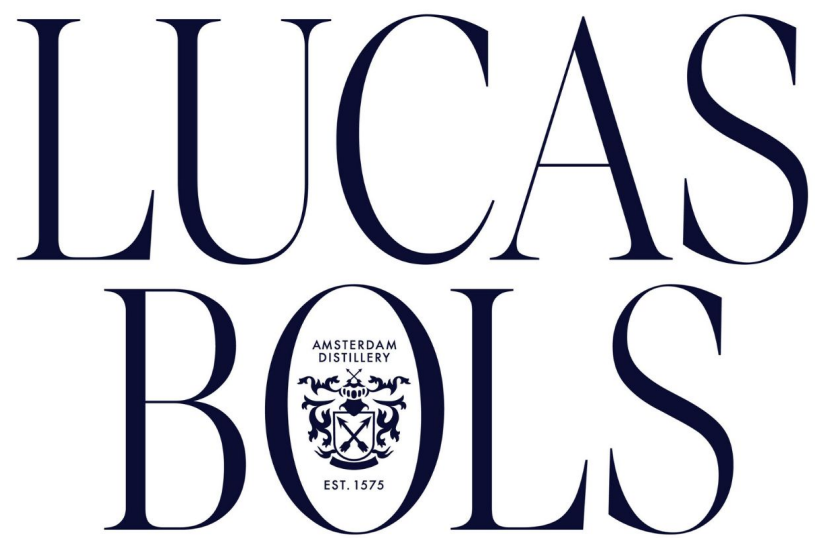




MEDIA COVERAGE

April 2026





OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 30

- Online: 27
- Print: 1
- Newsletter: 2

TOTAL POTENTIAL AUDIENCE: 28,962,419

- Online: 28,858,419
- Print: 8,000
- Newsletter: 96,000

Celebrating 20 Years Of Additive-Free Tequila

An Interview with José Valdez, Master Tequilero, Tequila Partida

EDITORS' NOTE

José Valdez earned a degree in industrial engineering from the Universidad Panamericana Campus Guadalajara. He holds a Global MBA degree from Thunderbird Business School (University of Arizona) and the ITESM campus Gdl where he graduated with honors. He also completed a business management course at IPADE Business School. He was named an “Expert in Tequila Production” by Cultura y Capacitación del Tequila A.C. In addition, he has the title “Tequila Technician” from the UAG Universidad Autónoma de Guadalajara and the CRT Consejo Regulador del Tequila. He is certified as a Tequila Taster with Ana María Romera, author of the book Los Aromas del Tequila. Since 2008, he has been a member of the Mexican Academy of Tequila and Mezcal Tasters. He has collaborated with Tequila Partida since its creation in 2005 until today. In 2019 he became General Director. Valdez has been a key player in the strategic alliances that the American founders have entered into with Scottish partners Edrington, and with the current owners of the brand, Lucas Bols, a Dutch company based in Amsterdam that has presence in more than 110 countries. Valdez gives masterclasses, seminars, and courses related to the tequila and agave spirits industry and courses related to agave, production processes, aging and tequila tasting and pairing. Valdez has provided courses and seminars on management and innovation as well as strategy at his alma mater, Universidad Panamericana Campus Guadalajara, Jalisco, México.



4/7/2026

Online Visits: 13,141

[Click to view article](#)

Celebrate National Gin and Tonic Day on April 9

This occasion invites gin lovers, bartenders, and curious sippers alike to celebrate the perfect balance of botanical gin and crisp tonic water—a simple yet iconic serve that continues to evolve with every new craft gin and artisanal mixer. Whether highlighting a signature serve, a limited-edition expression, or a fresh twist on the classic, National Gin & Tonic Day is the ultimate platform to toast creativity, craftsmanship, and timeless taste.

Gin brands that are prized by bartenders and those who wish to mix a G & T at home include **Devil's Grin**, **Middle West Spirits**, **The Muff Liquor Company**, **Drumshanbo**, **Gracias A Dios**, **Damrak** and **Fluere**.

Review: Pallini Limonzero



Pallini's Limoncello is a classic liqueur. But should you want that racily sharp lemon liqueur flavor without the booze behind it, there's now Pallini Limonzero, reportedly the first NA limoncello to hit the market.

The NA liqueur is made using the same primary ingredient as the standard limoncello, with Amalfi Sfusato lemons offering that trademark sweet-and-sour bite (along with plenty of sugar to balance things out). There's not a lot of process information disclosed about this product, but we do know that Pallini CEO Micaela Pallini has a PhD in chemistry, so maybe there's more magic to this than just steeping lemons and sugar in water for a few weeks.

The Spirit Review: Tequila Partida

Tequila Partida is a classic tequila built on family roots, thoughtful production, and real-world versatility. Some tequila brands chase trends. Others build quietly, focusing on consistency, craftsmanship, and accessibility. Partida falls firmly into the latter, a classic brand that's been around long enough to earn trust behind the bar, while still delivering quality that holds up neat.



Drink the Bottles

4/9/2026

Online Visits: 5,087

[Click to view article](#)

Celebrate National Gin & Tonic Day!



Muff Irish Gin & Tonic

From the Muff Liquor Company comes their wildly popular Irish Gin. While most of us think whiskey when we hear Irish, this potato gin is blended with botanicals that include mandarin, juniper berries, citrus peel, elderflower and rosemary. Add in a whisper of Champagne extract and you have a fabulous liquor that could easily be enjoyed over rocks. But on National Gin & Tonic Day, we created the iconic cocktail. The flavors in this take you on a journey of the senses and put a smile on your face!



Damrak Gin & Tonic

From Amsterdam, comes "The Best DAM Gin", courtesy of Damrak. This citrus-forward liquor is a potpourri of seventeen different ingredients, resulting in flavors that awaken the senses. This isn't your grandpa's old gin of yesteryear! The primary distillate comes from Curacao orange peels, providing the citrus background and solid base for a delicious gin. You get a freshness that is reminiscent of island fruits with sweet and herbaceous flavors that linger. This is a really fun and refreshing gin!



Fluère Raspberry Alternative Pink Gin & Tonic

Here's a very tasty alternative to Pink Gin that has zero alcohol and almost zero calories. Very fruity and smooth, you get pine needle, citrus and fresh raspberry notes on the nose and palate. While we are focusing on gin & tonic today, we are told that Fluère Raspberry also makes a great Raspberry Collins and a refreshing Mojito. Endless choices! This is a 700mL bottle.



4/8/2026

Online Visits: 44,306

[Click to view article](#)

Ready-To-Drink (RTD) Cocktails Are Changing How We Drink

At the same time, the category is moving upmarket. Premium bottled cocktails are increasingly focused on quality ingredients and recognizable spirits, offering a more polished at-home experience. Established producers are leaning into that opportunity: Dutch distiller Bols, for example, now has a Ready to Enjoy line of cocktails that includes Bols Margarita Azul tubes (made with the distiller's signature blue curaçao) and a multi-serving bottle of the Bols Pornstar Martini.



Spirit.Ed: Celebrate National Gin & Tonic Day 2026 With These Recipes



Source: The Muff Liquor Company

Muff & Tonic

Ingredients:

2 oz [Muff Irish Gin](#)

Top with Premium Indian Tonic Water

Garnish: Orange Slice and Sprig of Rosemary

Directions: Pour gin into a highball glass with ice. Top with premium indian tonic water, stir and garnish with an orange slice and sprig of rosemary.

	4/9/2026 Online Visits: 31,000 Click to view article
	4/9/2026 Online Visits: 52,000 Click to view article
	4/9/2026 Online Visits: 12,603 Click to view article

Syndications from Cassius

For the Spirited Mom



BOLS BLUE 1575

A tribute to the original curaçao recipe, this vibrant blue liqueur delivers a bright burst of orange flavor and historic Dutch craftsmanship.

PURCHASE NOW

Lucas Bols Launches "Bols Cocktail Battle" in North America as Part of Global Bartender Competition



Lucas Bols, the world's oldest distilled spirits company and a global leader in cocktail culture, today announces the launch of the Bols Cocktail Battle in North America, part of a global bartender competition bringing together talent from around the world. The program is designed to showcase bold, visually driven cocktails and modern drinking occasions.

Open to bartenders across both markets, the program invites entries for original cocktails inspired by a bold "Neon Nights" theme—reflecting growing demand for shareable, high-energy drinking occasions across on-premise menus and social platforms.

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Lucas Bols kicks off cocktail contest

The Bols Cocktail Battle in North America has launched to showcase 'bold, visually driven cocktails' and modern drinking occasions.



Bartenders must use at least one Lucas Bols liqueur in their recipe

The North America leg is open to bartenders in both the US and Canada.

Entrants must create an original cocktail inspired by the theme of 'neon nights' using the Bols Liqueurs portfolio. Drinks are expected to 'push the boundaries' of flavour, colour and presentation.



NEW YORK

4/21/2026

Online Visits: 10,441,178

[Click to view article](#)

This Dumbo roof is kicking off patio season with six spring-forward cocktails

Now, if a spritz is more your speed, we've got a lineup of those too. In fact, we've got five to choose from, starting with the equal parts bitter and refreshing **Aperol Spritz** to the **Hugo Spritz** with St. Germain, prosecco, club soda and mint. Rather a **Sangria**? We've given the classic punch an effervescent spin with a splash of Framboise, the Belgian raspberry-forward beer. Or, if you'd rather fantasize about the Italian coast, you can order the **Limoncello Spritz** with Pallini limoncello, prosecco and club soda. And as a shout-out to our residing borough, we've also stirred up the **Brooklyn Spritz**, made with Fort Hamilton gin, strawberry, and splashes of prosecco and club soda.

Tequila Tuesday With Tequila Partida In Miami

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.



Americano Cocktail



How to Make an Americano

Stir together Campari and sweet vermouth in an Old-Fashioned glass filled halfway with ice. Top with club soda and garnish with an orange wedge.

Helpful Swaps

- You can swap club soda for tonic water if desired.
- You can substitute the Campari with another bitter liqueur such as Cappelletti, Strucci Bitter, or Galliano L'Aperitivo.

Tequila Partida Hosts Miami Dinner with Maestro Tequilero José Valdez

Tequila Partida hosted a private dinner in Miami on April 21, bringing together guests for an evening focused on the brand's production process and portfolio. The event took place at Tequila Town, where attendees met Maestro Tequilero José Valdez, who has overseen the brand's tequila-making operations for more than two decades.



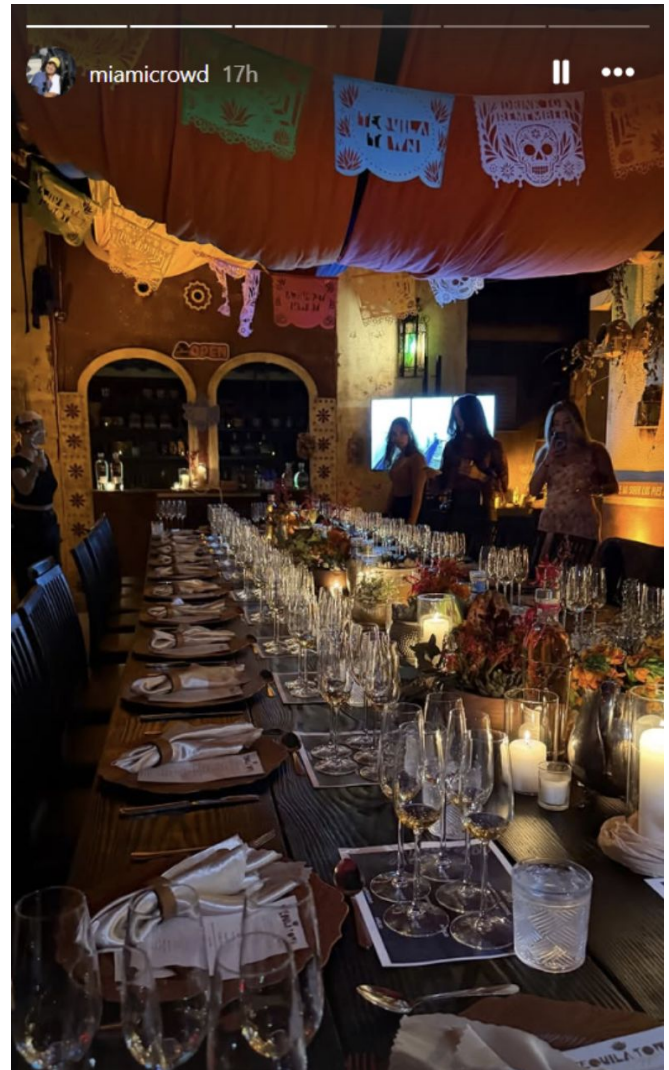


miamicrowd

4/28/2026

Online Visits: 10,300

[Click to view article](#)



How to make a sun-kissed Pallini Spritz cocktail



Spring is here, prime time for dusting off camping gear, pausing to smell the flowers, and Limoncello. The iconic liqueur, a staple in Italian cocktail culture, goes great in a good Spritz recipe. Need proof?

We got our hands on a tasty recipe that could not be much easier to make. All you need is the liqueur, some Prosecco (or other sparkling wine), and soda water like San Pellegrino. Bonus points for some citrus as a garnish.

Pallini Limoncello Brings the Spritz Occasion to Life Through "Taste of Amalfi"



The spritz is evolving as consumers look beyond traditional bitter-led serves toward brighter, more refreshing, and more approachable flavor profiles. At the same time, the occasion is expanding, and the spritz is traveling from on-premise discovery to at-home entertaining, driven by demand for versatility, simplicity, and shareable experiences.

Pallini Limoncello, the world's #1 limoncello, is bringing its "Taste of Amalfi" platform to the spritz, designed to connect discovery, engagement, and conversion across the modern consumer journey. Crafted in Italy using hand-picked Sfusato lemons from the Amalfi Coast (PGI), Pallini delivers a naturally vibrant, citrus-forward profile that offers a lighter, fresher, and more expressive alternative within the spritz occasion.

Pallini Limoncello Brings the Spritz Occasion to Life Through "Taste of Amalfi"

 PRESS RELEASE posted by Pallini

Apr. 28, 2026 at 10:31am (EDT)



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The 30 Best Tequilas for 2026

Partida Cristalino Añejo Tequila



The only cristalino on this year's list, Partida's is an 18-month añejo aged in ex-bourbon barrels before undergoing charcoal filtration to obtain, as the brand claims, the "clarity of the diamond." (OK, slow down.) There's the head trip of a tequila grassy on the nose, but barrel-rich on the palate with notes of vanilla, honey, and German chocolate cake, all of it going down like bottled water.

Partida Cristalino Añejo Tequila Review

RATING	89
STYLE	<u>Tequila</u>
CLASSIFICATION	Cristalino
PRODUCED IN	Mexico
ABV	40%
AVAILABILITY	Year Round
PRICE	\$60.00
REVIEWED BY	<u>Aaron Goldfarb</u>
REVIEW UPDATED	2026-04-30



Partida Cristalino Añejo Tequila Review

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30+ Flavors and a Shot at Amsterdam, the Bols Cocktail Battle Is Built for Creativity

When it comes to building a standout cocktail, flavor is everything and Lucas Bols is giving bartenders plenty to work with.

With more than [30 liqueurs](#) spanning fruit, spice, floral, and dessert-driven profiles, the Bols portfolio offers a playground for creativity behind the bar.



From vibrant citrus and tropical expressions to deeper notes of coffee, vanilla, and spice, the range is designed to inspire bold combinations and visually striking serves. It's exactly the kind of versatility that lends itself to experimentation—layering flavors, playing with color, and pushing cocktails beyond the expected.

News Briefs:

- **Pallini Limoncello**, part of the Lucas Bols USA portfolio, has kicked off “Taste of Amalfi,” a new campaign centered around limoncello as a Spritz ingredient. The campaign includes social media and digital content featuring Italian aperitivo culture. In the on-premise, Pallini is being featured as a Spritz ingredient in partner accounts with additional promotion coming from bartenders. At retail, the company will release “Taste of Amalfi” themed displays and merchandise the limoncello with Prosecco for easy pairing. In recent years, Pallini Limoncello has been at roughly 33,000 cases in the U.S., according to Impact Databank.

The 50 Best Bottles of Tequila for Cinco de Mayo



Tequila Partida Roble Fino Reposado

Tequila 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. You can read a larger overview of the brand [here](#).

How I Came Around to Vodka



Traditionally served with a sidecar of Champagne, the Porn Star Martini is as lush and decadent as the name suggests. It's pure bliss with fresh passion fruit purée, but blitzed frozen fruit works in a pinch. Passoã, a French passion fruit liqueur, lends the cocktail its lipstick-red hue.