

# LUCAS BOLS



## MEDIA COVERAGE

April 2025





2025 Media Coverage

# OVERVIEW OF COVERAGE

## TOTAL NUMBER OF CLIPS: 37

ONLINE: 22

PRINT: 3

SOCIAL MEDIA: 9

NEWSLETTER: 2

PODCAST: 1

## TOTAL POTENTIAL AUDIENCE: 83,093,527

ONLINE: 82,889,558

PRINT: 55,000

SOCIAL MEDIA: 33,969

NEWSLETTER: 100,000

PODCAST: 15,000



## The Tequila & Mezcal Masters 2025 results

Kiely was fond of Master-winning Partida Roble Fino Añejo: “Bold nose – citrus, caramel, agave, oak. Palate is equally big – warming spice, tannins, caramel, vanilla and agave sweetness. Really delicious – a Tequila for whisky lovers. Stunning.” Casa Azul Orgánico Tequila Añejo was the fifth Master winner in the round.

The final Master in the flight was Kah Añejo. Smith likened it to a Cognac, praising it for being “chocolatey” with a “lovely richness and lots of oily notes”. Five Golds were also awarded in the flight. Among them were Partida Cristalino Añejo, said to have a “distinct acid profile of a clean cristalino with the floral honeyed notes of an aged Tequila” and Casamigos Añejo Tequila, which offered an aroma of “vanilla, caramel and lightly vegetal”.

### 100% Agave Tequila – Ultra-Premium Blanco

Company	Product	Medal
Tequila Partida	Partida Blanco	Gold

### 100% Agave Tequila – Super-Premium Añejo

Company	Product	Medal
Tequila Partida	Partida Añejo	Silver

### 100% Agave Tequila – Ultra-Premium Añejo

Company	Product	Medal
Tequila Partida	Partida Roble Fino Añejo	Master
Tequila Partida	Partida Cristalino Añejo	Gold

## GSN Review: Fluère Distilled Non-Alcoholic Spirits



**Fluère is one of the leading non-alcoholic spirits brands, offering a range of five products: Botanical, Spiced Cane, Raspberry, Smoked Agave and Bitter.** The Fluère brand was created in 2018 by Leon Meijers and Alfred Sendee, two Dutch entrepreneurs and is sold in more than 20 countries, including the Netherlands, Switzerland, France, UK, Germany and recently the US.

Fluère is the perfect base for a non-alcoholic long drink and because of its unique and subtle taste it is also a very versatile mixer for various no- and low-alcohol cocktails.

See our previous review of their **Raspberry Blend**.

**Bitter – GSN’s Remarks:** Sweeter than we expected, this definitely does fit into the bitter category as some of the Italian bitter sodas. Simply add some soda water to this, and you’ll achieve relatively the same effect. It’s tasty and surprisingly refreshing just served over ice. There is a light touch to the bitterness which keeps this from being too astringent. We like this one. **GSN Rating: A-**

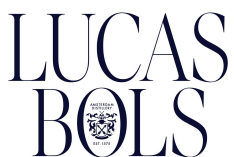


**Botanical – GSN’s Remarks:** There is a lot going on here, but it all works together as a whole. At times herbal, tangy, lightly bitter, floral and somewhat piney, this is a unique and flavorful NA product. We could easily enjoy this on it’s own in a rocks filled Collins glass. But, it will also make for a fantastic alcohol-free dry vermouth replacement. A very versatile expression that begs for experimentation behind the bar. **GSN Rating: A+**

**Smoked Agave – GSN’s Remarks:** A very light entry with just a touch of smoke on the palate. There is a distinct vanilla character underneath the overall flavor. A touch of mintiness adds a cooling effect. It’s mildly sweet, but the lasting effect is ethereal smoke. An interesting expression that adds an unusual twist to the NA market. **GSN Rating: B+**

**Spiced Cane – GSN’s Remarks:** A lightly cola flavored product that has a bit of heat, a bit of vanilla and a bit of herbality. Very easy going, drinkable and less of a rum substitute than we expected. Still, it will work for a lot of NA cocktails where this will be the main ingredient. **GSN Rating: B+**

For more information go to: [Amazon](#)



**Final Rating: 7.4**





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April 6

LUCAS  
BOLS



CULTIVATE YOUR MESSAGE



April 9, 2025

Listenership: 15,000

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# Ep. 182: Muff Liquor with Founder Laura Bonner

## Are You In The Muff Market? Are You A Muff Liquor Man?

Ok folks, we're going to have fun on this one.

When I started the research for this episode, I wasn't sure whether the "Muff Liquor Company" name was a tongue-in-somewhere thing or a hard lean-in. Turns out it's the latter with a healthy dose of the former. It is a company based in Muff, Ireland that makes liquor, and yes they know what the name means.

If you doubt it, check out their April Fool's Day post from this year...just delightfully dirty.

Once you're past the name, though, you've got to have a good product for me to care, and boy do they. I'm joined by Laura Bonner, founder of Muff Liquor Company and probably the closest connection I'll ever have to Jimmy Carr and Ed Sheeran. She's made Muff Liquors of these men, joining Russell Crowe and other notable celebs as spokespeople and investors.

The journey was long and hard, and nothing came easy (ok, last puns, I promise). COVID nearly put them under before they could begin. Now, they're thriving, and the US market awaits.

Muff Liquor's Irish Whiskey is a delicious pour, smoked apples and gentle, sweet peat, at a ridiculously affordable price point (all of their products are \$34.99 MSRP, give or take). Take a shot - see if you enjoy diving into the Muff as much as I did (ok, THAT's the last one).

Thank you to Laura for entering to the Whiskey Ring!

### The Muff Liquor Company

- [The Muff Liquor Company Website](#)
- [The Muff Liquor Company on Instagram](#)
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- [The Muff Liquor Company on X](#)
- [The Muff Liquor Company on YouTube](#)





April 9, 2025

Online Visits: 5,000

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# The Muff Liquor Company Irish Whiskey Show Notes

Notes And Reviews For Whiskey Ring Podcast Episode 182: The Muff Liquor Irish Whiskey Company With Founder Laura Bonner



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From the company:

Our blended Irish whiskey expression is the result of 5 unique Irish malt and grain whiskeys.

This irresistible blend is achieved by featuring virgin oak-matured grain whiskey, bourbon cask-matured grain whiskey, sherry cask-matured malt whiskey, double distilled malt whiskey, and triple distilled peated malt whiskey.

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The Muff Liquor Company

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## The Muff Liquor Irish Whiskey: Specs

**Classification:** Blended Irish Whiskey

**Producer:** The Muff Liquor Company

**Mashbill:** Blend of Malt and Grain Irish Whiskeys

**Proof:** 86 (43% ABV)

**Age:** NAS

**Location:** Donegal, Ireland

**The Muff Liquor Irish Whiskey Price:** \$37.99

[Official Website](#)

## The Muff Liquor Irish Whiskey: Tasting Notes

**Eye:** Very pale apple juice. Very thin rims, tiny droplets hang on for dear life.

**Nose:** Barbecued apple juice - what a clear note. Peat is sweet and mild, orchard wood charcoal on the grill. A burns grain overtone I kind of enjoy, like the charred edges of French toast that are still sweet but leaning savory. Savory beef bbq in a smoker.

**Palate:** Peat still sweet and mild, some whiskey and pepper spice on the front half of my tongue and pooling mid-palate. The smoked apple comes through again, baked apples with a cocktail smoker. Mouthfeel is a tad astringent, some more apple skin texture, medium-bodied and front-half-settling. More smoky than peaty, some dry baking spices opening late.

**Finish:** The smoke lingers pleasantly as the apple sweetness drops down. Creamy and medium-length, spicy on the tip of my tongue in a way it wasn't on the palate. Late flash of pepper.

**Overall:** I love the smoked apple theme - it's very Donegal and very Irish. I want to know more about the inspirations behind this - I can see the threads I know about. Really enjoyable as a sipper, especially if you're looking to expand your palate for a very reasonable price. Sweet and smoky peat is lovely.

**Final Rating: 7.4**



April 9, 2025

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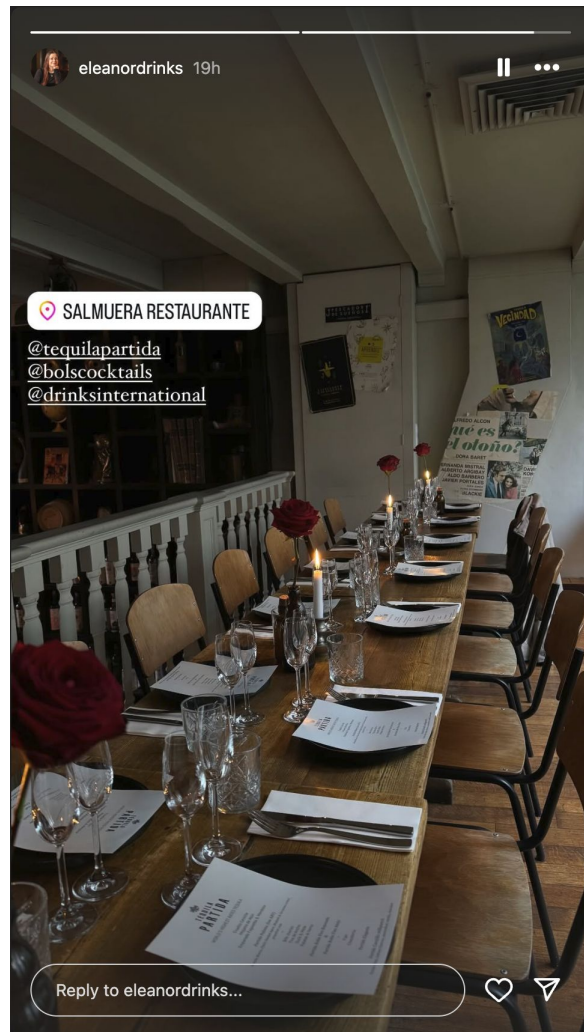
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# LUCAS BOLS



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Freelance Writer.

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Amsterdam, Day 1: Beautiful old buildings, a boat cruise, @bolsgenever\_nl, Blue Curacao, and a lot of meat. Also, they take their biking very seriously here

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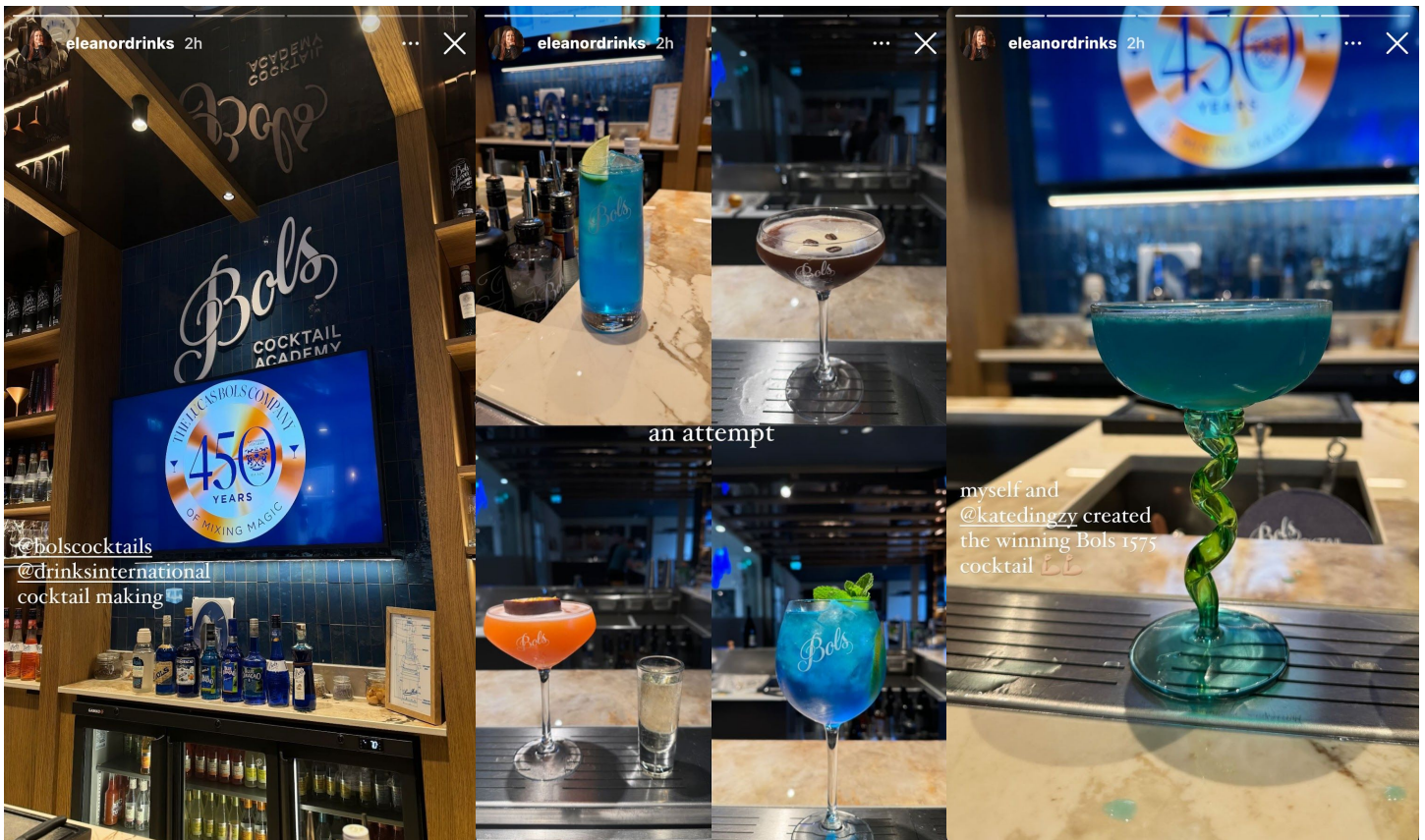
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# LUCAS BOLS



April 10, 2025

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# Review: The Muff Irish Vodka, Gin, and Whiskey



Let's just admit it: The name is funny. And fun. And lends itself to off-color jokes that only get crasser as you work your way through a second glass. But there is an entirely appropriate explanation for the company's name: the Muff Liquor Company was founded in the village of Muff in County Donegal, Ireland. The village of Muff is close to the northernmost part of the Republic of Ireland and is actually located north of most of Northern Ireland.

The Muff Liquor Company was launched in 2018 by Laura Bonner who, their website informs us, "was inspired by 'Granda' Philip McClenaghan, a potato farmer with a knack for innovation and the original creator of the handcrafted 'Poitín' recipes that now inspire her spirits." There's no Poitín among their offerings, but they do make a potato-based vodka, a gin, and a peated whiskey. The bottles are distinctive with a fun finger loop at the top and the feel of a rustic container married to a glass whiskey bottle. Let's give each a try.



## The Muff Liquor Company Irish Vodka Review

Made with four different kinds of Irish potatoes and distilled six times, this vodka is very clean on the nose, presenting just a bit of vanilla and the lightest hospital note. The palate introduces gentle, lightly sweet vanilla, a bit of earth, and a touch of lemon citrus. The alcohol is very well hidden, and the vodka has a pleasant, creamy mouthfeel, which can be found in good potato vodkas. This vodka will work well in cocktails, but it is good enough to sip neat, and I recommend it highly to fans of potato vodka. 80 proof. **A-** / **\$38**

## The Muff Liquor Company Irish Gin Review

The vodka provides the base for their gin, so it is also made with potatoes and distilled six times. The botanicals, which are cold infused into the potato spirit before distillation, include mandarin, elderflower, grapefruit peel, juniper, and rosemary. Finally, a small amount of Champagne extract is added to the gin before bottling. On the nose, mandarin orange notes hit first, followed by grapefruit pith, and a touch of pine. Quite nice, but the palate proves to be less balanced. There, the notes can be identified, but they don't come together very well. Black pepper comes first along with mandarin, followed by an earthy note and some rosemary. By itself and in a martini, the gin is a bit of a jumbled mess. In a Gin & Tonic, however, it works nicely and is quite enjoyable, with the mandarin in the gin coupling well with the lightly sweet bitterness of the tonic. If you are making G&T and like a more orange-forward cocktail, this gin is worth a try. 80 proof. **B-** / **\$38**

## The Muff Liquor Company Irish Whiskey Review

On the bottle, this whiskey is described as “peat-smoked” and “triple distilled.” Their website, however, provides a much more complex description, stating that it is “a 5 part blend of Irish Malt and Grain Whiskey’s, each one bringing an individual element.” It further notes:

1. Irish triple distilled grain whiskey in a virgin cask will get a very dark colour from the heavy char toasting and give a sweet vanilla note.
2. Irish triple distilled grain whiskey matured in ex-American bourbon casks, adds a light and sweet note to the mix.
3. Sherry matured triple distilled malt whiskey which gives body to the drink.
4. Double distilled Irish malt whiskey which provides a fruity-ester presence.
5. Peated triple distilled malt whiskey is again matured in ex-American bourbon casks and brings a smoky flavour and long rounded finish.

Poured in a glass, the whiskey presents aromas of gentle peat, apple pie, cereal grains, and a touch of orange juice. The palate is similar with soft peat, lightly sweet caramel, apple, and pie crust. The finish is medium to long. Like the few other peated Irish whiskeys on the market, the peat here is light and designed the pair with the other notes rather than overpower them. For the price, this is a really good peated Irish whiskey. 86 proof. **B+** / **\$38**

[themuffliquorco.com](http://themuffliquorco.com)





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Freelance Writer.

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Amsterdam, Day 2: Celebrating 450 years of @bolsgenever\_nl, taking in more scenery, and getting fully immersed in the experience the freshly Tales-nominated bar @cue\_amsterdam has to offer.

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# LUCAS BOLS



April 16, 2025

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# Best Liqueurs For Extraordinary Mother's Day Cocktails

Spirit mom away to Italy or France with a colorful Mother's Day cocktail. These tasty liqueurs create springtime drinks that are festive, refreshing, low in alcohol, and easy to enjoy.

## Pallini Limoncello



Pallini Limoncello from Amalfi, Italy  
PALLINI

Pallini Limoncello is a natural liqueur crafted by the Pallini family since 1865. It is made from prized Amalfi lemons that are hand-picked and infused immediately to preserve their freshness and flavor. The liqueur is GMO-free, gluten-free, and Kosher.

The [Pallini Spritz](#) is made with two parts Pallini Limoncello, three parts Prosecco, and one part sparkling water added to a large wine glass filled with ice. Garnish with an orange or lemon slice. Color: Lemon Yellow





# THE WHISKEY LIFESTYLE

April 16, 2025

Online Visits: 5,000

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## Muff Liquor Makes Its US Debut



The Muff Liquor Company CEO & Founder Laura Bonner

The Muff Liquor Company has reached America's shores and its looking for a good time!

The premium Irish spirits producer from the village of Muff in Co. Donegal, Ireland, has launched its core range in the U.S. The range includes a triple distilled/five-part blend peated whiskey, a potato based vodka and a gin; the latter two are both distilled six times.

The Muff Irish Whiskey is a 86 proof peated Irish whiskey made with a five part blend of Irish Malt and Grain whiskey. The Muff Irish Gin is made with potatoes and then incorporates a blend of mandarin, juniper berries, citrus peel, elderflower, and rosemary, cold-infused overnight in the spirit.

The Muff Liquor Company was founded in 2018 by Laura Bonner, who set out to honor her family's legacy and showcase the taste of that land. She is dedicated to preserving the area's heritage, inspired by 'Granda' (grandfather) Philip McClenaghan, a potato farmer with a knack for innovation and the original creator of the handcrafted 'Poitín' recipes that now inspire her spirits.



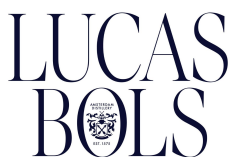


Before founding The Muff Liquor Company, Bonner graduated with a law degree from Dublin Business School and embarked on a successful real estate career in London, eventually taking on a UK Sales Director role where she saw 300 employees across 17 offices. However, her dream of building her own distillery never left. Inspired by her grandfather's ingenuity and recipes, she aspires to make a difference in the village of Muff and her community where The Muff Liquor Company Experience is based today. Bonner returned to her roots 8 years ago to follow through on her business idea for The Muff Liquor Company she had at 19.

"All of us at The Muff Liquor Company are thrilled to be partnering with Lucas Bols to launch our innovative range of Irish spirits that honors the authentic style of Donegal into the US market," says CEO and founder Laura Bonner. "Our three spirits reveal Ireland's potential to show the world our dedication to craft, especially with the new global release of the peated Irish whiskey within the range. This is a big step for us and we are excited to share and impress with the complexity and craft of our brand."

As CEO and Founder, Bonner brought together a strategic team of high-profile celebrity investors, including Russell Crowe, Ed Sheeran, Ronan Keating and Jimmy Carr, to support the global expansion of the brand. These partners have recognized the exceptional quality of Muff's premium spirits, and helped elevate the brand's profile and reinforce its reputation for authenticity and craftsmanship.

[The Muff Irish Whiskey](#), [The Muff Irish Vodka](#) and [The Muff Irish Gin](#) all retail for \$34.99.



April 16, 2025

Online Visits: 15,763

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# Bols Blue 1575: A Bold Tribute to 450 Years of Cocktail Craftsmanship

*Lucas Bols Unveils Super Premium Blue Curaçao, Combining Rich History with Modern Innovation for a New Era of Cocktail Creativity*

**New York, NY – April 15, 2025**– [Lucas Bols](#), the world’s oldest distilled spirits brand still in operation, proudly unveils [Bols Blue 1575](#)—a bold, super-premium Blue Curaçao created to celebrate 450 years of cocktail innovation. This vibrant new release reimagines a timeless classic with a contemporary edge, designed to elevate modern mixology and honor the brand’s unparalleled legacy.

In celebration of 450 years of distilling excellence, Lucas Bols—the globally renowned spirits producer and one of the oldest Dutch companies dedicated to crafting premium cocktail experiences—is proud to launch Bols Blue 1575. More than just eye-catching—it’s a modern mixology tool for elevated flavor-forward, visually striking cocktails. A bold expression of the artistry and innovation that have defined Bols for centuries, this liqueur pushes the boundaries of flavor while paying homage to its storied legacy.

“Bols Blue 1575 is a tribute to the original Blue Curaçao Liqueur and a celebration of our 450 years of distilling expertise,” said Monique ten Kortenaar, Master Distiller & Distillery Manager at The Lucas Bols Distillery in Amsterdam. “With this release, we honor our heritage while pushing the possibilities of modern mixology forward.”





## Crafted with Heritage: Ingredients & Tasting Notes

Crafted using a century-old recipe, Bols Blue 1575 is made with the finest ingredients, including distilled orange peels and a botanical spiced rum base. A unique blend of island-inspired botanicals, including vanilla, grains of paradise, and cardamom, adds

tropical spice and complexity to the rich, full-bodied flavor profile. The result is a bold and vibrant liqueur, ideal for mixologists seeking to explore new horizons in flavor.

“Blue cocktails are back—and they’re bolder, brighter, and more sophisticated than ever,” says Ivar de Langue, Global Education Manager and Master Bartender at Lucas Bols. “With Bols Blue 1575, we’ve involved bartenders in the process and created a unique expression that gives today’s bartenders the tools to reinvent classic blue cocktails with a modern super premium flavor. We’re excited to see how mixologists around the world will experiment, elevate, and surprise with vibrant cocktails that don’t just look incredible—they taste extraordinary too.”

Blue Curaçao, known for its vibrant blue color and bright citrus flavor, is a beloved staple in tropical cocktails. Originating from the Caribbean Island of Curaçao, Blue Curaçao is traditionally made from the dried peels of the Laraha fruit, a bitter citrus native to the region. These peels are steeped in alcohol to extract their signature citrus aroma and flavor, complemented by a blend of herbs and spices. The result is a refreshing, layered taste experience.

Bottled at 29.5% ABV, Bols Blue 1575 is presented in a beautifully designed 700ml bottle inspired by the vibrant island origins of Blue Curaçao. Priced at \$35, this unique release will be available on shelves at select retailers, and on cocktail menus at bars, restaurants, and hotels across the United States beginning Spring 2025.

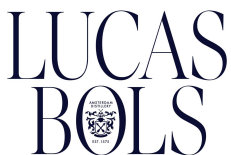
For more information about Bols Blue 1575, visit: <https://bols.com/products/bols-blue-1575>

### About The Lucas Bols Company

Lucas Bols is a global spirits company and one of the oldest active Dutch businesses, with a mission to create exceptional cocktail experiences worldwide. Present in over 110 countries, the company’s portfolio includes three global cocktail brands and more than

20 regional and international liqueurs and spirits. Bols—the world’s first cocktail brand—features the #1 global liqueur range (excluding the USA), as well as Passoã (the leading passion fruit liqueur), Galliano, and ultra-premium Partida Tequila.

Lucas Bols is also the global leader in genever and showcases its expertise through the Bols Cocktail Experience and the Bols Cocktail Academy. With nearly 450 years of innovation rooted in Amsterdam, Lucas Bols continues to inspire bartenders and cocktail lovers around the world as true Masters of Taste.





**BEVNET**

April 17, 2025

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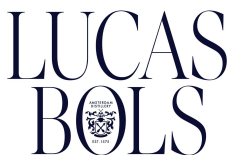
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Blue Curaçao, known for its vibrant blue color and bright citrus flavor, is a beloved staple in tropical cocktails. Originating from the Caribbean Island of Curaçao, Blue Curaçao is traditionally made from the dried peels of the Laraha fruit, a bitter citrus native to the region. These peels are steeped in alcohol to extract their signature citrus aroma and flavor, complemented by a blend of herbs and spices. The result is a refreshing, layered taste experience.

Bottled at 29.5% ABV, Bols Blue 1575 is presented in a beautifully designed 700ml bottle inspired by the vibrant island origins of Blue Curaçao. Priced at \$35, this unique release will be available on shelves at select retailers, and on cocktail menus at bars, restaurants, and hotels across the United States beginning Spring 2025.

**About The Lucas Bols Company** Lucas Bols is a global spirits company and one of the oldest active Dutch businesses, with a mission to create exceptional cocktail experiences worldwide. Present in over 110 countries, the company’s portfolio includes three global cocktail brands and more than 20 regional and international liqueurs and spirits. Bols—the world’s first cocktail brand—features the #1 global liqueur range (excluding the USA), as well as Passoã (the leading passion fruit liqueur), Galliano, and ultra-premium Partida Tequila.

Lucas Bols is also the global leader in genever and showcases its expertise through the Bols Cocktail Experience and the Bols Cocktail Academy. With nearly 450 years of innovation rooted in Amsterdam, Lucas Bols continues to inspire bartenders and cocktail lovers around the world as true Masters of Taste.



April 17, 2025

Online Visits: 629,659

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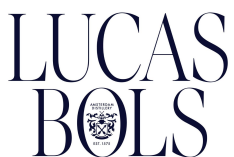
# Lucas Bols is celebrating 450 years of cocktail innovation with a must have new mixology ingredient

Lucas Bols is celebrating its 450th birthday with a Blue Curacao liqueur



Lucas Bols

If you're a home mixologist, you already know about the prowess of Lucas Bols, thanks to its wide range of liqueurs, triple secs, and more. Recently, to celebrate its 450th birthday, the iconic brand announced the launch of a new liqueur perfect for home bartenders.





## Bols Blue 1575



Lucas Bols

To celebrate 450 years, renowned distilled spirits brand Lucas Bols announced the launch of Bols Blue 1575, a super-premium Blue Curaçao. For those unaware, Blue Curaçao is known for its bright blue color and sweet, memorable citrus flavor. It's the perfect addition to tropical cocktails like the Blue Lagoon, Blue Hawaiian, and more.

Bols Blue 1575 begins with distilled orange peels and a botanical spiced rum base. It's flavored with vanilla, grains of paradise, cardamom, and more. The result is a bright, citrus-driven 29.5% ABV liqueur that belongs on your home bar.

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BOLS





“Bols Blue 1575 is a tribute to the original Blue Curaçao Liqueur and a celebration of our 450 years of distilling expertise,” Monique ten Kortenaar, Master Distiller & Distillery Manager at The Lucas Bols Distillery in Amsterdam, said.

“With this release, we honor our heritage while pushing the possibilities of modern mixology forward.”

Ivar de Langue, Global Education Manager and Master Bartender at Lucas Bols says that blue cocktails are back and more sophisticated than ever.

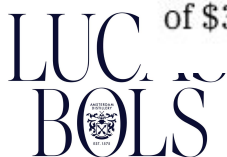
“With Bols Blue 1575, we’ve involved bartenders in the process and created a unique expression that gives today’s bartenders the tools to reinvent classic blue cocktails with a modern super premium flavor. We’re excited to see how mixologists around the world will experiment, elevate, and surprise with vibrant cocktails that don’t just look incredible, they taste extraordinary too.”

### **Where can I buy this?**



Lucas Bols

Bols Blue 1575 will be available at select retailers and in bars, restaurants, and hotels in the US beginning in spring 2025 for the suggested retail price of \$35 for a 700ml bottle.





## News Briefs for April 17, 2025

April 17, 2025

•Lucas Bols is introducing **Bols Blue 1575**, a super-premium Blue Curaçao. The new offering is made with distilled orange peels and a botanical spiced rum base, along with a blend of island-inspired botanicals. Retailing at \$35 a 700-ml., Bols Blue 1575 is bottled at 29.5% abv and is rolling out to select on- and off-premise locations across the U.S. In addition to the Bols liqueur brand, the Lucas Bols portfolio includes Passoã liqueur, Galliano, and Partida Tequila among others.



## GOOD SPIRITS NEWS

April 17, 2025

Online Visits: 5,000

[Click to view article](#)

### GSN Review: Partida Roble Fino Tequila Anejo



**When Partida's Maestro Tequilero, José Valdez, visited Scotland for the first time, he immediately felt the connection to the homeland of the world's finest Single Malts.** He envisioned a product that combines Single Malts Best in Cask Management and Tequila. From this vision came Roble Fino, meaning Fine Oak.

Roble Fino Añejo begins with Partida's Añejo which is aged for an extensive 18 months in ex-bourbon barrels. This then continues its finishing for an additional 5 months in ex-single malt, sherry seasoned casks from an authentic Scotch Whisky. The tequila is

finished at 45% ABV, bringing together the two worlds in harmony.

**GSN's Remarks:** An almost effervescent aroma entices with a fantastic nose rich with lovely sherry high notes and a whisper of Scotch. A very light entry with a rush of sweet agave, followed by the richness of sherry makes this a dessert spirit. An easy-going mouthfeel and an exceptionally long finish are foreshadowed by a honeyed, fruity warmth. This is a true gem of a tequila, and a tribute to the blender's craft. **GSN Rating: A++**

**For more information go to: [Partida Tequila](#)**

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## GOLDEN COCKTAILS TO START SUMMER HOLIDAYS WITH SUNSHINE IN A GLASS



### PALLINI SPRITZ

#### INGREDIENTS:

- 2 oz [Pallini Limoncello](#)
- 3 oz Prosecco
- 1 oz Sparkling water
- Garnish: Lemon Slice





## GALLIANO SOUR



### INGREDIENTS:

- 2 oz Galliano Autentico
- 1 oz Fresh Lemon juice
- 1/3 oz Egg white
- 1 Dash Angostura bitters

### INSTRUCTIONS:

- Combine all ingredients in a cocktail shaker with ice
- Pour into a coupe glass and enjoy!



# SPIRITED

April 17, 2025

Online Visits: 5,000

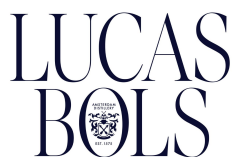
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## Lucas Bols Unveils Bols Blue 1575 to Celebrate 450 Years of Distilling Excellence



### **Bols Blue 1575 super-premium Blue Curaçao blends historic craftsmanship with modern mixology innovation**

Lucas Bols, the world's oldest distilled spirits brand still in operation, has introduced Bols Blue 1575, a super-premium Blue Curaçao liqueur commemorating the company's 450th anniversary. This vibrant release reimagines the classic liqueur with a contemporary twist, aiming to inspire a new era of cocktail creativity.



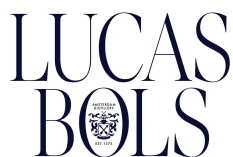


Crafted in Amsterdam, the new Blue Curaçao is based on a century-old recipe featuring distilled orange peels and a botanical spiced rum base. Island-inspired botanicals such as vanilla, grains of paradise, and cardamom contribute to its rich, full-bodied flavor profile. Bottled at 29.5% ABV, the liqueur presents a bold and vibrant taste, ideal for mixologists seeking to explore new horizons in flavor.

“Bols Blue 1575 is a tribute to the original Blue Curaçao Liqueur and a celebration of our 450 years of distilling expertise,” said Monique ten Kortenaar, Master Distiller & Distillery Manager at The Lucas Bols Distillery. “With this release, we honor our heritage while pushing the possibilities of modern mixology forward.”

The liqueur’s electric blue hue and complex flavor profile make it a standout ingredient for contemporary cocktails. Ivar de Lange, Global Education Manager and Master Bartender at Lucas Bols, noted, “With Bols Blue 1575, we’ve involved bartenders in the process and created a unique expression that gives today’s bartenders the tools to reinvent classic blue cocktails with a modern super-premium flavor.”

Bols Blue 1575 will be available in 700ml bottles at a suggested retail price of \$35, launching in select U.S. markets in Spring 2025. For more information, visit the [official product page](#).





# Instagram

April 20, 2025

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**bourbonlens and cocktailswithfriendspod** Forrest Frank • CELEBRATION

**bourbonlens** 4d  
Let's make a classic with a twist: The Blue Margarita  
  
Shoutout to @neatandrocks and @cocktailswithfriendspod for the recipe  
  
1.5oz @tequilapartida  
0.5oz @bolscocktails blue curaçao  
0.5oz fresh lime juice 🍋  
0.5os honey 🍯  
  
#cocktails #margarita  
#bluemargaritas #bluecuraçao  
#partida #tequila #homebar

**cocktailswithfriendspod** 4d  
Always happy to help. Next time

**28 likes**  
4 days ago

Add a comment...

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April 21, 2025

Online Visits: 173,069

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# STUPIDDOPE

## Raise a Glass This Cinco de Mayo with Tequila Partida: The Ultimate Premium Pour



Cinco de Mayo is more than just a day on the calendar—it's a vibrant celebration of culture, resilience, and, of course, great taste. No fiesta feels complete without the perfect tequila to bring people together, whether it's poured neat, mixed into a fresh margarita, or elevated into a creative cocktail. As the festivities approach, there's no better time to explore one of the most authentic and highly praised tequilas on the market: Tequila Partida.

Renowned for its commitment to tradition, purity, and quality, Tequila Partida is redefining what it means to sip and savor tequila. Made from 100% blue agave in Mexico's historic Tequila Valley, each bottle embodies centuries of craftsmanship and modern innovation, offering a clean, complex experience that honors its roots while appealing to contemporary palates.



If you're looking to take your Cinco de Mayo celebrations to the next level, Tequila Partida should be at the center of your lineup.





## The Craft Behind Tequila Partida

At a time when many tequila brands chase flashy marketing and trendy gimmicks, Tequila Partida stays true to its origins. It's one of the few premium tequilas that remains additive-free, ensuring that every flavor note you taste comes straight from the agave and the meticulous process behind it—not from added sugars, flavorings, or artificial enhancements.

The production process is a masterclass in tradition and attention to detail. From carefully cultivating and harvesting estate-grown blue agave to slow-cooking the piñas, through distillation and aging in carefully selected barrels, each step is executed with precision. This dedication results in a tequila that's smooth, nuanced, and endlessly sippable.

In fact, leading spirits critic F. Paul Pacult calls Tequila Partida “the finest tequila that money can buy,” and with accolades piling up year after year—including being recognized by *Wine Enthusiast* in 2024 for producing “the best tequila under \$150”—it's clear the brand delivers on every level.

## Meet the Lineup: Essential Bottles for Your Celebration

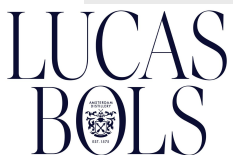
For those planning a Cinco de Mayo gathering or simply looking to enjoy a bottle with friends, Tequila Partida offers a diverse range of options that cater to every preference.

La Familia Blanco (SRP: \$41.99)

Fresh, vibrant, and unaged, this Blanco expression captures the true essence of blue agave. It's the go-to for crafting classic margaritas or sipping neat when you want to taste the agave in its purest form.

La Familia Reposado (SRP: \$50.99)

Aged in ex-bourbon barrels, the Reposado brings a soft warmth to the table. Vanilla, almond, and honey notes make it a fantastic choice for sipping on its own or mixing into elevated cocktails like a Reposado Old Fashioned.





### La Familia Añejo (SRP: \$58.99)

For those who appreciate a richer, more developed flavor profile, the Añejo offers layers of dried fruit, cinnamon, and caramelized sugar. Perfect for contemplative sipping.

### La Familia Cristalino Añejo (SRP: \$60.99)

For a crystal-clear spirit that doesn't sacrifice complexity, this Cristalino is filtered for clarity but retains all the character of an aged tequila. Expect subtle oakiness balanced by a clean, smooth finish.

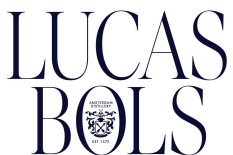
### Roble Fino Series

The Roble Fino range is where Tequila Partida takes luxury to another tier, merging tequila craftsmanship with barrel-aging expertise.

- Roble Fino Reposado (SRP: \$139.99)
- A refined expression that deepens the Reposado experience with robust notes of toasted oak and vanilla.
- Roble Fino Añejo (SRP: \$129.99)
- Hailed as “the best tequila under \$150,” this Añejo delivers a bold symphony of flavors—perfect for slow sipping and special toasts.
- Roble Fino Cristalino Reposado (SRP: \$119.99)
- This Cristalino offers an exquisite blend of smoothness and complexity, ideal for those who want something unexpected yet familiar.

## How to Celebrate in Style

Cinco de Mayo celebrations should be anything but ordinary. With Tequila Partida, there's no need to mask the spirit's flavor behind excessive mixers or sugary additives. Whether you're preparing a straightforward Paloma, a crafted Reposado Sour, or simply serving the tequila with a quality ice cube and an orange peel twist, each pour brings sophistication and authenticity to the table.





If you're hosting a party, consider offering a tasting flight that moves from the crisp brightness of the Blanco to the deep richness of the Añejo, allowing guests to experience the full spectrum of Tequila Partida's artistry. It's a simple yet memorable way to turn a casual gathering into an immersive experience.

Or, if a quieter celebration is on the menu, a glass of Roble Fino Añejo, paired with good conversation and a sunset view, may be all you need.

In a world overflowing with tequila choices, Tequila Partida stands tall by focusing on what matters most: quality, authenticity, and tradition. This Cinco de Mayo, skip the gimmicks and choose a tequila that respects both the craft and the celebration itself.

For those ready to elevate their experience, Tequila Partida offers more than just a drink—it offers a moment worth savoring.

To learn more or find where to purchase Tequila Partida, visit [Tequila Partida's official site](#).



Raise a Glass This Cinco de Mayo with Tequila Partida: The Ultimate Premium Pour

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April 23, 2025

Online Visits: 5,000

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# THE LONG BAR

## A Blueprint for Surviving 450 Years in the Liquor Business

How a 17th-century Dutch entrepreneur created a company that outlasted empires.

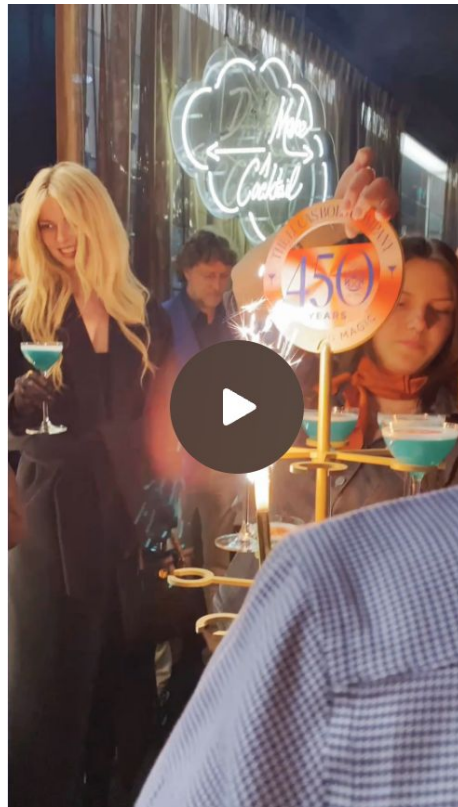


In 1575, a Dutchman named Lucas Bolsius began making spirits in a modest building just off a canal in central Amsterdam. The site became known as *Het Lootsje*, or “the little shed,” reflecting a characteristic Dutch avoidance of splendor—and likely an owner who kept his head down to avoid drawing attention to himself.

His family name was later simplified to the easier-to-pronounce Bols. And earlier this month, the Lucas Bols Company celebrated its 450th anniversary with a grand bash in Amsterdam. (I attended as a guest of Bols.) The event took place at their newly updated visitor center, located within sight of the Rijksmuseum and just across the street from the Van Gogh Museum.

A highlight of the evening was a procession of servers with tiered trays full of bluebird-colored cocktails





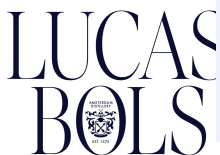
. If you somehow failed to notice these, you surely saw the oversized and exuberant sparklers attached to the trays—it felt like a bonsai-sized Olympic opening ceremony.

After remarks from Amsterdam's deputy mayor, a group of young and fashionable Dutch influencers gathered around a circular bar and were schooled in proper shaking technique by a personable bartender ("Smile when you shake!"). They captured their skills with selfies, contrapposto poses, and duck lips.

One has to wonder what Lucas Bols would have thought of it all. His bust and portrait are prominently featured in the Bols Cocktail Experience downstairs, and his ruffed millstone collar and unsmiling face suggest he might not have had much use for such levity.

But surely, he'd be proud of what he created. It's been quite a ride for the Lucas Bols Company, which plausibly claims to be the oldest distillery brand in the world. Lucas was fortunate to get a propitious start. His best move? Launching his firm just as Amsterdam's Golden Age was beginning.

Starting around 1575, Amsterdam transformed from soggy bottomland into an absurdly prosperous metropolis—a city that, for a century, led the world in art, science, and commerce. Booming trade with the Baltic brought in endless staves suitable for casks and wooden tanks. Exotic spices arrived aboard a steady procession of ships from the Far East.





Lucas Bols was a shareholder in the highly profitable Dutch East India Company, giving him priority access to imports such as cinnamon, cardamom, star anise, and nutmeg. Growing trade with the New World also brought Amsterdam copious amounts of sugar and citrus, including the dried orange peels used in distilling Bols curaçao. It was a heady time for a maker of sophisticated spirits.

But a company doesn't survive for nearly half a millennium by resting on its laurels. It must adapt and evolve. By 1664, Bols was making genever—a malt liquor flavored with juniper that served as a sort of older cousin to London dry gin. In 1816, the last family heir sold the company to a Rotterdam financier, with the proviso that the family name remain. In 1820, Bols began exporting to the United States, where its genever became a vital ingredient in the growing cocktail craze. Jerry Thomas's 1862 cocktail guide includes numerous recipes that call for gin—which, as drinks historian David Wondrich notes, often meant Hollands gin, or genever.

Dutch gin fell from favor by the late 19th century—it didn't pair well with dry vermouth in the then-popular martini, unlike London gin—but Bols pivoted. It doubled down on curaçao, which a 1912 advertisement noted came in sweet, dry, and extra dry varieties, and in colors of orange, white, and green. In 1933, Bols introduced its blue curaçao, still its best-selling product.

Bols was promoted as the perfect after-dinner drink ("29 delicious flavors to choose from," read one ad). It also became a favored dessert ingredient: "All flavors of Bols Liqueurs make excellent toppings for ice cream," a newspaper enthused in 1962. Another reporter noted in 1984 that "Chocolate Mint Fondue, using Bols Crème de Menthe, sounds very fattening, but well worth trying."



Bols' four-chamber bottle

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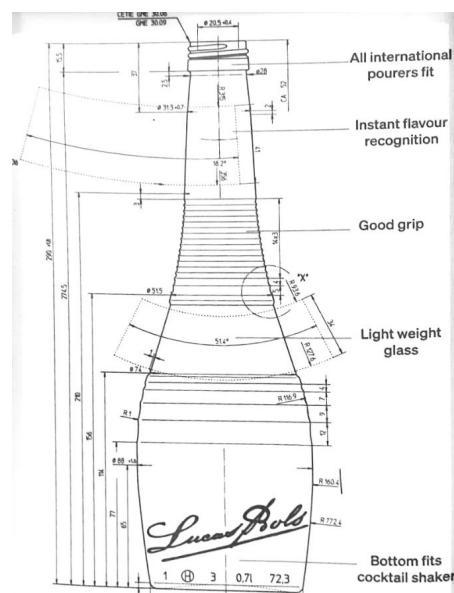




Bols also drew attention with novelty bottles. At one point, it was sold in cleverly crafted dual-compartment bottles—one with crème de cacao, one with crème de menthe. For a time, four bottles were fused into one, with a rotating spout that allowed drinkers to select their liqueur. In the 1970s, it came in genuine Delft ceramic bottles.

Traditionally, Bols bottles had a somewhat bulbous, antique round-bottom flask appearance. But changes came in the mid-2000s, after Bols was sold to Rémy Cointreau and its headquarters relocated to France. Designers came up with the bottom-heavy, ridged bottle familiar on backbars today.

This coincided with the brand's broader transformation. Bols evolved from a fine sipping liqueur to a key ingredient in sweets—and now to a bartender's best friend. Its colorful array of liqueurs functions somewhat like syrups, brightening cocktails in both taste and appearance



.A diagram at the Bols visitor center outlines the bottle's benefits: an easy-to-grip neck with an opening built for speed pourers; a small, high-placed label for quick flavor identification; lightweight, thinner glass to reduce fatigue; ridged texture for secure handling even with wet hands; and a juggling club-like shape, with a base that nests snugly in a cocktail shaker for aerial flair moves like "the nest."

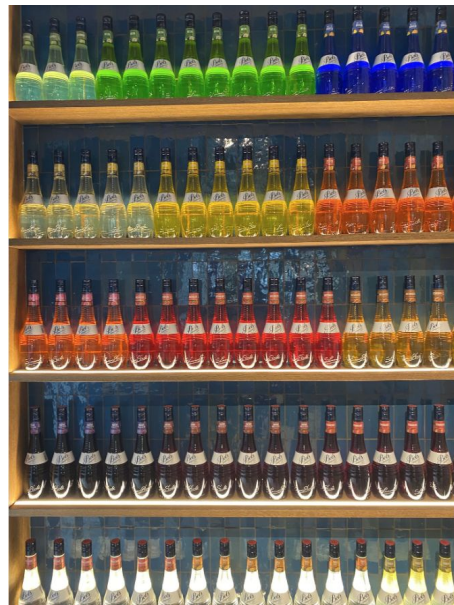
In 2006, Rémy Cointreau sold Bols to a management group including former Rémy employees, backed by ABN AMRO Capital. The group moved the headquarters back to Holland and eventually opened a small distillery and the House of Bols visitor center in central Amsterdam. The bartender focus—and the distinctive bottle—remained central to the brand.





“Not many people will order a strawberry liqueur on the rocks,” says Ivar de Lange, manager of Bols’ global education program. “Bols is a bartender’s mixer.” Bartenders on Reddit discuss how Bols liqueurs can substitute for more expensive options—Bols Elderflower for St. Germain, or Bols Melon for Midori. Bols may not have the top-shelf cachet of European liqueurs with ornate labels and faux-antique bottles, but bars appreciate its impact on the bottom line. (Bols Elderflower Liqueur retails for about \$20, compared with \$30 for St. Germain.)

Bols continues to invest heavily in bartender education. Above the Cocktail Experience is a sleek, modern classroom—the home of Bols Academy—where a couple dozen bartenders at a time can receive training at well-stocked stations. The Academy offers half-day to four-day courses and partners with cocktail schools worldwide, including several in Italy, and others in Budapest and Mauritius. Bols trains around 3,000 to 4,000 bartenders annually—plus thousands more via online classes



.Were Lucas Bols to return today, he might not recognize what his business has become. But with annual sales exceeding \$100 million, he’d surely appreciate the profit that his namesake liqueurs are generating from being staples on backbars around the globe.

Amsterdam may no longer be the global trade titan it once was. But one brand hasn’t yet conceded.





April 23, 2025

Online Visits: 5,000

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## Añejo Smash

### Anejo Smash

Añejo Tequila / Grand Marnier / Agave Syrup / Mint leaves / Lemon wedges



< || >

Main Spirit

Rum - Aged

Difficulty

Easy

Technique

Shaken

With the Añejo Smash, you discover what happens when the Margarita grows up. With Añejo Tequila, Grand Marnier, Agave Syrup, fresh Mint and lemon wedges, this is a cocktail that demonstrates what happens when aged Tequila gets a splash of minty freshness.

Ingredients

1,5 oz. [Partida Añejo Tequila](#)

0,5 oz. [Grand Marnier](#)

0,75 oz. [Agave Syrup](#)

6-8 [Mint leaves](#)

4 [Lemon wedges](#)

Glass

Rocks

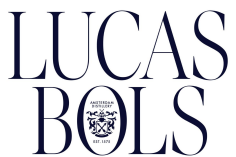
Display: **oz.** ml.

Instructions

Combine all ingredients in a shaker with ice. Shake, strain into a rocks glass packed with crushed ice.

Garnish

Mint sprig





January/February 2025 Issue

Print Circulation: 5,000

# CIGAR & SPIRITS

A Lifestyle Magazine



## GALLIANO ESPRESSO

MSRP: \$24.99 | 30.0%

A rich coffee-flavored liqueur that blends the deep, robust taste of espresso with the signature smoothness of Galliano's herbal base. It offers a harmonious balance of dark coffee, vanilla, and subtle spice notes, creating a complex and velvety flavor profile. Galliano Espresso delivers a satisfying, slightly sweet finish with an invigorating coffee kick.



# LUCAS BOLS

CULTIVATE YOUR MESSAGE



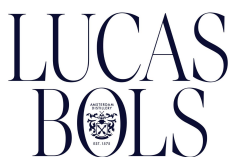


April 24, 2025  
Print Circulation: 5,000  
Online Visits: 11,640  
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# TEQUILA'S TO CELEBRATE CINCO DE MAYO WITH



**Tequila Partida** - Tequila Partida is an authentic, all-natural and the original additive-free estate-grown premium Tequila, made from 100% blue agave in the heart of Mexico's historic Tequila Valley region. From cultivation and harvest to cooking, distillation and aging, Partida maintains exceptional standards of quality and consistency, making Partida "the finest tequila that money can buy," according to F. Paul Pacult, the leading spirits authority in America. Partida is the world's highest rated tequila. In 2024, the Roble Fino Añejo was recognized as "the best tequila under \$150" by Wine Enthusiast. \$41.99 to \$139.99.





April 25, 2025

Newsletter Subscription: 50,000

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# Distillery <sup>modern</sup> Age



## Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on two tequilas and an Italian liqueur.

*All spirits are tasted blind. The panelists know only the style and ABV. The notes are a distillation of the panelists' comments.*

The panelists vary with each panel but often include: Dave Schmier (Independent Spirits Expo), David Talbot (Ultimate Beverage Challenge), Frank Whitman (food & drinks writer), Ernie Adamo (spirits lover), Steve DeFrank (spirits lover), Dave Sokoloff (spirits lover), Phil Simpson (Asbury Park Distilling), Thomas Henry Strenk (drinks writer), Melissa Dowling (Editor of *Cheers*), Kyle Swartz (Managing Editor of *Beverage Dynamics*, *Cheers & StateWays*) and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

### Tequila Partida Añejo, 40%

La Auténtica Tequila, Jalisco, Mexico, ~\$62

Imported by Lucas Bols USA; aged for 18 months

Gold with an aroma of agave sweetness, oak, chocolate, vanilla, black pepper and dried fruits. In the taste are agave sweetness, vanilla, caramel, spices, black and green peppers, black pepper, oak, baking spices and chocolate. A full body. Finishes rich with oak, spices and agave sweetness.



### Bols Blue 1575

Lucas Bols in the Netherlands has released Bols Blue 1575 (29.5% ABV), a super-premium Blue Curaçao created to celebrate 450 years of cocktail innovation.



Originating from the Caribbean Island of Curaçao, Blue Curaçao is traditionally made from the dried peels of the Laraha fruit, a bitter citrus native to the region. These peels are steeped in alcohol to extract their signature citrus aroma and flavor, complemented by a blend of herbs and spices.

A 700-ml bottle sells for about \$35.

### Tequila Partida Roble Fino Añejo Sherry Oak Finish, 45%

La Auténtica Tequila, Jalisco, Mexico, ~\$155

Imported by Lucas Bols USA; Partida's Añejo, aged 18 months in ex-bourbon barrels with an additional five months in ex-single malt, sherry-seasoned casks.

Gold with an aroma of oak, agave sweetness and dark chocolate, plus sherry sweetness. In the taste are agave and sherry sweetness, dried fruits, toasted oak, oranges, black pepper and chocolate. A full body. Finishes with all the above plus alcohol warmth.



# LUCAS BOLS



April 25, 2025

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# Instagram



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**Jake Emen**

Professional booze journalist traveling & drinking & eating my way around the world for work.

[linkin.bio/mantalkfood](https://linkin.bio/mantalkfood)



LUCAS  
BOLS



## Lucas Bols prepares for new premium era

As Lucas Bols celebrates its 450-year anniversary, its financial officer is preparing to take a step up. Incoming CEO Frank Cocx revealed his plans for the future.



L-R: Frank Cocx and Huub van Doorne

After 20 years leading Lucas Bols, CEO Huub van Doorne will pass the baton on to chief financial officer Cocx in October. The **leadership transition** will be smooth; the pair have worked together closely since Cocx joined the Dutch spirits company.

“I started five years ago. Because we were listed on the stock exchange, we always had a small management team, which really was Huub and I,” Cocx says of the company’s headquarters in Amsterdam.

When Cocx assumes the role of CEO, he says he will switch it up from the two-man team. “There’s a lot of pressure and a lot of non-business focus that comes from being a listed company. Huub and I tried to take that away from the business teams here.

“I think that worked well. However, now we’re no longer listed, I want to professionalise with a broader management team. It’s going to be myself and brands and business development, sales and distributor

management, supply chain, and IT.”

Strengthening the company’s route to market will also be a major focus. “Last year, we sold to 114 markets, and 111 of those were dependent on third-party distributors.”

### Trading up to premium

At the heart of Lucas Bols’ operation are its liqueurs and its involvement in the cocktail and bartending scene.

Cocx explains the company is playing across different price tiers to ensure positioning on both the back bar – where more premium, specialist bottles tend to live – as well as on the ‘speed rail’, which is usually directly in front of the bartender and reserved for frequently used spirits.

To build its back-bar presence, the company has relaunched Bols Blue 1575 in a revamped, more premium form, with a new distinct bottle design, labelling and focus.

“It’s at a totally different price point to the old version,” says Cocx. “It’s a unique bottle that comes only with this drink. We’re not going to make a new range with the same bottle for other products.”

The goal is for Bols Blue 1575 to become the category leader in blue liqueurs, as other brands have done with their signature flavours.

“In the top 10 liqueurs, there’s always one brand that claims each flavour: triple sec for Cointreau, passionfruit for **Passoã**, St-Germain is elderflower. You’ll find a hero brand for all of them, but not for blue. That’s why we jumped in.

“There are maybe one or two other liqueurs where, in the next few years, there’s room for similar innovation.”

Additionally, the company has also bolstered its ready-to-drink (RTD) range with **Passoã**. The firm created an RTD with the passionfruit liqueur and orange juice a few years ago (it’s the second best-selling RTD cocktail in the Netherlands), but last month it introduced two new variants: Passionfruit Martini and Pink Lemonade Spritz. The range is intended to “target the direct-to-consumer or at-home markets”, adds Cocx.



The company is looking to make Bols Blue 1575 a regular on the back bar, rather than the speed rail

### Taking Tequila global

Lucas Bols' ambitions stretch beyond liqueurs, however. **Acquiring Partida from Edrington** was one of Cocx's early moves on joining Lucas Bols.

He believes the brand stands out in a crowded category owing to its Roble Fino line, which is finished in ex-Sherry casks from The Macallan. “It’s the only Tequila in the world – at least it was when we bought it – aged in single malt. It’s a beautiful Tequila and I’m a big single malt fan. It appeals to both categories and what’s trending.

“We used to have a 35% stake in Edrington [Macallan's parent company], so we still have some casks. We work with Edrington a lot, so we’re able to get a new supply coming.”



Tequila Partida's Roble Fino line is coming to China

While Cocx admits Lucas Bols may have arrived “a year or two late” for the US Tequila boom, he sees major opportunities elsewhere.



He says: “We didn’t really know at the time but, in 2021, Tequila was almost hitting its peak in the US. It had been around for ages and already made that transition from ‘cheap mixer’ to premium.



“While the strategy is to further grow it in the US – which, fortunately, is working – I’m also exporting it to other countries where they’re still really just starting with super-premium Tequila.”

He lists Lucas Bols’ home base of the Netherlands as one such example, but also China: “As we speak, Partida is being imported into China; given that Cognac is declining quite a bit there, it’s quite a gap. People still have money – a small group of people, of course, but they still have money. I wouldn’t be surprised if Tequila could fill that gap.”

In terms of percentage growth, China will be one of the company’s biggest focuses, especially for the cocktail side of the business. “There’s a growing community that has been studying abroad in London and in the States. They’ve taken that cocktail culture back to Shanghai and other cities in China.”

**Can’t ignore low and no**

Cox is also keeping close tabs on the low-and-no movement. The firm acquired non-alcoholic spirits producer **Fluère** at the beginning of 2023.

“It’s got a 24-month shelf life, and does very well in taste. It’s pure and it’s premium,” he says of the brand.



On low and no, he says “the jury is still out” and the category is a “work in progress”, but Lucas Bols is factoring it into its cocktail work. “We’re not trying to get this [Fluère] out there just to drink it in an easy-mix. It’s an on-trade-focused approach. You can sell it in the off-trade, but we overspent quite a lot, specifically in the US, to get this on menus with our recipes.

“Our mission is to create cultural experiences around the globe for everyone. There are so many people who don’t drink alcohol – temporarily, for religious reasons, pregnancy, so many reasons. It [fits] with our mission to be involved in this space.”

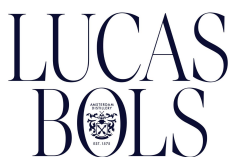
Addressing how trade disputes with the US may impact the business, Cox says: “We’ll be hit, but not as much in comparison to some other companies.

Lucas Bols is driving Fluère’s presence in the on-trade

“We produce most of our products in the US, such as Bols liqueurs, which are volume-wise 70% of the business. In terms of growth and margin, it’s a

bit less because there are a lot of imported brands such as Tequila Partida (from Mexico) and Galliano (from Europe) – they’re higher margin products.

“It is what it is. I think it’s a new reality – specifically the uncertainty around it. Not so much the numbers, but the uncertainty. We’ll deal with it. We’ve been around for 450 years, and we’ll find a way.”





April 28, 2025

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## Bols Blue 1575

By **Krystina Skibo** - April 28, 2025



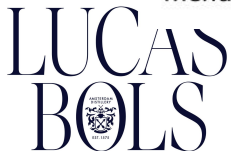
*Bols Blue 1575*

**Lucas Bols**, the world's oldest distilled spirits brand still in operation, has just unveiled Bols Blue 1575—a premium Blue Curaçao created to celebrate 450 years of distilling.

"Bols Blue 1575 is a tribute to the original Blue Curaçao Liqueur and a celebration of our 450 years of distilling expertise," said Monique ten Kortenaar, master distiller and distillery manager at The Lucas Bols Distillery in Amsterdam, in a news release. "With this release, we honor our heritage while pushing the possibilities of modern mixology forward."

Crafted using a century-old recipe, Bols Blue 1575 is made with distilled orange peels, a spiced rum base, vanilla, grains of paradise and cardamom, according to the company. Bottled at 29.5% ABV, the new expression is presented in a 700-ml. bottle inspired by the island origins of Blue Curaçao.

Available for \$35, Bols Blue 1575 can be seen on shelves at select retailers and on cocktail menus at bars, restaurants and hotels across the U.S.





May 2025 Issue



Print Circulation: 45,000

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### 6. THE MUFF LIQUOR COMPANY

Through a partnership with Lucas Bols USA, The Muff Liquor Company has landed stateside. Founded in Donegal, Ireland, by Laura Bonner as an homage to her potato-farming grandfather, the collection includes a vodka and gin distilled from potatoes, the latter infused with mandarin, juniper berries, citrus peel, elderflower, and rosemary, and spiked with Champagne extract. An 86-proof peated Irish whiskey uniting a five-part blend of Irish malt and grain whiskeys rounds out the lineup.

 SRP: \$34.99 per 700-ml bottle  
 [themuffliquorco.com](http://themuffliquorco.com)

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# INSIDEHOOK

## The 50 Best Bottles of Tequila for Cinco de Mayo

We tested entirely too much tequila to identify the ideal bottles for sipping, shots and cocktails, including a few surprises



Partida Roble Fino

Partida

### Partida

Partida is an additive-free tequila and touts itself as the “highest-rated tequila in the world.” Their Roble Fino reposado release is fascinating: A tequila from Mexico aged in ex-bourbon barrels from the U.S. along with a finish in ex-single malt, sherry seasoned casks (taking it one step further, there’s also a Cristalino variation). And it somehow works.

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# Robb Report

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

A ranking of the best bottles released over the last 25 years.

### 37 Partida RF Reposado



Photo : Partida

This is another tequila that proves that a sherry influence can indeed positively enhance the flavor of the spirit. RF stands for Roble Fino—in this case, that refers to a 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: \$129**

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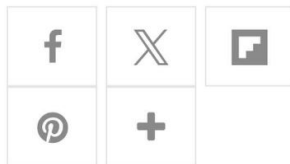
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## The 50 Greatest Tequilas of the 21st Century (So Far)

A ranking of the best bottles released over the last 25 years.

By JONAH FLICKER



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How do you pick the best 50 of anything? It ain't easy but this was a fun assignment for @robbreport. So much good tequila out there to choose from. You will disagree with some of these (or all of these), but that's part of the fun. Link in bio.



tequila\_bk 22m  
Great options!



Reply



nickstecher 28m

Damn!!!! That is a TOUGH assignment! I guess you just pick all your favs, see how close it is to 25 (over or under) and adjust. Still, seems like a monster challenge



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# LUCAS BOLS



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# INSIDEHOOK

## Partida Is the Single Malt of Tequilas

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



Tequila Partida Roble Fino Reposado, a sherry- and single malt-influenced tequila

Tequila Partida

**What we're drinking:** Various releases from Tequila Partida

**Where they're from:** Named in honor of third-generation agave farmer Enrique Partida, this namesake brand is an additive-free, estate-grown tequila from The Lucas Bols Company.

**Why we're drinking these:** Partida has touted itself as “the world’s highest rated tequila,” and while I can’t vouch for that claim, the brand *has* racked up a ton of honors, including a best tequila in the world win for the brand’s reposado. So when we had a chance to talk to Master Tequilero José Valdez, currently celebrating 20 years with Partida (he was there when the brand launched), we jumped at the chance.

“I was a tequila aficionado in college, but I wasn’t like a third-generation tequila maker,” Valdez says. “I’d visit other distilleries, but I was starting from scratch. In those years, there wasn’t a university that taught you how to produce. So I hired a guy who had worked 40 years in another big brand, who was retiring. He was like, ‘Okay, I’m still young. I can teach somebody new.’”



Partida offers a pretty wide range of tequilas, including the standard fare (blanco, reposado, añejo), two unique cristalinos (including one that spends extra time in ex-sherry casks), a 48-month aged extra añejo and two releases that undergo a second maturation in ex-sherry casks that also previously held some pretty high-end Scotch. So this isn't your tequila for Margaritas or Palomas, although the blanco does a good job in those classic drinks. But we like to think of these releases as a little closer to single malts. Let's dive in.

### How they taste:

- **Reserva Blanco (40% ABV):** Sweet, a bit dry and not quite as peppery as other blancos. A nice bit of citrus rounds it out, with the cooked agave and earthiness shining through.
- **Roble Fino Reposado (43% ABV):** Aged for at least six months in ex-bourbon barrels before it's aged for two months in ex-single malt, sherry-seasoned casks. While the cooked agave is thankfully still present, you'll find a nice balance of vanilla, banana, honey and dried fruits, with the sherry making most of its impact on the nose.
- **Roble Fino Añejo (45% ABV):** Partida's Añejo (aged 18 months in ex-bourbon barrels) is finished for an additional five months in ex-single malt, sherry-seasoned casks. The toasted oak is more present here, along with hints of cocoa. Surprisingly, the citrus notes make a little return as well. A bit more sherry-forward, it's warm and inviting on the palate and ideal for Scotch drinkers



Partida's Master Tequilero José Valdez

Partida

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**Fun fact:** The brand launched a single barrel añejo program last November. “It’s more common in the bourbon world,” Valdez says, who narrowed the barrel choices for bar and high-end consumers down to 30 that each offer a “unique and different tasting profile.”

**Where to buy:** You can find Tequila Partida in stores and online for \$43 to \$364.



## Tequila Partida

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