

LUCAS BOLS



**Top Media
Hits Recap
2024 - 2026**



Bols
THE
WORLD'S
FIRST
COCKTAIL
BRAND

Top Media Hits Recap



Top Media Highlights - Liqueurs

VINEPAIR

Did Bols Just Release a Blue Liqueur That's Actually, Well, Good?



Date: 11/25/2025

Online Visits: 829,906

[Link](#)

Esquire

28 Best Halloween Cocktail Recipes to Celebrate Spooky Season



Pumpkin Spice Espresso Martini

An espresso martini walked into a pumpkin patch... and came back extra delicious.

Ingredients

- 1 1/2 oz Bols vodka
- 3/4 oz Galliano espresso liqueur
- 1/2 oz Bols pumpkin-spice liqueur
- 1 oz fresh espresso
- 1/4 oz simple syrup

Directions

Add ingredients to a cocktail shaker with ice. Shake and strain into a cocktail glass. Garnish with three coffee beans and grated nutmeg.

Date: 10/24/2025

Online Visits: 12,883,348

[Link](#)

MEN'S JOURNAL

Blue Curaçao Was Once a Punchline. This Legendary Maker Is Reimagining the Liqueur With a Higher Proof and Greater Complexity



Date: 9/30/2025

Online Visits: 15,082,382

[Link](#)

Top Media Highlights - Liqueurs

INSIDEHOOK

It's Time to Embrace Blue Curaçao



Date: 10/15/2025

Online Visits: 785,423

[Link](#)

Forbes

How Does A 450-Year-Old Alcohol Brand Relaunch Its Signature Product?



Date: 3/14/2025

Online Visits: 50,739,115

[Link](#)

FOOD & WINE

This Amsterdam Museum Is All About Cocktails



Date: 2/22/2026

Online Visits: 9,147,567

[Link](#)

Top Media Highlights - Liqueurs

THE SPIRITS BUSINESS

Into the blue: Lucas Bols



Date: 3/18/2026

Online Visits: 215,994

[Link](#)



Paul Zahn shares food and drink trends for 2026



Date: 1/16/2026

Online Visits: 5,150,657

[Link](#)



Festive Holiday Drinks



Date: 12/19/2025

Online Visits: 1,650,448

[Link](#)

Top Media Highlights (Podcasts)

Embellish Podcast

Crafting Legacy: Monique tn Kortenaar Master Distiller at Lucas Bols Distillery



Date: 6/24/2025
 Listenership: 20,000
[Link](#)



S2 E45 Bols Master Distiller Monique



Date: 6/6/2025
 Listenership: 5,000
[Link](#)

Top Media Highlights – RTE's



BOLS for Premium Ready-To-Drink Cocktails



Date: 9/14/2024

Online Visits: 1,450,675

[Link](#)

STUPIDDOPE

Cheers to Autumn: Bols Brings Bar-Quality Cocktails to Your Doorstep



Date: 10/28/2024

Online Visits: 212,241

[Link](#)



The Best Ready-To-Drink Cocktails Of 2025

Best High ABV Ready-To-Drink Cocktail (10%+)

Best Overall — [Mpac MAX Hip-Notical](#) (16%)

Top Pick — [Punch House Old Timer Bottled Cocktail](#) (30%)

Top Pick — [Bols Cocktails Margarita Azul](#) (14.9%)

Top Pick — [Snazzy Vibe Sips Tequila Lemonade + Iced Tea](#) (10%)

Best Ready-To-Drink Cocktail Packaging Design

Best Overall — [John Wolf & Co.](#)

Top Pick — [Bols Cocktails](#)

Top Pick — [XXI Martinis](#)

Top Pick — [Gardenista Cocktails](#)

Date: 3/5/2026

Online Visits: 23,605

[Link](#)



Top Media Hits Recap

Top Media Highlights

TOWN&COUNTRY

30 Love-ly Cocktails for Valentine's Day



Date: 2/12/2026

Online Visits: 2,690,996

[Link](#)



Review: Passoa Passion Fruit
Liqueur



Date: 3/16/2026

Online Visits: 782,202

[Link](#)



How I Came Around to Vodka



Date: 4/30/2026

Online Visits: 273,017

[Link](#)

Top Media Highlights



Drink Options for May Festivities



Date: 5/6/2026

Online Visits: 10,030,000

[Link](#)



Memorial Day hosting tips with entertaining expert Paul Zahn



Date: 5/17/2026

Online Visits:

44,828,867

[Link](#)



Paul Zahn brings us the Memorial Day drinks!



Date: 5/26/2026

Online Visits: 7,465,000

[Link](#)



Top Media Hits Recap



Top Media Highlights

Esquire

The 31 Best Tequila Brands to Drink In 2025

Tequila Partida



Date: 3/21/2025

Online Visits: 12,883,348

[Link](#)

VINEPAIR

The 30 Best Tequilas for
2025

The Best Tequilas Over \$100

Tequila Partida Roble Fino Añejo



Date: 5/1/2025

Online Visits: 829,906

[Link](#)

INSIDEHOOK

Partida Is the Single Malt of Tequilas

What does the "highest-rated tequila in the world" actually taste like?



Date: 4/30/2025

Online Visits: 785,423

[Link](#)

Top Media Highlights

Robb Report

The 50 Greatest Tequilas of the 21st Century (So Far)

37 Partida Roble Fino Reposado



This is another tequila that proves that a sherry influence can indeed positively enhance the flavor of the spirit. Roble Fino refers to Partida's reposado tequila that was aged in bourbon barrels for six months and then another two months in sherry-seasoned barrels previously used to mature single malt scotch whisky. That unique combination of casks makes this one of the best aged expressions from Partida with notes of dried fruit, baking spice, dark chocolate, and roasted agave on the palate.

BUY NOW ON RESERVEBAR: \$125

Date: 4/29/2025

Online Visits: 1,861,181

[Link](#)

FOOD & WINE

Why So Many Tequila Labels Just Changed, and What It Means for Producers and You



As consumers become more informed, they can buy spirits based on what's in the bottle, not just based on packaging and marketing, explains José Valdez, the master tequilero of Tequila Partida. "They can distinguish quality within the product itself, developing an appreciation for tasting tequila rather than just drinking it as a shot or in cocktails."

That's a great thing for the category, adds Partida marketing director Gilles Bensabeur, but it's also created a rush of brands that want to cash in on the additive-free movement. "Unfortunately, some are taking advantage of that buzz without doing the work," says Bensabeur. "Cutting corners in the name of transparency hurts everyone who's committed to real, honest production."

Date: 11/13/2025

Online Visits: 10,093,996

[Link](#)

Forbes

The Best Tequilas To Gift This Holiday Season

Tequila Partida Cristalino Añejo

Cristalinos can be polarizing, but when done right, they offer a clean, easy-drinking experience that's perfect for holiday gifting. Partida's Cristalino is one of the better examples: additive-free, naturally fermented, and built around fast-to-roast agave that preserves its brightness even after aging for 18 months in ex-bourbon barrels. Natural charcoal filtering removes the color but keeps the rounded, silky texture, making this a crowd-

Date: 12/9/2025

Online Visits: 50,739,115

[Link](#)

Top Media Highlights

Forbes

This Wine Glass Trick Makes Your Spirits Taste Better

From scotch to tequila, spirits professionals say a wine glass can dramatically improve the tasting experience, concentrating aromas and unlocking the complexity often muted by traditional glasses.



Date: 3/7/2026

Online Visits: 58,739,060

[Link](#)



Whisky
ADVOCATE

Ultra Aging

Day Drinking Star

Blanco shines in brunch cocktails

Farmer's Bloody Maria

German Cruz, beverage director at Red Rooster in New York City

"Tequila's clean, bright profile pairs naturally with the savory, spicy, and fresh flavors commonly found in brunch cocktails," Cruz says. "It brings clarity and balance without overpowering the palate."

2 oz. Partida blanco (or other blanco)
4 oz. fresh tomato juice
1/2 oz. fresh lemon juice
Pinch of horseradish
2 dashes hot sauce
1 dash Worcestershire sauce
Pinch of celery salt

Date: Spring 2026 Issue

Circulation: 1,065,000

[Link](#)

VINEPAIR

The 30 Best Tequilas for 2026



Date: 4/29/2026

Online Visits: 627,074

[Link](#)

Top Media Highlights (Podcasts)



Episode 4-5 - Partida Tequila



Date: 6/9/2025
Listenership: 5,000
[Link](#)



Thursday Thoughts with Tequila Partida



Date: 5/8/2025
Followers: 437
[Link](#)

Embellish Podcast

A Deep Dive with Jose Valdez of Tequila Partida



Date: 12/12/2024
Listenership: 20,000
[Link](#)



PREMIATA SPECIALITÀ

Liqueur

PALLINI

Limoncello

**Top Media
Hits Recap**

Top Media Highlights

Forbes

The Coolest Liqueurs And Amari To Gift For Home Bars



Date: 11/23/2025

Online Visits: 50,739,115

[Link](#)

FOOD & WINE

The 13 Best Fruit Liqueurs, According to Bartenders

03 of 13 Pallini Limoncello



Date: 5/13/2025

Online Visits: 10,093,996

[Link](#)

10 BOSTON

Your guide to drinking around the world



Date: 2/25/2026

Online Visits: 2,087,000

[Link](#)

Top Media Highlights



The 40 Best Liqueurs for Your Bar Cart

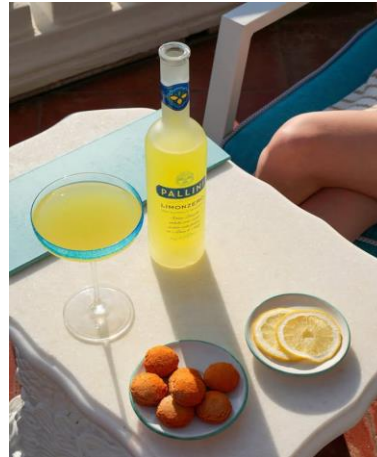


Date: 12/24/2024
Online Visits: 829,906

[Link](#)



Experts Say These Are The Best Alcohol Alternatives
For Your Bar Cart



Date: 12/30/2024
Online Visits: 21,636,585

[Link](#)



Milan Olympics Inspired Drinks on ACCESS DAILY



LIMONCELLO
SPRITZ

Bene Soda Water
Pallini Limoncello
Prosecco
Garnish:
Pomegranate Arils

Date: 2/6/2026
Viewership: 1,500,000

[Link](#)

Top Media Highlights



Milan Cortina inspired Olympic Cocktails!



Date: 2/5/2026

Online Visits: 1,500,000

[Link](#)



THE MANUAL

How to make a sun-kissed Pallini Spritz cocktail



Date: 4/27/2026

Online Visits: 273,017

[Link](#)

Forbes

Mother's Day Gift Guide 2025: Best Liqueurs For Extraordinary Mother's Day Cocktails



Date: 4/16/2025

Online Visits: 50,739,115

[Link](#)



Top Media Hits Recap

Top Media Highlights

Esquire

28 Best Halloween Cocktail Recipes to Celebrate Spooky Season



Pumpkin Spice Espresso Martini

An espresso martini walked into a pumpkin patch ... and came back with a delicious twist.

Ingredients

- 1 1/2 oz Bols vodka
- 3/4 oz Galliano espresso liqueur
- 1/2 oz Bols pumpkin spice liqueur
- 1 oz fresh espresso
- 1/4 oz simple syrup

Directions

Add ingredients to a cocktail shaker with ice. Shake and strain into a cocktail glass. Garnish with three coffee beans and grated nutmeg.

Date: 10/24/2025

Online Visits: 12,883,348

[Link](#)

FOOD & WINE

Chocolate Espresso Martini



Date: 12/9/2025

Online Visits: 10,093,996

[Link](#)

Forbes

17 Thanksgiving Cocktails That Deserve A Spot Next To The Turkey

Pumpkin Spice Espresso Martini

De Lange shares that this cocktail is a grown-up twist that combines two popular beverage trends: the espresso martini and pumpkin spice. "The espresso and spirits give it a rich, bold flavor, while the Bols pumpkin spice adds a touch of seasonal warmth," says de Lange.

Ingredients:

- 1.5 oz Bols vodka
- 0.75 oz Galliano espresso liqueur
- 0.5 oz Bols pumpkin spice liqueur
- 1 oz fresh espresso
- 0.25 oz simple syrup

Add ingredients to a cocktail shaker with ice. Shake and strain into a cocktail glass. Garnish with three coffee beans and grated nutmeg.



The pumpkin spice espresso martini was designed to be a grown-up twist on the classic ... More COGNAC OF BOLD VODKA

Date: 11/13/2025

Online Visits: 50,739,115

[Link](#)

Top Media Highlights

Chowhound

15 Cocktails Every Chocolate Lover Should Know About



Date: 3/18/2025
Online Visits: 5,514,941

[Link](#)

WINE ENTHUSIAST

Mezcal and Celery Give This White Negroni an Herbal Makeover



Date: 2/25/2026
Online Visits: 622,975

[Link](#)

the kitchn

Americano Cocktail



Date: 4/23/2026
Online Visits: 14,920,166

[Link](#)

Top Media Highlights

VINEPAIR

The 40 Best Liqueurs for Your Bar Cart



Date: 12/24/2024

Online Visits: 829,906

[Link](#)

Forbes

5 Coffee Liqueurs To Upgrade Your Espresso Martini



Date: 10/1/2024

Online Visits: 58,739,060

[Link](#)

VINEPAIR

A Timeline of the Bar Industry's Darling Liqueurs



Date: 2/5/2026

Online Visits: 829,906

[Link](#)



FLUÈRE®

— FIND YOUR FLOW —

Top Media Hits Recap

Top Media Highlights

Forbes

6 Non-Alcoholic Cocktails That Bring Flavor Without The Hangover



FLUÈRE Basil Smash

Ingredients:

- 50 ml FLUÈRE Original Botanical
- 25 ml lime juice
- 15 ml simple syrup

Directions: Muddle fresh basil with lime juice, add simple syrup, shake with ice, and double-strain into a tumbler. Add FLUÈRE and garnish with a basil leaf.

Date: 12/31/2025

Online Visits: 50,739,115

[Link](#)

delish

Experts Say These Are The Best Alcohol Alternatives For Your Bar Cart



Date: 12/30/2024

Online Visits: 21,636,585

[Link](#)

BeverageDynamics

How to Attract Gen Z to Alcohol



"Health and mental wellness are central to how this generation approaches alcohol, with growing awareness of its impact on sleep, anxiety and productivity," says Tanya Cohn, Marketing Director for the Lucas Bols Non Alcoholic Portfolio. "This is a long-term buying pattern, not a passing trend. Gen Z is forming drinking habits around flexibility and moderation from the outset, which is fundamentally different from previous generations."

Date: 2/23/2026

Online Visits: 78,566

[Link](#)

Top Media Highlights

CHILLED 
RAISE YOUR SPIRITS

Drink of the Week: The Reset Margarita



Date: 5/1/2026

Online Visits: 92,566

[Link](#)

yahoo!creators

11 Gifts for the Ultimate Hot Girl Summer



Raising the Bar

Date: 6/22/2026

Online Visits: 2,421,138

[Link](#)



Date: February 2026

Issue

Circulation: 50,000

[Link](#)

www.thespiritsbusiness.com

71

CULTIVATE YOUR MESSAGE



NUVO®

Top Media Hits Recap

Top Media Highlights

Forbes

The Coolest Liqueurs And Amari To Gift For Home Bars



Date: 11/23/2025

Online Visits: 50,739,115

[Link](#)

HOTspots!

Valentine's Day
Gift Guide 2026

NUVO Sparkling Liqueur -
\$24.99 - Sparklingnuvo.com
Crafted with ultra-premium
French vodka, a touch of

Kind of Wild Wines - \$26 -
Kindofwildwines.com
Kind of Wild is wine
obsessed, and

**NUVO Sparkling Liqueur -
\$24.99 - Sparklingnuvo.com**

Crafted with ultra-premium French vodka, a touch of delicate sparkling white wine and infused with their proprietary blend of fruit nectars, NUVO is as delicious as it is luxurious. NUVO's ultra-premium bottle stands out on any table or at home and makes the perfect gift for someone special.



water to 40% ABV and meticulously filtered. The result is a premium vodka with a clean, crisp flavor and a smooth, well-balanced finish, ideal for sipping neat or as a versatile cocktail base.



Syrah-Grenache Rose - Pays d'Herault, France
It's truly a Mediterranean experience – superbly fresh, with energy and verve. There are layers of watermelon, cherries, and strawberry fruit, accented by notes of rose petal and minerality.

retailmagazine.com | 41

Date: 1/29/2026

Circulation: 66,000

[Link](#)

Cassius

Sip Lovingly: Check Out Our Valentine's Day 2026
Cocktail & Drinks Roundup



Date: 2/11/2026

Online Visits: 52,784

[Link](#)



Top Media Hits Recap

Top Media Highlights

Robb Report

The 12 Best Irish Whiskeys to Buy Right Now

Best Peated Irish Whiskey: The Muff



While peated whiskey is relatively uncommon in the world of Irish whiskey, it is certainly not unheard of. This new release from the Muff is a blend of malt and grain whiskeys aged in virgin oak, bourbon, and cherry casks that incorporates a peated malt whiskey into the mix to provide a subtle smokiness to the palate. Give this a try to see how it compares to your favorite Irish scotch whisky.

Date: 2/25/2025

Online Visits: 1,861,181

[Link](#)

WINE ENTHUSIAST

The Top 100 Spirits of 2025

Muff Irish Gin

Ireland



Gin

93 pts

\$35

Distilled from potatoes, and flavored with botanicals including lemon, mandarin orange and rosemary. Overall, the citrus component reads as grapefruit peel and flesh on nose and distinctly sweet palate, where... [Full review](#)

[Muff Info](#)

Date: December 2025

Online Visits: 782,202

[Link](#)

Forbes

The Relentless Rise Of Muff Liquor, And The Founder Who Refused To Quit



Date: 12/5/2025

Online Visits: 50,739,115

[Link](#)

Top Media Highlights

INSIDEHOOK

Review: The Muff Liquor Company Knows What You Think About Their Name



Date: 2/12/2025

Online Visits: 785,423

[Link](#)

Whisky ADVOCATE

The Muff Liquor Company, 43%



Date: 12/1/2024

Online Visits: 156,188

[Link](#)

Forbes

Some Fine New Additions To The Liquor Shelf From All Over The Globe



Date: 2/26/2026

Online Visits:

58,739,060

[Link](#)

Top Media Highlights

Robb Report

The 11 Best Irish Whiskeys to Buy Right Now

Best Peated Irish Whiskey: The Muff



Date: 3/7/2026

Online Visits: 1,659,513

[Link](#)

INSIDEHOOK

The 40 Best Irish Whiskeys for 2026



Date: 3/6/2026

Online Visits: 738,236

[Link](#)

VINEPAIR

The 14 Best Irish Whiskeys for 2026

The Best Irish Whiskey for Cocktails

Muff Irish Whiskey



Date: 3/11/2026

Online Visits: 627,074

[Link](#)