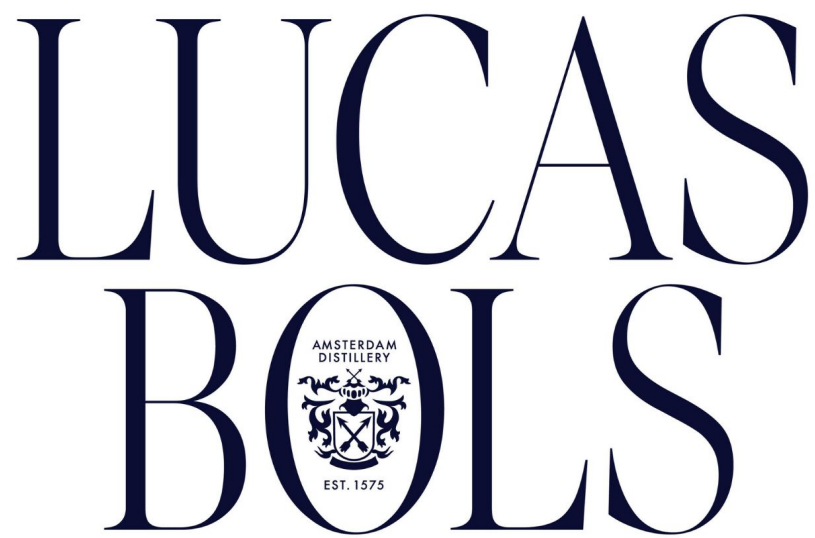




MEDIA COVERAGE

August 2025





2025 Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 31

ONLINE: 25

PRINT: 2

NEWSLETTER: 3

PODCAST: 1

TOTAL POTENTIAL AUDIENCE: 2,694,731

ONLINE: 2,076,933

PRINT: 407,798

NEWSLETTER: 110,000

PODCAST: 100,000

FROM THE COVER

RECIPES

Spritz cocktails are Northeast Ohio's summer favorite



The Limoncello spritz is a popular variation on the spritz. *Pallini Limoncello*

Continues from D1

Many spirit makers have even more spritz suggestions. Among them are:

Pallini Spritz

2 parts Pallini Limoncello
3 parts Prosecco
1 part sparkling water
Garnish: Lemon or orange slice

1. Fill a wine glass with ice. Add limoncello to the glass. Top with Prosecco and sparkling water. Garnish with a lemon or orange slice.

The Pear-Fect Spritz

1.5 oz Belle de Brillet
2 oz Soda Water
3 oz Prosecco
1 squeeze of a lemon wedge

1. Fill a wine glass with ice. Add Belle de Brillet to the glass. Top with Prosecco. Squeeze lemon over and garnish with a slice of lemon

Italicus Spritz

1 part Italicus Rosolio Di Bergamotto
2 parts Prosecco
Garnish: 3 green olives

Fill a wine glass with ice. Add Italicus to the glass. Top with Prosecco and soda water. Garnish with three green olives to balance the floral aromas with a touch of saltiness.

Orange Blossom Spritz

1.5 oz Hendrick's Oasium
0.75 oz orange liqueur
Prosecco with sparkling wine
Garnish: Cucumber round and orange twist

1. Fill a wine glass with ice. Add Hendrick's and orange liqueur to the glass. Top with Prosecco. Garnish with cucumber round and orange twist.



The Aperol Spritz is served everywhere in Sicily. *Paris Wolfe, cleveland.com*

Sin Prisa Spritz

1 oz Illegal Mezcal
1 oz Italian Bitter Aperitif such as Aperol or Campari
0.5 oz grapefruit juice
3 oz grapefruit soda

1. Fill a wine glass with ice. Add mezcal, aperitif and grapefruit juice. Top with grapefruit soda.

FOOD

Best frozen mac and cheese: Which brand came out on top?

Continues from D1

4. SPECIALTY FLAVORS RECEIVED MIXED REVIEWS.

Mac and cheese varieties featuring additional flavors or ingredients garnered mixed reactions from the reviewers. Some specialty options performed well, like Devour's Buffalo Style Chicken (No. 7) and Cordon Bleu Mac & Cheese with Chicken (No. 3). However, others like Trader Joe's Uncured Pepperoni Pizza Mac & Cheese Bowl (No. 37) and Marie Callender's Fried Chicken Mac & Cheese Bowl (No. 19) received lukewarm responses. The reviewers noted that while these products often smelled appetizing, the execution sometimes fell short, with issues like rubbery chicken or overwhelming flavors that masked the cheese component.

5. PRICE DIDN'T ALWAYS CORRELATE WITH QUALITY.

While some premium-priced options topped the rankings, the reviewers discovered that cost wasn't always an indicator of quality. The Trader Joe's brand Joe's Diner Mac'n Cheese, priced at just \$2.99, secured the fifth position, outperforming many more expensive competitors. Conversely, Beecher's Handmade Cheese Gluten-Free option, the most expensive product tested at \$16.49, ranked a disappointing #43. The reviewers specifically noted in their introduction that "Does price make it better? Not always," highlighting that consumers don't necessarily need to spend top dollar to enjoy a satisfying frozen mac and cheese experience.



Mac-and-cheese varieties featuring additional flavors or ingredients garnered mixed reactions from the team. Some specialty options performed well, like Devour's Buffalo Style Chicken (No. 7). *Yadi Rodriguez, cleveland.com*

Date: 8/1/2025

Online Visits: 92,472

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BEVNET

Lucas Bols USA Appoints Breakthru Beverage Group as New Distributor Partner in California



Lucas Bols USA, the North American arm of one of the world's oldest distilled spirits companies, has selected Breakthru Beverage Group as its new distributor partner in California, effective September 1, 2025. The transition follows the planned exit of Republic National Distributing Company (RNDC) from the California market.

With this move, Breakthru will take on distribution of Lucas Bols USA's portfolio of premium spirits and liqueurs in one of the country's most dynamic and competitive markets. The portfolio includes celebrated brands such as Bols Liqueurs, Galliano, the original additive free tequila since 2005, Partida, world's leading passion fruit liqueur, Passoã, world's number one limoncello, Pallini, and an award-winning growing range of non alcoholic spirits, led by Fluère.

**LU
BOLS**

The appointment of Breakthru in California brings the Lucas Bols–Breakthru partnership to 14 U.S. states plus Canada, significantly expanding the reach and alignment between the two companies in North America.



The announcement also coincides with Lucas Bols' 450th anniversary—a global milestone that celebrates centuries of innovation, craftsmanship, and leadership in the spirits industry.

"This new partnership is a major milestone in our U.S. strategy and a fitting evolution as we celebrate 450 years of Lucas Bols," said Brett Dunne, Managing Director of Lucas Bols USA. "Breakthru Beverage Group brings the scale, sophistication, and shared passion to help us grow in a state as crucial as California. We're energized about what we can build together."

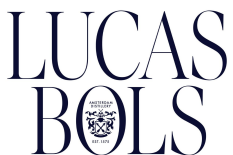
"We're thrilled to expand our partnership with Lucas Bols in California, helping bring their world-class portfolio to more Golden state consumers," said Amanda Hale, Breakthru Beverage Group SVP, Supplier Business Development. "Their strong portfolio of globally recognized spirits and premium liqueurs are a perfect complement to our existing brands, enhancing our ability to meet every need or occasion. Lucas Bols shares many of our growth ambitions, particularly in California, where we have expanded our team and made strategic investments in our operational capabilities and route-to-market strategy to provide better service to our partners."

Founded in Amsterdam in 1575, Lucas Bols has played a pioneering role in bartending culture and spirit innovation for centuries. In the U.S., the company continues to invest in trade advocacy, flavor exploration, and brand building to connect with the modern consumer.

Lucas Bols also extends its gratitude to RNDC for their years of partnership and dedication to the portfolio in California. RNDC remains a trusted distribution partner for Lucas Bols USA in other key markets across the country.

"As we grow, we remain focused on aligning with the best distribution partners in each region," added Dunne. "Breakthru's operational excellence and market focus make them the ideal team to help us drive the next phase of growth."

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.

About Breakthru Beverage Group: Breakthru Beverage Group is one of the leading beverage wholesalers in the United States and the largest broker in Canada, representing a portfolio of premier spirits, wine, beer, and non-alcoholic brands. Breakthru is family-owned and operates in 16 markets with more than \$8.6 billion in annual sales and a team of nearly 10,000 dedicated associates. The company delivers world-renowned beverage brands to the doorsteps of North America's retail, convenience, bar, and restaurant businesses, and has been named a "U.S. Best Managed Company" for four years in a row. **BreakthruBev.com**

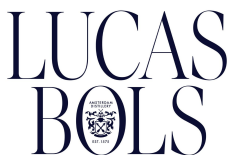


Date: 8/1/2025

Online Visits: 5,000

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WSD BRIEFS:

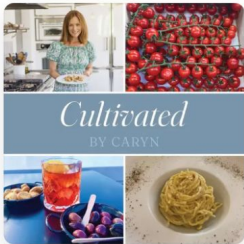
LUCAS BOLS APPOINTS BREAKTHRU IN CALIFORNIA. Lucas Bols USA announced today that it has partnered with Breakthru Beverage Group as its new distributor partner in California, effective September 1. Breakthru will take on Lucas Bols USA's full portfolio in the market, bringing their distribution alignment to 14 US states plus Canada.



Date: 8/1/2025

Listenership: 100,000

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1D AGO - S2, E57 - 30 MIN

Cultivated By Caryn w.guest José Valdez, Maestro Tequilero Partida Tequila Jalisco, MX
Cultivated By Caryn

▶ Play

On this week's episode, host Caryn Antonini is joined by José Valdez, Maestro Tequilero at Partida Tequila in Jalisco, Mexico. A trained industrial engineer turned master distiller, José oversees every step of the production, from agave harvest to barrel aging, always maintaining Partida's signature additive-free purity and precision. Under his guidance, Partida has earned acclaim as 'the world's highest-rated tequila.' In addition to his Industrial Engineering degree and MBA, José holds a Tequila Expert degree from Tequila Culture and Training Association and is also a certified Tequila Technician from the Tequila Regulatory Council. He is a certified Tequila Taster with Ana Maria Romera, and has been a member of the Mexican Academy of Tequila and Mezcal Tasters since 2008.

For more information on our guest:

World's Highest Rated Tequila - Tequila Partida partidatequila.com

Caryn Antonini
www.cultivatedbycaryn.com
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###

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Podcast host [@carynantonini](#) explores cultural & culinary experiences around the globe, to educate, entertain and... more
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This week's guest features [@pepevaldez](#), Maestro Tequilero [@tequilapartida](#). Join us for a deep dive into the artistry, tradition and science behind one of the most respected tequilas in the game. Tune in as José shares what sets Partida apart, from agave to the bottle. And you don't want to miss his recipe for a refreshing Pink Paloma! Podcast links in bio



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MARK BROWN

INDUSTRY NEWS UPDATE

Date: 8/4/2025

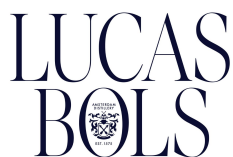
Newsletter Subscription: 40,000

Lucas Bols USA Appoints Breakthru Beverage Group as New Distributor Partner in California

Source: Colangelo & Partners

August 4, 2025

Lucas Bols USA, the North American arm of one of the world's oldest distilled spirits companies, has selected Breakthru Beverage Group as its new distributor partner in California, effective September 1, 2025. The transition follows the planned exit of Republic National Distributing Company (RNDC) from the California market.





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News Briefs:

- **Lucas Bols USA** has named Breakthru Beverage Company as its new California distributor, following the dissolution of RNDC California. The move is effective September 1 and will cover Bols' entire portfolio, including the Bols Liqueurs, Galliano, Tequila Partida, passionfruit liqueur Passoã, and Pallini limoncello, among other brands. The new agreement expands Breakthru and Lucas Bols' existing relationship, with California the 14th state where Breakthru is Bols' distributor.



Date: 8/5/2025

Online Visits: 5,000

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Lucas Bols USA Partners with Breakthru Beverage Group



Lucas Bols USA, the North American arm of one of the world's oldest distilled spirits companies, has selected Breakthru Beverage Group as its new distributor partner in California, effective September 1, 2025. The transition follows the planned exit of Republic National Distributing Company (RNDC) from the California market.

With this move, Breakthru will take on distribution of Lucas Bols USA's portfolio of premium spirits and liqueurs, according to the company. The portfolio includes brands such as Bols Liqueurs, Galliano, Partida, Passoa, Pallini and Fluere. This also brings the Lucas Bols-Breakthru partnership to 14 U.S. states plus Canada.

"This new partnership is a major milestone in our U.S. strategy and a fitting evolution as we celebrate 450 years of Lucas Bols," said Brett Dunne, managing director of Lucas Bols USA, in a press release. "Breakthru Beverage Group brings the scale, sophistication, and shared passion to help us grow in a state as crucial as California. We're energized about what we can build together."

"We're thrilled to expand our partnership with Lucas Bols in California, helping bring their world-class portfolio to more Golden state consumers," added Amanda Hale, Breakthru Beverage Group SVP, Supplier Business Development. "Their strong portfolio of globally recognized spirits and premium liqueurs are a perfect complement to our existing brands, enhancing our ability to meet every need or occasion. Lucas Bols shares many of our growth ambitions, particularly in California, where we have expanded our team and made strategic investments in our operational capabilities and route-to-market strategy to provide better service to our partners."



August 2025 Issue

Print Circulation: 34,000

THE MAGAZINE WITH INSIGHT
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THE MUFF LIQUOR COMPANY OVER THE MOONSHINE



The MUFF
LIQUOR
COMPANY

FROM HER GRANDDAD'S MOONSHINE TO AN INTERNATIONAL PRODUCT WITH MOVIE AND ROCK STAR LEVEL INVESTORS, THE MUFF LIQUOR COMPANY HAS QUITE THE STORY.

Over the Moonshine

PROJECT MANAGED BY: DECLAN JONES

The short version of The Muff Liquor Company's origin story is that the company was founded in 2018 to sell potato-based gin and vodka, as well as smoked peated whiskey. Last July, the company opened a new brand home and distillery in the Irish village of Muff, County Donegal. It now has products in 39 states of the US and counting, as well as a team of just over ten people.

"And I still have my hair, which is amazing!" says Laura Bonner, The Muff Liquor Company's founder and CEO. But for the full story of how The Muff Liquor Company came to be, we need to go back to Bonner's grandfather, a potato farmer, and the one who introduced Bonner to potato, an illicit potato-based spirit you have heard called "Moonshine" elsewhere.

"I didn't know it was illegal. He'd sneak it in basket bags and share it out among us all," Bonner recalls. "I brought one of his bottles down to the distillery once and found it was 87% proof. How we're not blind is a miracle!"

A DREAM IN THE MAKING
Bonner's career started along a different path. She was from a family of entrepreneurs and was heading to law school. But from very early on, she had other ideas.

"I wrote an email to my two older brothers and sister saying that I wanted to drop out of law school to come home, make vodka and call my business The Muff Liquor Company," Bonner says. "My middle brother rang me, and I won't repeat what he said, but he asked what I knew about running an alcohol business. So I stayed in university, got my law degree, and lasted nine months in a law firm."

Quickly deciding law wasn't the sector for her, Bonner moved into real estate, starting on her grand year. After six years, she became the Director of the UK for an Australian company, and she was Tom Russell's account manager for eight years, but she still wasn't happy. >>

Laura Bonner, founder and CEO, The Muff Liquor Company.

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"I talked about The Muff Liquor Company all the time," she tells us. "I kept telling everyone."

She adds, "We are aware of the double entendre in the name. That was intentional."

Fortunately, someone was listening.

"The guy who'd become my business partner, Tom Russell, said 'You have been an account manager for ten years. Whatever you're selling, we're buying.'"

"WE SELL PREMIUM SPIRITS, WE FOCUS ON LOCAL AND ARTISANAL PRODUCTS, AND WE SET OURSELVES APART WITH THE PRODUCT, THE KNOWLEDGE OF OUR STAFF, AND OUR CUSTOMER SERVICE."

That was enough for Bonner. She broke up with her boyfriend, sold her apartment and moved back in with her dad. "Living the dream" as Bonner puts it.

That might sound sarcastic, but the truth is that when you look at The Muff Liquor Company today a lot of what it has achieved is pretty dreamlike. With The Muff Liquor Company's new brand home opening, the company now boasts shops, distillery tours, and an amazing bar. They have won a long list of accolades and awards, including a couple of months ago, "Best Blended Irish Whiskey in the World".

As well as those awards, The Muff Liquor Company has attracted some big-name investors.



"From the beginning, Ed Sheeran and Russell Crowe were on my vision board," Bonner says. "I decided I was going to have these guys as investors, and five years later, I did."

That said, while Bonner's pleased to have got those investors, they are not the biggest part of her strategy.

"As I like to remind everyone, the biggest celebrity is the liquid in the bottle," she tells us. "We sell premium spirits, we focus on local and artisanal products, and we set ourselves apart with the product, the knowledge of our staff, and our customer service."

THE DREAM MEETS REALITY

Of course, making a dream come true and actually living the dream are two very different things, and it was not long before Bonner was facing some harsh and unexpected realities of the business.

"AS I LIKE TO REMIND EVERYONE, THE BIGGEST CELEBRITY IS THE LIQUID IN THE BOTTLE."

"Everyone is fed up talking about Covid, but it was a horrendous experience for us," Bonner says. "We launched on the third of February when the market was saturated, we are in a small country, and everyone's loyal to certain areas and certain brands. So we said 'Let's pack our bags and head to Asia while everyone else is trying to get into the US.'"

It was a strategy that went well, with The Muff Liquor Company establishing a presence in markets such as Japan and >>

THE MUFF LIQUOR COMPANY

Shanghai. Before long the firm had an extensive network of contacts, but then Covid hit and overnight international supply chains disappeared.

"I arrived home realising I had no support in Ireland, no route to market, and imports and exports had halted because nobody knew how the virus was transmitted."

Every day Bonner was getting calls asking what the plan was, and bankruptcy seemed like a very real risk. So Bonner cut herself off, did a meditation weekend, and came back with a concept for cocktail boxes that quickly became the firm's top-selling product.

Now, Bonner is looking into possibly returning to The Muff Liquor Company's original market.

"Asia was a solid market for us in 2018, but I have not heard from the people we were dealing with since, so it would be starting from scratch."

But it is a market that holds a special meaning for Bonner.

"We did our first market research and our first taste studies over there," she remembers. "We have gold on our bottles. We waited until 2018 to launch because eight is a sign of wealth."

Since those early days, The Muff Liquor Company has also navigated the repercussions of Brexit and a host of other challenges.

"I'd never owned a business before, so as far as I'm concerned this is all part and parcel of what it's like," Bonner says. "What matters is how you handle the situation, and how you handle your team."

"WE WANT PEOPLE WHO CAN JUST GET ON WITH IT, WITH A POSITIVE ATTITUDE. AND I COULDN'T HAVE GOT A BETTER TEAM FOR THAT TO BE HONEST."

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THE MUFF LIQUOR COMPANY

THE DREAM TEAM

Assembling that team is something Bonner has done very carefully. "I'll be honest. When I interview people, I don't need another me," she says. "I look to see what someone else can bring to the table."

However, ultimately, her decision rests on a simple test. "Could I go traveling with someone for three days?" she asks. "I picture sitting next to them on planes and through dinners. That is what I decide on. Most people have skills and the alcohol industry is quite small. So it comes down to personalities and mindset."

That mindset, Bonner tells us, has to be a positive one.

"I remind people this is just a job, health and family come first," she says. "I just need a team player. Our team is small and I like it that way. So we want people who can just get on with it, with a positive attitude. And I couldn't have got a better team for that to be honest."

Bonner has a clear vision of where she wants to take that team, as she is keen to share with us.

"By January 2026, I aim to have our products in all 50 states. I believe we will be the first Irish company to have four different products available across America," she says.

Of course, that will mean dealing with unpredictable tariffs, new supply chains, and who knows what other challenges. However, talking to Bonner, it is clear that through the good and the bad of running The Muff Liquor Company, she simply loves it.

"I've always loved it, but this is the first year I've really enjoyed the business. It's organised chaos," she says. "The team all know what they are doing, everything has all fallen into place, and I'm really enjoying it." ☺

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Date: 8/8/2025

Online Visits: 5,000

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Partida La Familia Añejo

Style: Añejo

Use: Sipping

ABV: 40%

Region: Jalisco, Mexico

Partida's La Familia Añejo is a premium expression that deserves a slow sip and a quiet evening. Aged in American oak for 18 months, this one opens with aromas of **roasted agave, warm vanilla, dried fruit, and toasted almond**. On the palate, it's silky smooth with a gentle peppery warmth, layered with **caramelized oak, cinnamon, and cocoa**. This is a quintessential sipper—not one you'd want to hide behind citrus or mixers.

Recommended for: Neat pours or with a single cube. A great intro for bourbon drinkers branching into tequila.



Spritz Season Is Here—These Recipes Bring the Bubbles

Pallini Spritz Recipe

Ingredients

2 parts Pallini Limoncello

3 parts Prosecco

1 part Sparkling water

Lemon or Orange slice for garnish

Method

Add all the ingredients to a large wine glass filled with ice and garnish with a lemon or orange slice.

And give the **Pallini Limonzero** (SRP: \$18.99) a try. It offers the same authentic lemon flavor without the buzz, using the same Sfusato lemons. Gluten-free and vegan, it earned the top “Master” award at the 2022 Global Spirits Masters for its close resemblance to traditional limoncello.



Photo credit: Pallini

Date: 8/13/2025

Online Visits: 57,888

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DISTIL ER

THE BEST LIQUEURS FOR SUMMER COCKTAILS

For summer cocktails, consider refreshing liqueurs that pair well with lighter spirits such as rum, gin, or tequila. These summer liqueurs will take your poolside drinks to the next level.

JUL 01, 2025

10



PALLINI LIMONCELLO

3.48 ★★☆☆☆ (37)

This is a liqueur produced by a family distillery in the Amalfi Coast since 1875. It is made from Sfusato lemons that are infused in base spirit while still fresh from the vine and is GMO and gluten free as well as certified Kosher. It is bottled at 26% ABV.



Non-Alcohol Spirits Gaining Traction In The U.S.

August 15, 2025

Non-alcohol spirits posted big growth numbers last year, and they're continuing to expand rapidly in 2025, with some predicting the category will top \$1 billion in value in less than 10 years. Those projections are backed up by strong gains in the year-to-date through August 2, with non-alcohol spirits volume more than doubling and value up by 67% in NielsenIQ channels.

"Awareness in the U.S. has grown considerably over the past few years," says David Crooch, general manager of non-alcoholic beverages at Diageo North America, which owns the Seedlip and Ritual Zero Proof brands. "The non-alcoholic spirits market is in a strong growth phase, both in the United States and globally. While the category is still relatively new, it's evolving quickly. The consumer base is broad and growing."

Seedlip's portfolio includes botanical-based products that don't necessarily aim to mirror traditional spirits, such as Notas de Agave, made with prickly pear, lime, and agave, as well as the citrus-based Grove 42, the herbal Garden 108, and the aromatic Spice 94 (each \$32 a 750-ml.). Conversely, Ritual Zero Proof offers a full range designed to replace traditional spirits in classic cocktails, including Tequila Alternative, Rum Alternative, Whiskey Alternative, Gin Alternative, and Aperitif Alternative (each \$33).

"Both brands are performing well," Crooch says, pointing to key markets like New York, Southern California, and Chicago. "On-premise presents the greatest opportunity, as bars and restaurants are essential discovery spaces and help drive trial, visibility, and cultural relevance," he notes. "Off-premise is equally important, particularly e-commerce. With Diageo's acquisition of Ritual in 2024, we're now scaling distribution and access across all consumer touchpoints."

Among other big-name spirits players, Pernod Ricard now counts labels like Beefeater 0.0 gin, Suze Tonic 0%, and Cinzano Spritz 0% in its stable, while Bacardi Ltd houses Martini Floreale vermouth and Vibrante aperitif, as well as the Palette Bold and Roots non-alcohol spirits. Lucas Bols USA has bet on the category with brands like Pallini Limonzero (\$25 a 750-ml.), Damrak Virgin 0.0 (\$30), and the Fluère portfolio of non-alcohol spirits offerings (\$35). Even so, many of today's more popular zero-proof brands remain independently owned.

Lyre's Spirit Co. has spirits alternatives ranging from Bourbon, Tequila, and both white and dark rums to orange and coffee liqueurs and Pink Gin (\$38 a 700-ml.), as well as zero-proof canned cocktails. "We expect to see non-alcoholic spirits continue to grow in the U.S.," says retail trade marketing manager Kerry Szostak, "with RTDs expected to have the fastest growth rate through 2028." Szostak adds that the vast majority of people who buy non-alcohol spirits products also purchase full-proof spirits.

The De Soi brand of non-alcohol RTD cocktails launched in 2022 with support from singer Katy Perry. Last year, De Soi saw 150% year-on-year wholesale growth and rose to become one of the top-selling SKUs in mass retailer Target's non-alcohol section, according to CEO Scout Brisson. She says cities like Los Angeles, New York, San Francisco, and Austin, Texas are leaders for the brand, adding that suburban markets are coming on too.

"The biggest shift we've seen is mainstream retailers beginning to bet on the category," says Tom Santangelo, CMO of the Spiritless brand. "We're seeing major national retailers like Kroger, Walmart, and Whole Foods building no-alcohol assortments."

The Spiritless portfolio includes the whiskeys Kentucky 74 Original and Spiced (\$36 a 700-ml.), as well as Tequila Jalisco 55 (\$38), premixed canned cocktails Old Fashioned and Margarita (each \$16 a 4-pack of 250-ml. cans), and a bottled Espresso Martini (\$30 a 700-ml.). Santangelo says New York and California continue to be top performers, with Colorado and North Carolina also overindexing. Restaurants and bars have led the charge in attracting new consumers, he adds.



Date: 8/17/2025

Online Visits: 43,898

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The Best Amaretto and Almond Liqueur Roundup – 8 Brands Tasted, 1 Winner (Updated 2025)

Bols Amaretto – Unknown provenance, with natural flavors noted. Decidedly harmless with strong notes of roasted almonds and brown butter on both nose and palate. The nutty body slowly takes on more of a fruity note, stuffed with a little mint, evoking notes of lemon and green apple late in the game. These may be a bit out of place, but they aren't unpleasant. While this is surely as far from a traditional recipe as you can get, the good news is it won't offend anyone in small quantities. 48 proof. **B / \$20**



LABOR DAY COCKTAILS FOR SUMMER'S FINAL TOAST

PALLINI SPRITZ



Ingredients:

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

Directions: Add all the ingredients in a large wine glass filled with ice and garnish with a lemon slice.

FLUÈRE PALOMA (NON-ALC)



Ingredients:

- 1 $\frac{3}{4}$ oz [Fluère Smoked Agave](#)
- $\frac{1}{2}$ oz Lime Juice
- Topped with Grapefruit Soda
- Garnish: Grapefruit zest

Directions: Add ingredients into a chilled highball glass. Top with grapefruit soda and stir. Garnish with grapefruit zest.

LUCAS
BOLS



CULTIVATE YOUR MESSAGE



Date: 8/20/2025

Online Visits: 5,000

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New Reviews for August 20, 2025



Muff Irish Gin

Brilliant, crystal clear. The aromatics are very intense, presenting scents of citrus zest, chamomile, and wild flowers with supporting notes of slate and kumquat. The palate is in full accord with the nose delivering a citrus-driven core with flavors of spring flowers, mandarin, grapefruit zest, and juniper. The finish is crisp. Medium-bodied and ideally balanced with a succulent texture. \$34.99 –

4 Stars



Bols Vodka

Brilliant, crystal clear. The aromatics are very intense, offering scents of mineral, sandalwood, and straw with supporting notes of river stones. The palate confirms the nose delivering a mineral-driven core with subtle flavors of chalk and citrus zest. The finish is dry. Medium-bodied and nicely balanced with a vibrant texture. \$19.99 – **4 Stars**



Date: 8/21/2025

Online Visits: 1,419,055

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6 Cocktail Recipes for a Perfect Labor Day Weekend

Rest, relax, and sip these delicious drinks for Labor Day 2025.

Pallini Spritz

Ingredients:

2 oz Pallini Limoncello

3 oz Prosecco

1 oz Sparkling water

Garnish: Lemon Slice

Instructions:

Add all the ingredients in a large wine glass filled with ice and garnish with a lemon slice.



Fluère Paloma (Non-alc)

Ingredients:

1 ¾ oz Fluère Smoked Agave
 ½ oz Lime Juice
 Topped with Grapefruit Soda
 Garnish: Grapefruit zest

Directions:

Add ingredients into a chilled highball glass. Top with grapefruit soda and stir. Garnish with grapefruit zest.



Review: Bols Blue 1575 vs. Bols Blue Curacao



Blue curacao is scary stuff, perhaps because the only other time one encounters that color is in the jars that hold combs being sanitized in old-timey barbershops. And yet we are supposed to enjoy drinking tropical cocktails made with the stuff, right? Unless you live on a tropical island or work in a bar with “ville” in its name serving up Blue Hawaiis all day, chances are one bottle of blue curacao is going to last you a lifetime.

But what if there was an upscale blue curacao that drew you in? Craft blue goo? Is it possible?

That’s the idea anyway behind Bols Blue 1575, a super-premium blue curacao from Lucas Bols “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.”

If you're like me, you're wondering what's in the bottle that makes it different. Well, let's dig in and find out.

Traditional **Bols** Blue Curacao launched in 1920 under the name Creme de Ciel (cream of the sky) and today is inexplicably the #1 selling liqueur in the Bols portfolio. The flavor comes from Laraha oranges from the island of **Curacao**, the blue color from, well, certified color. The base liquor is unstated but likely just grain neutral spirits.

Bols Blue 1575 is a different animal, built around a historic recipe that blends those distilled Laraha orange peels with some amount of spiced rum infused with cardamom, vanilla, and grains of paradise. It's higher in abv and packaged in a much more attractive bottle... at a much higher price.

So that's the story. How do they taste? I put them side by side and channeled my tiki spirit animal to put them to the test.

Bols Blue Curacao Review

Dark blue, almost unnaturally so. Straightforward with a mix of orange peel and juice notes — “tangy,” indeed, just as the label says. The liqueur leans more toward tangerine as it develops on the palate, offering ample sweetness that approximates light brown sugar, later cotton candy. Hints of green banana and a little cinnamon give the finish some nuance, but on the whole it's as innocuous, straightforward an orange-centric experience as something this color is going to give you. It's also very cheap. 48 proof. **B+** / \$15



Bols Blue 1575 Review

Immediately distinguishable from a simpler curacao — blue or otherwise — on a few fronts. First, the color in the glass is a little lighter (though it looks darker in the bottle for some reason), closer to sapphire blue, which makes it a touch more elegant. (That's it on the left in the picture above.) The addition of rum to the base is clearly noticeable, giving it a vanilla-heavy quality and just a hint of rustic *hogo* on the nose. That said, there's also vanilla in the botanical bill, so that also plays into things as well, particularly on the palate, where the impact is a little more saccharine than I expected.

The heavy influence of cardamom is impossible to ignore on the tongue, plumping up the caramelized orange core with a cinnamon-plus experience that comes across with an exotic Eastern spice bazaar quality. The finish is sweet and spicy and feels like a component in a dessert you'd get at a Thai restaurant. The net impact of all this is that there's a *lot* going on in this liqueur that goes well beyond the orange flavors that would inform a classic curacao. Whether or not you actually want all that extra stuff in your drink is a different discussion, as it does get busy and will take your cocktail in a very different direction than you might expect. 59 proof. **B+** / \$35 (700ml)

Date: 8/28/2025

Online Visits: 44,086

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Spirit.Ed: Check Out Our Labor Day Weekend 2025 Drinks Roundup

15. Paloma (Fluère – N/A)



Source:Fluère

Ingredients:

1 ¾ oz [Fluère Smoked Agave](#)

½ oz Lime Juice

Topped with Grapefruit Soda

Garnish: Grapefruit zest

Directions: Add ingredients into a chilled highball glass. Top with grapefruit soda and stir.

Garnish with grapefruit zest.

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Syndications from Cassius



Date: 8/29/2025

Online Visits: 5,000

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5 Frozen Boozy Treats Labor Day Fun

Labor Day Weekend is the traditional end of summer. For one last hot weather hoorah, here are 5 frozen boozy treats for your parties and celebrations. If you need some...

One More Frozen Boozy Treats

PASSOA Frozen Margarita

This one is on my list for the weekend. Passionfruit Margarita? Yes please. This recipe makes a huge party batch. Cut it down or mix and keep it in a pitcher in the refrigerator. Then blend with ice when ready to serve.

- 24.5 ounces Passoa
- 10.5 ounces Bols Triple Sec
- 40 ounces silver tequila
- 24.5 ounces of lime juice
- 21 ounces of simple syrup
- 52 ounces cold water

Mix all ingredients. Add to blender with lots of ice. Add pulp of fresh passion fruit for an option.



Enjoy these treats and remember to drink responsibly.

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	Date: 8/29/2025 Online Visits: 12,517 Click to view article
	Date: 8/29/2025 Online Visits: 10,381 Click to view article

Syndications from WJPT-FM (Estero, FL)



Date: 8/29/2025

Online Visits: 6,990

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Raise a Glass to Negroni Week: The Negroni You Didn't See Coming *Recipes*

Damrak Virgin Negroni (non-alc)

Ingredients:

- 1 oz [Damrak Virgin Gin](#)
- 1 oz Galliano Aperitivo
- 1 oz Sweet Vermouth
- Garnish: Orange peel



Instructions: Combine in a mixing glass with ice and stir. Strain into a rocks glass over ice.