,498
TOTAL IMPRESSIONS

Tequila Partida: Prior Coverage (2020-2023)



- Wine Enthusiast (12/18/23) - [15 of Our Favorite Aged Tequilas for Every Budget](#)
- Men's Journal (11/16/23) - [11 Best Añejo Tequilas for Sipping and Mixing](#)
- Forbes (7/24/23) - [The Best Tequilas In The World-According To The 2023 Ultimate Spirits Challenge](#)
- VinePair (7/12/23) - [8 Worthy Alternatives to Tequila Clase Azul](#)
- Wine Enthusiast (5/4/23) - [Traveling Down the Tequila Trail](#)
- SevenFifty Daily (2/10/23) - [Showcasing Añejo Tequila in an Old Fashioned](#)
- [Partida Tequila with Jose Valdez](#)
- The Spirits Business (2/8/22) - [Lucas Bols buys Tequila Partida for \\$10m](#)
- FoodBev Media (2/7/22) - [Lucas Bols completes acquisition of Tequila Partida](#)
- [Shanken News Daily: Exclusive news and research on the wine, spirits and beer business](#)
- [The 10 Best Tequilas Over \\$100 | VinePair](#)
- [The 10 Best Tequilas Under \\$100 | VinePair](#)
- Forbes (10/29/20) - [Day Of The Dead Cocktail Essentials: New Labels, Limited Releases And Authentic Recipes](#)
- PR Web (9/9/20) - [The Single Malt of Tequila: Introducing Partida Roble Fino](#)
- BevNet (1/9/20) - [Tequila Partida Introduces First Nationally Available Limited-Release Single Barrel Reserve Reposado](#)
- PR Web (1/7/20) - [Tequila Partida Introduces First Nationally Available Limited-Release Single Barrel Reserve Reposado](#)
- [Partida Tequila Roble Fino Virtual Tasting](#)
- SevenFifty Daily (N/A) - [Tequila Partida: A Pure and Natural Agave Spirit](#)
- [Shanken News Daily: Exclusive news and research on the wine, spirits and beer business](#)
- [Shanken News Daily: Exclusive news and research on the wine, spirits and beer business](#)
- [Shanken News Daily: Exclusive news and research on the wine, spirits and beer business](#)
- [Lucas Bols to acquire ultra-premium Tequila Partida brand - Global Drinks Intel](#)
- [Tequila Aficionado Interviews Sofia Partida of Partida Tequila](#)
- [Partida Blanco Tequila Review | Tequila Aficionado](#)





TEQUILA PARTIDA®



LUCAS
BOLS



Roble Fino: Recent Coverage (2024 & 2025)

- BevX (7/16/25) - [New Reviews for July 16, 2025](#)
- Agave Weekly (6/21/25) - This Week's Top Pour
- Bottle Raiders (6/21/25) - [Partida Tequila Roble Fino Añejo](#)
- Whisky Advocate (2025 Summer Issue) - Tequila Review



Roble Fino: Recent Coverage (2024 & 2025)

- InsideHook (5/7/25) - [Partida Is the Single Malt of Tequilas](#)
- Yahoo! Life (5/2/25) - [What are the best tequilas for Cinco de Mayo? Our favorites, from cheap to stupid expensive](#)
- For The Win (5/2/25) - [What are the best tequilas for Cinco de Mayo? Our favorites, from cheap to stupid expensive](#)
- The Spill by InsideHook (5/1/25) - [Around Town](#)
- VinePair (5/1/25) - [The 30 Best Tequilas for 2025](#)
- VinePair (5/1/25) - [Tequila Partida Roble Fino Añejo Review](#)
- InsideHook (4/30/25) - [Partida Is the Single Malt of Tequilas](#)
- Instagram - @jdflicker (4/30/25) - [Instagram Post](#)
- Robb Report (4/30/25) - [The 50 Greatest Tequilas of the 21st Century \(So Far\)](#)
- InsideHook (4/29/25) - [The 50 Best Bottles of Tequila for Cinco de Mayo](#)
- Modern Distillery Age (4/25/25) - [Modern Distillery Age Tasting Panel](#)
- Good Spirits News (4/17/25) - [GSN Review: Partida Roble Fino Tequila Anejo](#)
- MSN (3/21/25) - [The Hands-Down Best Tequila to Drink Now](#)
- Esquire (2/28/25) - [The 31 Best Tequila Brands to Drink In 2025](#)
- The Tasting Panel (January/February 2025 Issue) - [Publisher's Picks](#)
- Forbes (12/12/24) - [13 Tequila Bottles For The Holidays And Beyond](#)
- For The Win (12/7/24) - [Alcohol Gift Guide 2024: The best Scotch to beer to THC \(and more\) to buy for the holidays](#)
- Yahoo! Life (12/7/24) - [Alcohol Gift Guide 2024: The best Scotch to beer to THC \(and more\) to buy for the holidays](#)
- Bottle Raiders (12/6/24) - [10 Best Tequilas for Holiday Gifting in 2024](#)
- Instagram - @grungygentleman (12/5/25) - [Instagram Story](#)
- Grungy Gentleman (12/1/24) - [2024 Holiday Gift Guide | Grungy Gifts](#)
- YouTube (11/11/24) - [Tequila Partida Roble Fino Anejo Review - The Tequila Hombre](#)
- Complot (10/26/24) - [Tequila Partida Añejo Roble Fino | COMPLOT Magazine](#)
- Man of Many (9/21/24) - [Man of Many's Staff Favourites - 21 September 2024 | Man of Many](#)
- DuJour (9/18/24) - [The Best Tequilas To Sip On Now - DuJour](#)



<p>121,050,939 POTENTIAL IMPRESSIONS</p>	+	<p>940,010,995 SYNDICATION BOOST</p>	=	<p>1,061,061,934 TOTAL IMPRESSIONS</p>
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Roble FIno: Prior Coverage (2020-2023)



- Forbes (7/24/23) - [The Best Tequilas In The World-According To The 2023 Ultimate Spirits Challenge](#)
- VinePair (7/12/23) - [8 Worthy Alternatives to Tequila Clase Azul](#)
- Wine Enthusiast (5/4/23) - [Traveling Down the Tequila Trail](#)





PALLINI

PREMIATA SPECIALITÀ
1875
LIMONCELLO

Liquore
Limoncello

*L'Originale Liquore
al Limone creato secondo
un'antica ricetta familiare
con i limoni di Sorrento*

F. G. Pallini



Pallini: Recent Coverage (2024 & 2025)



- Broadway World (8/22/25) - [6 Cocktail Recipes for a Perfect Labor Day Weekend](#)
- Luxe Beat Magazine (8/19/25) - [Labor Day Cocktails for Summer's Final Toast](#)
- Shanken News Daily (8/15/25) - [Non-Alcohol Spirits Gaining Traction In The U.S.](#)
- Distiller (8/13/25) - [The Best Liqueurs for Summer Cocktails](#)
- Focus Daily News (8/12/25) - [Spritz Season Is Here—These Recipes Bring the Bubbles](#)
- USA TODAY 10Best (8/1/25) - [Spritz appeal: A chef's guide to making a perfect spritz \(recipes included\)](#)
- Cleveland.com (7/30/25) - Spritz cocktails – beyond Aperol -- are Northeast Ohio's summer favorite (Print)
- Cleveland.com (7/28/25) - [Spritz cocktails – beyond Aperol -- are Northeast Ohio's summer favorite](#)
- Instagram - @rshreeves (7/29/25) - [Instagram Post](#)
- Forbes (7/24/25) - [Supercharge Your National Spritz Day: Best Aperitifs And NA Spritzes](#)
- Controlled Confusion (7/22/25) - [Sip Into Summer: The Ultimate Guide to Wines and Spirits for Every Occasion](#)
- Champagne Living (7/22/25) - [From Grill to Glass: Wines and Spirits That Pair Perfectly With Your Summer Menu](#)
- Salty & Stylish (7/22/25) - [Rosé All Summer: Bottles That Bring the Chill Without Killing the Vibe](#)
- Salty & Stylish Newsletter (7/22/25) - Rosé All Summer



Pallini: Recent Coverage (2024 & 2025)



- YouTube - @Brains Report (7/26/25) - [Pallini Limonzero Review: This Affordable Non-Alcoholic Limoncello is Fancy \(BR Mocktail Hour\)](#)
- Apple News (7/5/25) - [10 Crisp White Wines \(and a Summer Cocktail!\) to Sip All Season Long](#)
- Athleisure Magazine (June 2025 Issue) - [When Taking in the Sights](#)
- The Knockturnal (7/1/25) - [Cool Down With The Knockturnal's Summer Cocktail Roundup](#)
- Blogarama (6/22/25) - [Summer Cocktails – A Dozen Refreshers Easy to Mix](#)
- Woman Around Town (6/22/25) - [Summer Cocktails – A Dozen Refreshers Easy to Mix](#)
- Hotspots Magazine (6/5/25) - [Father's Day Gift Guide: Over 25 Items We Recommend in 2025](#)
- Nombase (6/3/25) - [Pallini Limoncello Celebrates 150 Years with 'Taste of a Kiss' Campaign](#)
- BevNET (6/3/25) - [Pallini Limoncello Celebrates 150 Years with 'Taste of a Kiss' Campaign](#)
- **NBC Miami (5/25/25) - [NBC Miami Summer Drinks](#)**
- La Patiala (5/28/25) - [20 Prosecco Cocktails, From the Hugo Spritz to the Bellini](#)
- MSN (5/27/25) - [Best Father's Day Gifts For Travelers 2025](#)
- More Time to Travel (5/27/25) - [Best Father's Day Gifts For Travelers 2025](#)
- Instagram - @_kellyvaughan (5/22/25) - Instagram Story
- Broadway World (5/15/25) - [6 Refreshing Cocktail Recipes to Kick Off Summer](#)
- Wine Industry Advisor (5/15/25) - [Pallini Limoncello Celebrates 150 Years with "Taste of a Kiss" Campaign](#)
- Shanken News Daily (5/14/25) - [News Briefs for May 14, 2025](#)
- Shanken News Daily (5/14/25) - News Briefs for May 14, 2025 (Newsletter)
- Food & Wine (5/13/25) - [The 13 Best Fruit Liqueurs, According to Bartenders](#)
- Instagram @alexamellardo (5/9/25) - Instagram Story
- Celeb Well (5/6/25) - [6+ Celeb-Loved Treats That Make Perfect Mother's Day Surprises](#)
- Woman Around Town (5/4/25) - [Mom Needs a Drink!](#)
- Luxe Beat Magazine (4/17/25) - [Golden Cocktails to Start Summer Holidays with Sunshine in a Glass](#)



Pallini: Recent Coverage (2024 & 2025)



- Forbes (4/16/25) - [Best Liqueurs For Extraordinary Mother's Day Cocktails](#)
- Luxury Facts (3/27/25) - [Women Winemakers Know How to Do it Well!](#)
- Instagram - @isabellekellogg (3/24/25) - Instagram Story
- Forbes (1/29/25) - [I'm A Spirit Enthusiast And These Spirit-Free Options Have A Permanent Place In My Home Bar](#)
- Broadway World (1/22/25) - [8 Low-ABV Cocktail Recipes for January and Beyond](#)
- First For Women (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Sacramento Bee (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The News & Observer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Telegraph (Macon) (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Idaho Statesman (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Fort Worth Star-Telegram (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Charlotte Observer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Columbus Ledger-Enquirer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Yahoo! Life (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)
- The Manual (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)
- WZAK-FM (Cleveland, OH) (1/14/25) - [It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary](#)
- WFXC-FM (Raleigh, NC) (1/14/25) - [It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary](#)
- Cassius (1/14/25) - [It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary](#)
- NBC New York - [Cocktail Guru: Holiday drinks](#)
- VinePair (12/24/24) - [The 40 Best Liqueurs for Your Bar Cart](#)
- Delish (12/30/24) - [Experts Say These Are The Best Alcohol Alternatives For Your Bar Cart](#)
- Planet Wine Grape Review (11/22/24) - [Pallini Limonzero Italy](#)
- BevX (11/6/24) - [New Reviews for November 6, 2024](#)
- The Guardian (10/30/24) - ['It knocks your head off!' How limoncello became a sudden, surprising, soaring success](#)
- Tastings (9/2/24) - [Pallini Peachcello Liqueur](#)
- Tasting Table (7/14/24) - [15 Best Fruit Liqueurs For Cocktails, Chosen By A Pro Mixologist](#)
- Forbes (5/5/24) - [10 Mother's Day Cocktails Perfect For Spring](#)



697,141,763
POTENTIAL IMPRESSIONS

+

541,223,308
SYNDICATION BOOST

=

1,238,365,071
TOTAL IMPRESSIONS



Pallini: Prior Coverage (2020 - 2023)

- Tasting Table (1/25/23) - [11 Best Limoncello Brands, Ranked](#)
- Beverage Journal (7/1/22) - [Fruitful Mixology Highlighted in Cocktail Competition](#)
- Liquor.com (2/8/22)- [These Limoncellos Will Have You Ditching Dessert](#)
- Let's Drink It! (8/27/21) - [Pallini Peachcello White Peach Liqueur](#)
- Drinkhacker (8/6/21) - [Review: Pallini Limoncello, Peachcello, and Raspicello \(2021\)](#)
- Just Drinks (10/12/20) - [Lucas Bols handed US distribution of Pallini Limoncello](#)
- Difford's Guide (N/A) - [Pallini Raspicello Liqueur](#)



GALLIANO
LIQUORE DELLA
SAMBUCA
35% VOL. / 70°

GALLIANO

GALLIANO
BLACK
LIQUORE DELLA
SAMBUCA
35% VOL. / 70°

Galliano: Recent Coverage (2024 & 2025)



- BevX (5/28/25) - [New Reviews for May 28, 2025](#)
- Broadway World (5/15/25) - [6 Refreshing Cocktail Recipes to Kick Off Summer](#)
- Cigar & Spirits (January/February 2025 Issue) - Across the Spirits Universe
- Luxe Beat Magazine (4/17/25) - [Golden Cocktails to Start Summer Holidays with Sunshine in a Glass](#)
- Yahoo! Life (3/18/25) - [15 Cocktails Every Chocolate Lover Should Know About](#)
- Chowhound (3/18/25) - [15 Cocktails Every Chocolate Lover Should Know About](#)
- The Social NY (3/14/25) - [Love Espresso Martinis? Find Bold And Creative Variations That Take This Classic Cocktail To The Next Level](#)
- Luxe Beat Magazine (3/10/25) - [National Espresso Martini Day: Coffee Cocktails](#)
- Cleveland.com (3/10/25) - [Drink to National Espresso Martini Day with the best espresso martini recipes](#)
- Broadway World (2/27/25) - [4 Cocktails to Energize Your National Espresso Martini Day](#)
- Broadway World (1/22/25) - [8 Low-ABV Cocktail Recipes for January and Beyond](#)
- First For Women (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Sacramento Bee (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The News & Observer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Telegraph (Macon) (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Idaho Statesman (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Fort Worth Star-Telegram (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Charlotte Observer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Columbus Ledger-Enquirer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)



Galliano: Recent Coverage (2024 & 2025)



- Yahoo! Life (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)
- The Manual (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)
- VinePair (12/24/24) - [The 40 Best Liqueurs for Your Bar Cart](#)
- Focus Daily News (11/26/24) - [Shake Up Your Holiday: Festive Thanksgiving Cocktails to Savor and Share!](#)
- Serious Eats (11/26/24) - [For the Best White Russian Cocktail, You Have to Get the Ratios Right](#)
- stupidDope (11/21/24) - [Shake Up Thanksgiving with the Galliano Espresso Martini](#)
- Cool Material (11/20/24) - [The 10 Best Espresso Cocktails](#)
- Broadway World (11/12/24) - [11 Fall-Inspired Cocktails for Thanksgiving](#)
- Forbes (11/11/24) - [8 Thanksgiving Cocktails To Warm Your Holiday](#)
- BevX (11/6/24) - [New Reviews for November 6, 2024](#)
- Forbes (10/1/24) - [5 Coffee Liqueurs To Upgrade Your Espresso Martini](#)
- Cool Material (9/27/24) - [The Tastiest Italian Cocktails to Make at Home](#)
- Forbes (9/21/24) - [11 Irresistible Coffee Cocktails To Sip On National Coffee Day](#)
- Cleveland.com (8/29/24) - [15 tasty aperitif spirits to try in a spritz, cocktails besides a classic Aperol Spritz](#)
- The Manual (8/9/24) - [This caffeine-loaded drink is the most popular cocktail in the U.S.](#)
- Tasting Table (6/3/24) - [15 Absolute Best Coffee Liqueurs](#)
- Woman's World (4/2/24) - [Editor's Picks March 2024: 21 of the Best Products You Should Absolutely Try](#)
- Distiller Magazine (1/24/24) - [Our Favorite Coffee Liqueurs](#)
- Cocktails Distilled (2024) - [Cherry Revolution](#)



334,044,844 POTENTIAL IMPRESSIONS	+	826,030,505 SYNDICATION BOOST	=	1,160,075,349 TOTAL IMPRESSIONS
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GALLIANO ON FORBES – 3 MONTHS IN A ROW! (99M UVM)

Sep 22, 2024

[Stephanie Gravalese](#)

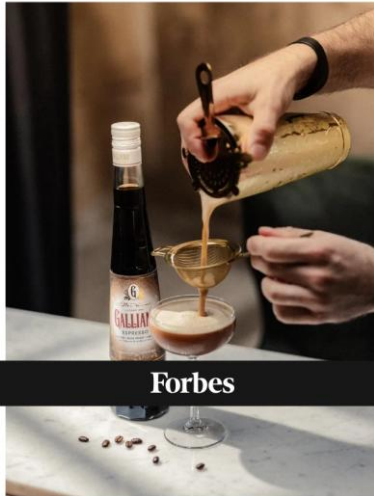
FORBES > LIFESTYLE > DINING

11 Irresistible Coffee Cocktails To Sip On National Coffee Day

Stephanie Gravalese Contributor @

I write about restaurants and food culture, from farm to fork

Galliano Espresso Martini



Forbes

An Italian-inspired Espresso Martini with smooth Galliano Espresso and

Oct 1, 2024

[Rachel King](#)

FORBES > LIFESTYLE > SPIRITS

5 Coffee Liqueurs To Upgrade Your Espresso Martini

The espresso martini has made a remarkable comeback in recent years, becoming one of the most sought-after cocktails on the bar scene.



Galliano Espresso

Galliano Espresso offers a concentrated espresso flavor. Made with a blend of two types of dark roasted coffee beans—55% Arabica from Colombia and Brazil, and 45% Robusta from India and Kenya—it is well-suited for creating rich, intense coffee cocktails with a balanced aroma. The Arabica beans provide a creamy, delicate top note with hints of chocolate, while the Robusta adds depth and a bitter coffee undertone.

Nov 13, 2024

[Emily Price](#)

FORBES > LIFESTYLE > SPIRITS

8 Thanksgiving Cocktails To Warm Your Holiday

Galliano Espresso Martini

Ingredients:

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

Directions:

Blend together and enjoy!



Galliano Espresso Martini
GALLIANO

Galliano: Prior Coverage (2020 - 2023)



2023

- The Spruce Eats (12/18/23) - [The 9 Best Coffee Liqueurs of 2023](#)
- [The 7 Best Galliano Cocktails](#)
- Robb Report (11/4/23) - [How to Make a Harvey Wallbanger, the Classic Cocktail That's Basically Disco in a Glass](#)
- The Drinks Business (3/16/23) - [Here are all the finalists for Patrón Perfectionists 2023](#)
- Mashed (3/14/23) - [The Best Coffee Liqueurs For Espresso Martinis](#)

2022

- Food & Wine (11/28/22) - [If You Love Campari, Here are 8 Red Bitter Liqueurs to Try Next](#)
- The Spruce Eats (9/28/22) - [What Is Galliano L'Autentico Liqueur?](#)
- Barron's (7/29/22) - [Upgrading Cocktails With Fresh Herbs](#)
- [7 Coffee-Infused Spirits and Liqueurs to Try Today](#)

2021

- Distractify (11/22/21) - [23 Thanksgiving-Inspired Cocktail Recipes to Spice up Your Holiday Dinner](#)
- Grunge (11/20/21) - [The Most Popular Alcohol In America 50 Years Ago](#)
- Difford's Guide (N/A) - [Galliano L'Autentico liqueur](#)
- Difford's Guide (N/A) - [Galliano L'Aperitivo Bitter](#)
- [7 Coffee-Infused Spirits and Liqueurs to Try Today](#)

2020 & PRIOR

- [Galliano: What It Is and How to Use It](#)
- [3 Cocktails that Will Make You Dust Off That Bottle of Galliano](#)
- [Six Worthy Alternatives to Aperol in Your Spritz | VinePair](#)
- [Legendary Provocateur Harvey Wallbanger Kicks Off Five-City U.S. Tour](#)
- [Galliano Launches L'Aperitivo | Chilled Magazine](#)
- [Galliano Offers a Tiki Gift Set for the Holidays](#)
- [Harvey Wallbanger...Is The Name and I Can Be Made | Chilled Magazine](#)
- [Galliano](#)
- [8 Bitter Red Liqueurs Giving Campari a Run for Its Money](#)





FLUÈRE

DISTILLED
NON ALCOHOLIC
SPIRIT



FLUÈRE®

SMOKED AGAVE

CREATED FOR COCKTAILS

DISTILLED
NON ALCOHOLIC
SPIRIT

20 FL OZ (568 mL) 30% ALC/VOL

FLUÈRE

DISTILLED
NON ALCOHOLIC
SPIRIT



FLUÈRE®

SPICED CANE
DARK ROAST

CREATED FOR COCKTAILS

DISTILLED
NON ALCOHOLIC
SPIRIT

20 FL OZ (568 mL) 30% ALC/VOL

FLUÈRE

DISTILLED
NON ALCOHOLIC
SPIRIT



FLUÈRE®

RASPBERRY
BLEND

CREATED FOR COCKTAILS

DISTILLED
NON ALCOHOLIC
SPIRIT

20 FL OZ (568 mL) 30% ALC/VOL

FLUÈRE

DISTILLED
NON ALCOHOLIC
SPIRIT



FLUÈRE®

FLORAL BLEND
OF BOTANICALS

CREATED FOR COCKTAILS

DISTILLED
NON ALCOHOLIC
SPIRIT

20 FL OZ (568 mL) 30% ALC/VOL

FLUÈRE

DISTILLED
NON ALCOHOLIC
SPIRIT



FLUÈRE®

BITTER

CREATED FOR COCKTAILS

DISTILLED
NON ALCOHOLIC
SPIRIT

20 FL OZ (568 mL) 30% ALC/VOL

Fluere: Recent Coverage (2024 & 2025)

- Chilled Magazine (9/3/25) - [5 Unique Martinis to Shake Up Your Next Cocktail Hour](#)
- WMMJ-FM (Silver Spring, MD) (8/28/25) - [Spirit.Ed: Check Out Our Labor Day Weekend 2025 Drinks Roundup](#)
- WIZF-FM (Cincinnati, OH) (8/28/25) - [Spirit.Ed: Check Out Our Labor Day Weekend 2025 Drinks Roundup](#)
- Rickey Smiley Morning Show (8/28/25) - [Spirit.Ed: Check Out Our Labor Day Weekend 2025 Drinks Roundup](#)
- Black America Web (8/28/25) - [Spirit.Ed: Check Out Our Labor Day Weekend 2025 Drinks Roundup](#)
- WZAK-FM (Cleveland, OH) (8/28/25) - [Spirit.Ed: Check Out Our Labor Day Weekend 2025 Drinks Roundup](#)
- WTLC-FM (Greenwood, IN) (8/28/25) - [Spirit.Ed: Check Out Our Labor Day Weekend 2025 Drinks Roundup](#)
- Cassius (8/28/25) - [Spirit.Ed: Check Out Our Labor Day Weekend 2025 Drinks Roundup](#)
- Broadway World (8/22/25) - [6 Cocktail Recipes for a Perfect Labor Day Weekend](#)
- Luxe Beat Magazine (8/19/25) - [Labor Day Cocktails for Summer's Final Toast](#)
- Shanken News Daily (8/15/25) - [Non-Alcohol Spirits Gaining Traction In The U.S.](#)
- Imbibe Magazine (7/23/25) - [Announcing the Winners of the 2025 New Orleans Spirits Competition](#)
- Rickey Smiley Morning Show (5/9/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- WFXC-FM (Raleigh, NC) (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- WQOK-FM (Raleigh, NC) (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- Black America Web (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- WZAK-FM (Cleveland, OH) (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- Cassius (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)

Fluere: Recent Coverage (2024 & 2025)

- Focus Daily News (5/6/25) - [From Sweet to Chic: Mother's Day Gifts That Hit the Mark](#)
- Good Spirits News (4/6/25) - [GSN Review: Fluère Distilled Non-Alcoholic Spirits](#)
- Instagram - @goodspiritsnews (4/6/25) - [Instagram Post](#)
- MSN (3/26/25) - [Get ready for Easter with these fun, playful cocktails](#)
- The Manual (3/26/25) - [Get ready for Easter with these fun, playful cocktails](#)
- The Social NY (3/14/25) - [Love Espresso Martinis? Find Bold And Creative Variations That Take This Classic Cocktail To The Next Level](#)
- Luxe Beat Magazine (3/10/25) - [National Espresso Martini Day: Coffee Cocktails](#)
- Broadway World (2/27/25) - [4 Cocktails to Energize Your National Espresso Martini Day](#)
- Good Spirits News (2/21/25) - [GSN Review: Fluère Raspberry Blend Non-Alcoholic Distilled Spirit](#)
- Cassius (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- KBXX-FM (Houston, TX) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- WZAK-FM (Cleveland, OH) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- WMMJ-FM (Silver Spring, MD) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- Black America Web (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- KZMJ-FM (Gainesville, TX) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025](#)
- WIZF-FM (Cincinnati, OH) (2/14/25) - [Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2026](#)
- Forbes (1/29/25) - [I'm A Spirit Enthusiast And These Spirit-Free Options Have A Permanent Place In My Home Bar](#)
- Broadway World (1/22/25) - [8 Low-ABV Cocktail Recipes for January and Beyond](#)
- Bottle Raiders (1/18/25) - [10 Best-Selling Non-Alcoholic Spirit Brands in 2025](#)
- First For Women (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Sacramento Bee (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The News & Observer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Telegraph (Macon) (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Idaho Statesman (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Fort Worth Star-Telegram (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Charlotte Observer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Columbus Ledger-Enquirer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)



Fluere: Recent Coverage (2024 & 2025)

- Yahoo! Life (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)
- The Manual (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)
- WZAK-FM (Cleveland, OH) (1/14/25) - [It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary](#)
- WFXC-FM (Raleigh, NC) (1/14/25) - [It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary](#)
- Cassius (1/14/25) - [It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary](#)
- Observer (1/14/25) - [The Most Delicious Non-Alcoholic Drinks to Try Now](#)
- Forbes (1/13/25) - ['Wicked' Is Streaming—11 Cocktails For A Magical Movie Night](#)
- The Manual (1/8/25) - [Make non-alcoholic versions of these classic cocktails for Dry January](#)
- Insidehook (1/8/25) - [The Best Non-Alcoholic Spirits for Dry January and Beyond](#)
- Drinks International Supplement - [Brands Report 2025](#)
- Delish (12/30/24) - [Experts Say These Are The Best Alcohol Alternatives For Your Bar Cart](#)
- Glamour (12/23/24) - [15 Best Nonalcoholic Spirits for All Those Viral Mocktails](#)
- CNN Health - [Benefits of mocktails and going 'sober-ish' for Dry January | CNN](#)
- Morning Honey (12/20/24) [Dry January 2025: Mocktail Recipes That Will Surprise & Delight](#)
- OK Magazine (12/20/24) - [5 Mocktail Recipes For Dry January](#)
- BevNet (12/12/24) - [BevNET Announces Nominees for 2024 Spirits Awards](#)
- Focus Daily News (11/18/24) - [WICKED Inspired Cocktails Through & Through](#)
- Skinny Taste - [French 75 Mocktail](#)
- Food Network (Canada) (1/18/24) - [Stock Your Dry January Bar with These Standout Non-Alcoholic Alternatives](#)
- Appetito Magazine (1/3/24) - [Italian-Inspired NA Cocktail #4: FLUÈRE Spritz](#)



Dry January: Leading the Press Coverage with Millions of Impressions



• Impressions: 123,353,975 [Benefits of mocktails and going "sober-ish" for Dry January](#)

GLAMOUR

Impressions: 7,787,777
[15 Best Nonalcoholic Spirits for All Those Viral Mocktails](#)

delish

Impressions: 16,882,775
[Experts Say These Are The Best Alcohol Alternatives For Your Bar Cart](#)

OK! magazine

Impressions: 1,594,889
[5 Mocktail Recipes for Dry January](#)



skinnytaste



Italian Food & Drink



First for women

Drinks International names Flure **one of the top 7 Non Alcoholic Spirits Brands world-wide** in the 2024 report.



Fluere: Prior Coverage (2023)

- Shanken News Daily - [Exclusive news and research on the wine, spirits and beer business](#)
- Global Drinks Intel (3/1/23) - [Lucas Bols adds Fluère alcohol-free spirit to portfolio](#)
- The Spirits Business (1/3/23) - [Lucas Bols buys alcohol-free brand Fluère](#)
- mydrybar.com (N/A) - [Fluere alcohol-free Spirits](#)
- lo2no.com (N/A) - [Fluere Smoked Agave](#)





The Muff Liquor Co: Recent Coverage (2024 & 2025)

- BevX (8/20/25) - [New Reviews for August 20, 2025](#)
- Business Focus (August 2025 Issue) - Over the Moonshine
- Imbibe Magazine (7/23/25) - [Announcing the Winners of the 2025 New Orleans Spirits Competition](#)
- YouTube - @Whiskey Knows (7/18/25) - [The Muff Liquor Review](#)
- Wine Enthusiast Magazine (August/September 2025 Issue) - Buying Guide

The Muff Liquor Co: Recent Coverage (2024 & 2025)

- Wine Enthusiast Magazine (August/September 2025 Issue) - [Buying Guide](#)
- Broadway World (6/16/25) - [6 Firework-Worthy Cocktails for July 4th](#)
- WRNB-FM (Bala Cynwyd, PA) (6/14/25) - [Father's Day 2025 Is Here & We've Got Some Bottles That'll Make Great Gifts](#)
- WZAK-FM (Cleveland, OH) (6/14/25) - [Father's Day 2025 Is Here & We've Got Some Bottles That'll Make Great Gifts](#)
- WFXC-FM (Raleigh, NC) (6/14/25) - [Father's Day 2025 Is Here & We've Got Some Bottles That'll Make Great Gifts](#)
- Cassius (6/14/25) - [Father's Day 2025 Is Here & We've Got Some Bottles That'll Make Great Gifts](#)
- Cleveland.com (6/14/25) - [How to make the perfect Old Fashioned: Cleveland bartenders weigh in](#)
- Whisky Bulletin (6/9/25) - [2025 Father's Day Whisky Gift Guide](#)
- Blogarama (6/4/25) - [Dad Needs a Drink!](#)
- Woman Around Town (6/4/25) - [Dad Needs a Drink!](#)
- Bar & Restaurant News (6/2/25) - [Spirited Stock: Bars and Restaurants Shine the Spotlight on Gin](#)
- Medium (5/29/25) - [Jacob's Pardon Releases 16-Year Sherry-Finished Whiskey](#)
- Whisky Advocate (2025 Summer Issue) - Selected Irish Blends
- BevX (5/14/25) - [New Reviews for May 14, 2025](#)
- Forbes (5/13/25) - [The Best Whiskey For An Old Fashioned, According To Bartenders](#)
- Distiller (5/8/25) - [Our Top Potato Vodka Picks](#)
- Distiller (5/1/25) - [New Release Roundup April 2025](#)
- The Beverage Journal (5/1/25) - [New Products: May 2025 Edition](#)
- Beverage Media: Metro New York (May 2025 Issue) - New Products
- The Whiskey Lifestyle (4/16/25) - [Muff Liquor Makes Its US Debut](#)
- Drinkhacker (4/10/25) - [Review: The Muff Irish Vodka, Gin, and Whiskey](#)
- Whiskey Ring Bottle Shop (4/9/25) - [The Muff Liquor Company Irish Whiskey Show Notes](#)
- PodBean - @Whiskey Ring Podcast (4/9/25) - [Ep. 182: Muff Liquor with Founder Laura Bonner](#)

The Muff Liquor Co: Recent Coverage (2024 & 2025)

- BevNET (3/27/25) - [The Muff Liquor Company And Lucas Bols USA Launches Premium Irish Spirits In The U.S. Market](#)
- Bourbon Obsessed (3/17/25) - [Bourbon News for March 17, 2025](#)
- Bottle Raiders (3/17/25) - [10 Essential Irish Whiskeys to Sip This St. Patrick's Day](#)
- WMMJ-FM (Silver Spring, MD) (3/17/25) - [Check Out Our St. Patrick's Day 2025 Cocktail Roundup](#)
- WKYS-FM (Silver Spring, MD) (3/17/25) - [Check Out Our St. Patrick's Day 2025 Cocktail Roundup](#)
- Instagram - @kirkmiller25 (3/15/25) - Instagram Story
- Yahoo! Life (3/14/25) - [The best Irish whiskeys on St. Patrick's Day: A guide with tastiest to try](#)
- For The Win (3/14/25) - [The best Irish whiskeys on St. Patrick's Day: A guide with tastiest to try](#)
- Rickey Smiley Morning Show (3/14/25) - [Check Out Our St. Patrick's Day 2025 Cocktail Roundup](#)
- Cassius (3/14/25) - [Check Out Our St. Patrick's Day 2025 Cocktail Roundup](#)
- Bourbon Obsessed (3/13/25) - [Muff Irish Whiskey Review](#)
- OnMilwaukee (3/13/25) - [Top 5 to try: Irish whiskey](#)
- The Spill by InsideHook (3/13/25) - The 40 Best Irish Whiskeys for 2025
- InsideHook (3/12/25) - [The 40 Best Irish Whiskeys for 2025](#)
- Forbes (3/7/25) - [Irish Whiskey Sees Opportunity As American Whiskey Faces Challenges](#)
- Whiskey Advocate (3/7/25) - [Old Elk's New Flagship, Woodford's Derby Bottle, Bushmills 46 year old, Penelope Rio, and More \[New Releases\]](#)
- Whiskey Fellow (3/6/25) - [The Muff Liquor Company Peated Irish Whiskey Review \(2025\)](#)
- Forbes (3/5/25) - [6 Must-Try Irish Whiskeys For St. Patrick's Day](#)
- Woman Around Town (3/3/25) - [St. Patrick's Day Cocktail Recipes-Raise a Glass to All Things Irish](#)
- Robb Report (2/25/25) - [The 12 Best Irish Whiskeys to Buy Right Now](#)
- Bottle Raiders (2/19/25) - [The Muff Irish Whiskey](#)
- Beverage Wholesaler (2/13/25) - [The Muff Liquor Company Launches in the U.S.](#)
- The Spill by InsideHook (2/13/25) - [The Muff Liquor Company Knows What You Think About Their Name](#)
- Newsbreak (2/12/25) - [Review: The Muff Liquor Company Knows What You Think About Their Name](#)

The Muff Liquor Co: Recent Coverage (2024 & 2025)

- InsideHook (2/12/25) - [Review: The Muff Liquor Company Knows What You Think About Their Name](#)
- Instagram - @kirkmiller25 (2/11/25) - Instagram Story
- Forbes (2/11/25) - [5 Must-Try Vodkas In 2025](#)
- Distiller (2/7/25) - [New Spirit Releases - February 7, 2025 - Ardbeg, Heaven Hill, & More!](#)
- One More Dram (2/6/25)- [The Muff Liquor Company Launches in the U.S.](#)
- Beverage Dynamics (2/6/25) - [Lucas Bols Helps Launch The Muff Liquor Company in the U.S.](#)
- Food Manufacturing (2/5/25) - [Irish Spirits Company Expands to the U.S.](#)
- The Manual (2/5/25) - [Just in time for St. Patrick's Day, Irish spirits brand Muff Liquor Company is launching in the US](#)
- Whiskey Fellow (2/5/25) - [Facebook Post](#)
- The Manual (2/5/25) - [Just in time for St. Patrick's Day, Irish spirits brand Muff Liquor Company is launching in the US](#)
- Food Manufacturing (2/5/25) - [Irish Spirits Company Expands to the U.S.](#)
- Drinks Inc. (1/30/25) - [Meet the Maker - Laura Bonner, CEO The Muff Liquor Company - Drinks Inc.](#)
- The Tasting Panel - [Down the Aisle](#)
- Whisky Advocate (12/17/24) - [The Muff Liquor Company, 43%](#)
- Whisky Advocate (December 2024 Issue) - Buying Guide
- SND (4/18/24) - [Shanken News Daily: Exclusive news and research on the wine, spirits and beer business](#)
- PR Newswire (4/18/24) - [Lucas Bols USA Named Importer for The Muff Liquor Company](#)
- The Spirits Business (4/18/24) - [Muff Liquor Co partners with Lucas Bols in US](#)
- ABC27 (4/18/24) - [Lucas Bols USA Named Importer for The Muff Liquor Company](#)



The Muff Liq Co: Prior Coverage (2023)

- The Spirits Business (9/1/23) - [The Vodka Masters 2023 results](#)
- Bottle Raiders (1/20/23) - ['Gladiator' Star Russell Crowe and His 'Drinking Buddies' Invest in Irish Gin Company](#)
- Bottle Raiders (1/11/23) - [Russell Crowe Writes Cheeky Review of Muff Gin](#)

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LUCAS
BOLS



Damrak Gin: Recent Coverage (2024 & 2025)

- Crave DFW (8/29/25) - [Raise a Glass to Negroni Week: The Negroni You Didn't See Coming *Recipes*](#)
- Shanken News Daily (8/15/25) - [Non-Alcohol Spirits Gaining Traction In The U.S.](#)
- BevX (7/9/25) - [New Reviews for July 9, 2025](#)
- Forbes (1/29/25) - [I'm A Spirit Enthusiast And These Spirit-Free Options Have A Permanent Place In My Home Bar](#)
- WZAK-FM (Cleveland, OH) (1/14/25) - [It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary](#)
- WFXC-FM (Raleigh, NC) (1/14/25) - [It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary](#)
- Cassius (1/14/25) - [It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary](#)
- The Manual (1/8/25) - [Make non-alcoholic versions of these classic cocktails for Dry January](#)
- BevX (12/18/24) - [New Reviews for December 18, 2024](#)



88,758,462 POTENTIAL IMPRESSIONS	+	25,894 SYNDICATION BOOST	=	88,784,356 TOTAL IMPRESSIONS
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Damrak Gin: Prior Coverage (2020 - 2023)

2023

- The Manual (11/15/23) - [The 11 best gins for a French 75, according to bartenders](#)
- Washington Post (3/9/23) - [Review | Nonalcoholic gins are a stand-out in the burgeoning no-booze category](#)
- Parade (1/18/23) - [Want To Enjoy a Gin and Tonic Without the Hangover? Here Are 16 Dry Gins up for the Task](#)

2022

- Tasting Table (4/25/22) - [10 Best Gins For A Gimlet](#)
- The Healthy (3/16/22) - [6 Best Non-Alcoholic Gins You Should Try](#)

2021

- [Review: Damrak Virgin Non-Alcoholic Gin - Drinkhacker](#)
- Distractify (11/22/21) - [23 Thanksgiving-Inspired Cocktail Recipes to Spice up Your Holiday Dinner](#)
- Forbes (10/19/21) - [How To Up Your Gin & Tonic Game](#)
- The Manual (8/11/21) - [The 12 Best Spirits For Gimlets, According To Bartenders](#)
- Insidehook (5/12/21) - [The Economics of Non-Alcoholic Spirits, Explained](#)

PRIOR

- The Spruce Eats (9/17/20) - [Damrak Gin Review](#)
- Distiller (N/A) - [Damrak Gin](#)
- [Damrak Gin wins "The Fifty Best" Gold Medal | Chilled Magazine](#)



NUVO

L'ESPRIT DE PARIS



LUCAS
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Nuvo: Recent Coverage (2024 & 2025)

- WJPT-FM (Estero, FL) (5/6/25) - [Toast Mom With These 8 Wines For Mother's Day](#)
- MSN (1/31/25) - [Fun Galentine's Day Gifts That Celebrate Your Friendship](#)
- Truetrae (1/31/25) - [Fun Galentine's Day Gifts That Celebrate Your Friendship](#)
- Broadway World (1/22/25) - [8 Low-ABV Cocktail Recipes for January and Beyond](#)
- First For Women (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Sacramento Bee (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The News & Observer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Telegraph (Macon) (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Idaho Statesman (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Fort Worth Star-Telegram (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Charlotte Observer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Columbus Ledger-Enquirer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- Yahoo! Life (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)
- The Manual (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)



2,763,374
POTENTIAL IMPRESSIONS

+

542,040,335
SYNDICATION BOOST

=

544,803,709
TOTAL IMPRESSIONS



Nuvo: Prior Coverage (2020 - 2023)

- BevNet (6/30/23) - [Lucas Bols Buys Former Hip-Hop Favorite Nuvo Liqueur](#)
- Just Drinks (6/30/23) - [Lucas Bols acquires Nuvo Sparkling Liqueur brand](#)
- Global Drinks Intel (6/30/23) - [Lucas Bols takes ownership of Nuvo sparkling liqueur](#)
- Difford's Guide (N/A) - [Bols Vodka](#)
- Distiller.com (N/A) - [BOLS Vodka | Reviews](#)
- Bottle Raiders (N/A) - [Bols Amsterdam Vodka Review | Bottle Raiders](#)



Total  **Wine**™
SPIRITS • BEER & MORE

TW&M IMPRESSIONS 2024 & 2025 TO DATE

Updated: 9/3/25

2024-2025 Total Wine & More Media Impressions			
	POTENTIAL IMPRESSIONS	SYNDICATED BOOST	TOTAL IMPRESSIONS
BOLS LIQUEURS	3,572,674	407,199,536	410,772,210
BOLS GENEVER & VODKA	0	0	0
BOLS RTEs	64,531	0	64,531
Bols Blue 1575	0	0	0
PASSOA	13,903	0	13,903
PARTIDA	97,791,265	939,964,686	1,037,755,951
PARTIDA ROBLE FINO	17,237,172	532,458,364	549,695,536
PALLINI	141,014,179	541,164,850	682,179,029
GALLIANO	4,183,772	418,830,967	423,014,739
TMLC	0	0	0
NUVO	2,747,038	542,040,335	544,787,373
FLUERE	0	0	0
TOTAL	249,387,362	2,849,200,374	3,098,587,736



Press Coverage Driving to Total Wine & More Website (2024-2025)

- Luxe Beat Magazine (8/19/25) - [Labor Day Cocktails for Summer's Final Toast](#)
- Forbes (7/24/25) - [Supercharge Your National Spritz Day: Best Aperitifs And NA Spritzes](#)
- Focus Daily News (7/3/25) - [Festive Cocktails For Your 4th of July Celebrations](#)
- Luxe Beat Magazine (7/1/2025) - [Firework-Worthy Cocktails for July 4th](#)
- The Knockturnal (7/1/25) - [Cool Down With The Knockturnal's Summer Cocktail Roundup](#)
- Woman Around Town (6/22/25) - [Summer Cocktails – A Dozen Refreshers Easy to Mix](#)
- NBC Miami (5/25/25) - [NBC Miami Summer Drinks](#)
- MSN (5/27/25) - [Best Father's Day Gifts For Travelers 2025](#)
- More Time to Travel (5/27/25) - [Best Father's Day Gifts For Travelers 2025](#)
- La Patiala (5/27/25) - [20 Prosecco Cocktails, From the Hugo Spritz to the Bellini](#)
- Broadway World (5/15/25) - [6 Refreshing Cocktail Recipes to Kick Off Summer](#)
- Rickey Smiley Morning Show (5/9/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- WFXC-FM (Raleigh, NC) (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- WQOK-FM (Raleigh, NC) (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- Black America Web (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- WZAK-FM (Cleveland, OH) (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- Cassius (5/8/25) - [Spirit.Ed: Check Out These Cocktails, Bottles & More For Mother's Day 2025](#)
- Focas Daily News (5/6/25) - [From Sweet to Chic: Mother's Day Gifts That Hit the Mark](#)
- Luxe Beat Magazine (4/17/25) - [Golden Cocktails to Start Summer Holidays with Sunshine in a Glass](#)
- Forbes (4/16/25) - [Best Liqueurs For Extraordinary Mother's Day Cocktails](#)
- MSN (3/21/25) - [The Hands-Down Best Tequila to Drink Now](#)
- Esquire (2/28/25) - [The 31 Best Tequila Brands to Drink In 2025](#)

Press Coverage Driving to Total Wine & More Website (2024-2025)

- Broadway World (1/22/25) - [8 Low-ABV Cocktail Recipes for January and Beyond](#)
- First For Women (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The Sacramento Bee (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
- The News & Observer (1/17/25) - [Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name](#)
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- Yahoo! Life (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)
- The Manual (1/15/25) - [Try out these low-ABV cocktails for a gentle transition into the new year](#)
- DrinkHacker (12/31/24) - [Review: Bols Ready To Drink Cocktails, Complete Lineup](#)
- Cocktails Distilled (12/20/24) - [Understanding the Artistry of Tequila Partida's Single Barrel Program](#)
- SA Examiner (12/12/24) - [Unwrap the Perfect Holiday Drink: Bols Ready-to-Enjoy Cocktails for Effortless Celebrations](#)
- For The Win (12/7/24) - [Alcohol Gift Guide 2024: The best Scotch to beer to THC \(and more\) to buy for the holidays](#)
- Yahoo! Life (12/7/24) - [Alcohol Gift Guide 2024: The best Scotch to beer to THC \(and more\) to buy for the holidays](#)
- Bottle Raiders (12/6/24) - [10 Best Tequilas for Holiday Gifting in 2024](#)
- Focus Daily News (12/4/24) - [From Classics to New Faves: Spirits Worth Gifting in 2024 - Focus Daily News](#)
- Grungy Gentleman (12/1/24) - [2024 Holiday Gift Guide | Grungy Gifts](#)
- Cool Material - (11/20/24) - [The 10 Best Espresso Cocktails](#)



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LBUSA Media & PR Coverage Report



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