

LUCAS BOLS



MEDIA COVERAGE

December 2024





2023 Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 26

ONLINE: 17

PRINT: 2

SOCIAL MEDIA: 5

PODCAST: 2

TOTAL POTENTIAL AUDIENCE: 525,014,318

ONLINE: 522,190,460

PRINT: 957,058

SOCIAL MEDIA: 173,347

PODCAST: 1,693,453



December 1, 2024

Online Visits: 5,000

[Click to view article](#)

GRUNGY GENTLEMAN

2024 Holiday Gift Guide | Grungy Gifts



Partida, \$140





December 4, 2024

Online Visits: 5,000

[Click to view article](#)

New Reviews for December 4, 2024

Spirits Reviews

Partida Añejo, 100% Agave Tequila

Brilliant, medium golden color. The aromatics are very intense, offering aromas of pickle barrel, oak, and apricot stone with supporting notes of agave, caramel, dried fruits, and baking spices. The palate is in full agreement with the nose, delivering a baked agave-driven core with supporting flavors of black pepper, charred oak, vanilla bean, and honey. The finish is long and lingering. Medium to full-bodied and favorably balanced with a supple texture.

\$53.99 – **4 Stars**

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December 4, 2024

Online Visits: 20,523

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From Classics to New Faves: Spirits Worth Gifting in 2024

Partida Blanco Tequila



The original additive-free tequila. In 2023, Partida was awarded The Fifty Best's Gold Medal for 'Best Blanco Tequila. A wide and complex variety of herbal, earthy, and citrus notes dominate. There are hints of tropical fruits, vanilla, cooked agave, sweet potatoes, black pepper, volcanic minerals, and grapefruit.





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992 following

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@jacelipstein american designer #sixstripes

Proud father. Family first.

bio.site/grungygentleman



LUCAS
BOLS



Spirited Stock: Benefits of RTDs in the On-Premise

Brett Dunne, managing director of Lucas Bols (for the United States and Canada), believes the bar and restaurant industry should consider on-premise RTD cocktails and mocktails because offering these quality, premium options can enhance operational efficiency, as they require less preparation time, allowing bartenders to focus on crafting other cocktails and providing excellent service. Lucas Bols is based in Amsterdam and is considered the world's first cocktail brand since it was established in 1575.



Bols Cocktails' Margarita Azul. (Photo: Lucas Bols)

“RTD cocktails and mocktails can cater to the growing demand for convenience and variety, appealing to consumers who may want something quick yet flavorful,” said Dunne, whose company has numerous ready-to-enjoy cocktails, including some in tubes. “They also enable establishments to provide consistency and quality for their beverage program, as these products are crafted to meet consumer demand relating to specific flavor profiles and cocktail trends. Overall, incorporating RTD offerings can help bars and restaurants diversify their menus, boost sales, and enhance customer satisfaction.”



December 6, 2024

Online Views: 61,745

[Click to view article](#)

10 Best Tequilas for Holiday Gifting in 2024

Partida Tequila Roble Fino Añejo (\$145)



(Photo: Tequila Partida)

[Buy Now](#) | [See What The Critics Think](#)

Partida Roble Fino Añejo spends its first 18 months in ex-Jack Daniel's whiskey barrels before resting an additional five months in ex-single malt, sherry-seasoned casks. The double whammy of oak is bottled at a neat 45% ABV.

It comes as no surprise that this boasts tons of scotch influence. The nose draws you in with Christmasy bites of nutmeg, butterscotch, potpourri and tropical fruits. The palate and finish are much the same, making room for flavors of leather and roasted nuts that work excellently sipped at a slow pace. For the discerning whiskey lover with a few bucks to spare, Roble Fino Añejo won't steer wrong.



FORTHEWIN

December 7, 2024

Online Views: 4,123,299

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Alcohol Gift Guide 2024: The best Scotch to beer to THC (and more) to buy for the holidays

For someone looking to straddle the line between fancy whiskey and fancy tequila: Roble Fino Reposado



Roble Fino isn't cheap. The bottle reflects this; it's big, wears a scarf and is heavy as hell. At more than \$100 for the sherry oak finished reposado, you're making an investment here.





But the Tequila Partida offshoot stands up as a sipper. It's a track workout through a lineup of flavors — some you jog through, others you sprint. It's lowkey and intense at the same time.

From an upcoming review:

It pours with a pleasant rich amber color that suggests a fair amount of time in the sherry casks advertised on the label. It smells floral and fruity with a little bit of cinnamon heat at the end. There's a little boozy harshness, however, that gives you fair warning you're dealing with a full bodied spirit.

Despite that, it's smooth up front, giving off hints of agave and sweetness before, boooooom. There's a wave of spice and sugar and pepper and cinnamon and, friends, it is a lot all at once. I mean this is a good way. It hits the tip of your tongue as a pleasant little tequila and leaves as a complex beast.

You get some of the oak and the vanilla that comes with it from the barrel it was aged in, along with the stone fruits you'd associate with sherry. But the main course is an almost chewy roasted agave that brings out spices that range from what you'd find in mulled wine to a sumptuous dessert.

It starts with that agave, then at some point it feels like a small tremor rolls across your tongue to introduce that cinnamon, vanilla and pepper. It's like it's giving you something to think about at the end of each sip.





yahoo!life

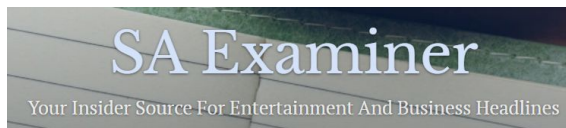
December 7, 2024

Online Views: 405,231,311

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Syndication from For The Win





December 12, 2024

Online Views: 5,000

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Unwrap the Perfect Holiday Drink: Bols Ready-to-Enjoy Cocktails for Effortless Celebrations



Cheers to every holiday moment with Bols Ready-to-Enjoy Cocktails. Courtesy photo, used with permission.

The holiday season is a time to gather with friends and family, creating cherished memories filled with laughter and joy. Whether cozying up around a crackling fire or sharing festive meals, the warmth of togetherness is unmatched. Cocktails add a special touch, with creative concoctions that brighten the mood—perhaps a spiced mulled wine, a classic eggnog, or a vibrant cranberry mojito. These drinks serve as more than refreshments; they spark conversations and bring everyone closer. As glasses clink and stories are shared, the magic of the holidays truly comes alive, making the season unforgettable.





This season, whether it's a cozy night in, a lively gathering, or the countdown to midnight, [Bols Ready-to-Enjoy Cocktails](#) make it effortless to elevate every occasion with bar-quality flavors, backed by nearly 450 years of cocktail expertise. (Bols, 2024)

Here's how each of Bols RTE cocktails can seamlessly fit into your favorite holiday moments:

- **Christmas Eve Wind-Down:** *Espresso Martini* – End Christmas Eve on a high note with this rich, smooth treat as a sophisticated after-dinner indulgence with family and friends. Served chilled with coffee beans, it adds a refined, comforting vibe to the evening.
- **Holiday Brunch Cheers:** *Margarita Azul* – This vibrant blue margarita adds zest and cheer to holiday brunches on Christmas Day or New Year's Day, bringing brightness to the morning to start the day with joy.
- **Elegant Gatherings:** *Red Light Negroni* – Ideal for holiday soirées or office parties, this Negroni offers smooth, malty flavors with a botanical twist, perfect for mingling in style. Served with a twist of orange zest for that extra touch.
- **Fireside Nights:** *Very Old Fashioned* – Nothing warms a winter night quite like the cozy, cedarwood notes of the Very Old Fashioned. It's the ideal fireside sipper for intimate family gatherings or a quiet night by the fireplace, letting you unwind and embrace the season's peaceful moments.
- **New Year's Eve Toasts:** *Pornstar Martini* – Add a pop of festive flair to New Year's Eve with the vibrant, sweet libation. Its orange hue and lively flavors of vanilla and candied orange peel make it perfect for toasting at midnight, bringing lively energy to any celebration as the countdown begins.

Each cocktail is available in both 200ml tubes (perfect for one generous pour or two cocktails) and 375ml bottles (providing three-to-four servings), making them a thoughtful gift for hosts or an easy addition to your own celebrations.





Forbes

December 12, 2024

Online Views: 94,326,403

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13 Tequila Bottles For The Holidays And Beyond

Tequila makers are turning out some amazing liquid that is overflowing with flavors and is the ideal gift to give someone this holiday season or beyond.

Tequila Partida Roble Fino Reposado

This tequila combines Reposado aged in ex-bourbon barrels with a unique finish in sherry-seasoned casks. Offering notes of cooked agave, vanilla, dried fruits, and maple syrup, it blends Scottish cask refinement with Mexican tradition. Known as the "Single Malt of Tequila," it's perfect for sophisticated palates. You can pick up one [here](#) for \$119.00.





Whisky ^{109 WHISKIES REVIEWED INSIDE!} ADVOCATE

December 2024 Issue

Print Circulation: 910,000

Whisky ^{109 WHISKIES REVIEWED INSIDE!} ADVOCATE

BUYING GUIDE ^{THE YEAR} TOP 20 OF 2024 REVEALED

89 The Muff Liqueur Company, 45%, \$35

This peat-smoked blend of single malt and grain whiskeys has a nose of smoked fish, burning oak chips, vanilla, toasted coconut, and plenty of grain notes. A light-textured whiskey with flavors of honey, vanilla, honeydew, and lemon; it's definitely on the sweet side, with additional flavors of orange peel, cinnamon, and gentle woodsmoke. The smooth finish serves vanilla, smoked almonds, peppery spice, and lasting peat smoke. —JM

WARM WINTER
COCKTAILS
AMERICAN
BLENDERS





BEVNET.

December 12, 2024

Online Views: 115,726

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BevNET Announces Nominees for 2024 Spirits Awards

The Full List of BevNET 2024 Spirit Awards Nominees:

- Bols
- Fluère
- Tequila Partida





December 12, 2024

Online Visits: 1,663,453

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7 days ago

A Deep Dive with Jose Valdez of Tequila Partida

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In this episode of the Embellish Pod, I had the pleasure of speaking with Jose Valdez, the Maestro Tequilero and guardian of quality at Tequila Partida. This episode is a deep dive into the world of tequila, exploring everything from the cultivation of agave plants to the intricate details of the distillation and aging processes.

Introduction

The episode kicks off with a brief introduction about the podcast and where listeners can find it. I then introduce Jose Valdez, who provides a fascinating overview of his role at Tequila Partida and his journey into the tequila industry.

Jose Valdez's Journey

Jose shares his background, starting from his studies in industrial engineering to his initial work in the manufacturing electronic industry. Dissatisfied with his career, he sought a more fulfilling path and found his way into the tequila industry. He recounts meeting Gary Shasby, an American investor looking to create a new tequila brand that would compete with the likes of Patron and Don Julio but with a more authentic and natural approach.

The Essence of Authentic Tequila

Jose explains the concept of "additive-free" tequila, a cornerstone of Tequila Partida's philosophy. He elaborates on the Mexican laws that allow up to 1% of additives in tequila and how Tequila Partida chooses to go beyond these regulations to create a more natural product.

The Tequila-Making Process

We delve into the detailed process of making tequila, starting with the cultivation of the Blue Tequilana Weber agave plant. Jose explains the importance of the plant's maturity, the harvesting process, and the subsequent steps of cooking, milling, fermentation, and distillation. He emphasizes the significance of using fresh agave and the unique volcanic water from Tequila Valley, which contributes to the distinct flavor profile of Tequila Partida.

Fermentation and Distillation

Jose provides insights into the fermentation process, highlighting the use of natural yeast and the importance of fermentation time in developing the tequila's flavor. He also discusses the distillation process using pot stills, which helps in maintaining the quality and consistency of the final product.

Aging and Barrel Selection

We explore the aging process of tequila, where Jose explains the use of ex-bourbon barrels and the meticulous selection process for creating their aged products. He shares the challenges and intricacies of barrel aging, including the impact of climate and barrel position on the final flavor.

Single Barrel Añejo Project

Jose introduces Tequila Partida's Single Barrel Añejo project, a special initiative to celebrate their 20th anniversary. He describes the rigorous selection process for these unique barrels and the opportunity for consumers to experience a one-of-a-kind tequila.





Personal Connection to Tequila

Towards the end of the episode, Jose shares his personal connection to tequila, recounting memories of his father enjoying tequila on Sundays and how this influenced his respect and passion for the spirit.

Conclusion

We wrap up the episode with a heartfelt thank you to Jose for sharing his extensive knowledge and passion for tequila. This episode offers a comprehensive look into the world of Tequila Partida and the dedication to quality that sets them apart in the industry.

Tune in to this episode to gain a deeper appreciation for tequila and the artistry behind Tequila Partida. Whether you're a tequila aficionado or a curious newcomer, this episode is packed with valuable insights and fascinating stories.

- 00:00:00 - **Introduction and Subscription Request**
- 00:00:32 - **Guest Introduction: Jose from Tequila Partida**
- 00:01:16 - **Jose's Role and Title: Maestro Tequilero**
- 00:02:17 - **Jose's Background and Journey to Tequila Partida**
- 00:05:10 - **Authenticity and Additive-Free Tequila**
- 00:07:09 - **Overview of Tequila Production Process**
- 00:12:07 - **Challenges of Agave Cultivation and Sourcing**
- 00:16:16 - **Changes in the Tequila Industry and Consumer Trends**
- 00:19:29 - **Focus on Quality and Freshness in Agave Selection**
- 00:21:03 - **Cooking and Milling Process**
- 00:25:20 - **Importance of Water in Tequila Production**
- 00:28:01 - **Fermentation Process and Yeast Management**
- 00:32:01 - **Distillation Process and Consistency**
- 00:36:03 - **Deciding Between Blanco and Aged Tequila**
- 00:38:14 - **Aging Process and Barrel Selection**
- 00:41:04 - **Single Barrel Añejo Project**
- 00:45:02 - **Batching and Blending for Consistency**
- 00:49:59 - **Jose's Personal Connection to Tequila**
- 00:53:41 - **Conclusion and Appreciation**





December 12, 2024

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A Deep Dive with Jose Valdez of Tequila Partida





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Podcast


Just another middle-aged white guy with a beard and a whiskey-ish podcast. DM me if you want


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Original audio






José Valdez
GM & Maestro Tequilero - Tequila Partida

embellishpod 5d





🌱 Dive into the world of tequila with Jose from @tequilapartida! Discover the art of distillation, the importance of quality, and what makes Tequila Partida stand out. 🧠🍷 @tequilapartida @colangelopr #TequilaTalks #EmbellishPod #TequilaPartida #CraftSpirits #AuthenticTequila #TequilaPartida #NaturalIngredients #TequilaLovers #CraftSpirits #DrinkResponsibly #TequilaCulture #PremiumSpirits #SustainableSpirits #NoAdditives




tequila_bk 23h

Thanks again John for the opportunity for Partida!


Reply

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5 days ago



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December 15, 2024

Online Views: 10,554

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Raise a Glass or Bring a Gift and Say Cheers!

Tequila Partida Anejo (SRP \$53.99) 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. This anejo has intense golden color with tones of bronze. Clean and full bodied. Refined aromas of oak, chocolate, dry fruits and butter. A pleasant spice at the tongue, it has flavors of black and green pepper, white oak, vanilla, and maple honey. Although it has 18 months of aging the flavor of agave is still present.

Website: [World's Highest Rated Tequila – Tequila Partida – Partida Tequila](#)



89

Score

The Muff Liquor Company, 43%

Price: \$35.00 • Issue: Winter 2024 • Reviewer: Jonny McCormick • Category: Blended Irish Whiskey

This peat-smoked blend of single malt and grain whiskeys has a nose of smoked fish, burning oak chips, vanilla, toasted coconut, and plenty of grain notes. A light-textured whiskey with flavors of honey, vanilla, honeydew, and lemon; it's definitely on the sweet side, with additional flavors of orange peel, cinnamon, and gentle woodsmoke. The smooth finish serves vanilla, smoked almonds, peppery spice, and lasting peat smoke.





December 18, 2024

Online Views: 5,000

[Click to view article](#)

New Reviews for December 18, 2024

Damrak Gin

Brilliant, crystal clear. The aromatics are very intense, offering scents of orange peel, slate, and citrus zest with supporting notes of orange blossom, juniper, and kumquat. The palate confirms the nose, delivering an orange peel-driven core with flavors of fresh herbs, lavender, mandarin, coriander, and star anise. The finish is long and lingering. Full-bodied and perfectly balanced with a succulent texture. \$27.99 – **4.5 Stars**





STUPIDDOPE

December 19, 2024

Online Views: 80,493

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Bols Liqueurs: Elevating Cocktail Culture with Over Four Centuries of Craftsmanship



When it comes to crafting [cocktails](#) that captivate, Bols Liqueurs has been a staple for bartenders and home mixologists alike for centuries. With its origins tracing back to 1575 in Amsterdam, Bols represents a legacy of innovation and quality in the spirits world. Today, it remains the world's first cocktail brand, offering an extensive portfolio of over 40 premium liqueurs that elevate beverages with bold flavors and unparalleled craftsmanship.

Whether you've sipped on a classic [Margarita](#) or a vibrant Blue Lagoon, chances are you've tasted the magic of Bols. Let's dive into what makes Bols Liqueurs a must-have in any bar setup.





A Legacy of Excellence

Founded more than four centuries ago, Bols has been at the forefront of cocktail culture since the first wave of [mixology](#) in 1862. While many brands have come and gone, Bols has stood the test of time by staying true to its roots: blending natural ingredients with a dedication to quality.

Each Bols Liqueur is crafted using natural botanicals, including herbs, spices, and fruits, combined with 100% natural sugar. The result? A rich, authentic flavor that's as versatile as it is delicious. Plus, Bols Liqueurs are gluten-free, making them accessible to a broader audience.

Why Choose Bols?

Bols Liqueurs has become a trusted name among bartenders worldwide—and for good reason. Here's what sets them apart:

- **Unmatched Quality:** Bols uses high-quality natural ingredients to ensure every bottle delivers a superior flavor profile.
- **Affordability:** Despite their premium taste, Bols Liqueurs are more affordable than many competitors, proving that great cocktails don't have to break the bank.
- **Versatility:** With over 40 flavors to choose from, Bols offers endless possibilities for creating unique and delicious cocktails.
- **Sustainability:** Crafted with care, Bols aligns its practices with environmental consciousness while preserving the art of distilling.

From vibrant party drinks to sophisticated cocktails, Bols ensures every sip is an experience worth savoring.

A Flavor for Every Occasion

One of the standout features of Bols Liqueurs is the sheer variety of flavors available. Whether you're looking for a zesty citrus twist or a sweet floral touch, there's a Bols Liqueur to suit your taste.

Some of the most popular flavors include:





- **Bols Amaretto:** A rich almond-flavored liqueur, perfect for classic cocktails like the Amaretto Sour.
- **Bols Blue Curaçao:** A vibrant, citrusy delight that adds color and flavor to tropical drinks like the Blue Lagoon.
- **Bols Elderflower:** Subtly sweet and floral, it's an elegant addition to sparkling wine or gin-based cocktails.
- **Bols Melon:** A sweet, juicy flavor that shines in summery creations.
- **Bols Orange Curaçao:** The secret to a perfect Margarita, with a zesty and slightly bitter orange profile.

These flavors are just the beginning. With dozens more to explore, Bols invites you to experiment and create your own signature drinks.

A Bartender's Secret Weapon

For professional mixologists, Bols Liqueurs are more than just a product—they're a tool for creativity. The brand's commitment to consistency and flavor quality ensures that bartenders can rely on Bols to deliver the perfect taste every time.

But Bols isn't just for the pros. Thanks to its versatility, even novice cocktail enthusiasts can easily whip up impressive drinks at home. With straightforward recipes and reliable ingredients, Bols takes the guesswork out of cocktail making.

Signature Cocktails to Try

Looking to shake things up? Here are a few simple yet impressive cocktails featuring Bols Liqueurs:

Blue Lagoon

- 1 oz Bols Blue Curaçao
- 1 oz vodka
- Lemonade or lemon-lime soda
- Ice and a lemon slice for garnish

Combine Bols Blue Curaçao, vodka, and soda in a glass with ice. Stir gently and garnish with a lemon slice.





Amaretto Sour

- 1.5 oz Bols Amaretto
- 1 oz fresh lemon juice
- 0.5 oz simple syrup
- Ice and a cherry for garnish

Shake the ingredients with ice and strain into a glass. Garnish with a cherry for a sweet finish.

Where to Find Bols Liqueurs

Bols Liqueurs are available at most major liquor retailers and online. Whether you're restocking your home bar or looking for the perfect gift, Bols offers a range of bottle sizes and gift sets to suit any need.

For more information on Bols and its extensive portfolio of flavors, visit the [official Bols website](#).

With its rich history and commitment to quality, Bols Liqueurs remains a cornerstone of cocktail culture. From the seasoned bartender to the casual entertainer, Bols offers something for everyone—making every cocktail an opportunity to celebrate creativity, craftsmanship, and flavor.

Next time you raise a glass, make it unforgettable with Bols Liqueurs.





December 20, 2024

Listenership: 30,000

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Podcast

Understanding the Artistry of Tequila Partida's Single Barrel Program

We talk to Master Tequilero José Valdez from Partida Tequila about the brand's new Añejo Single Barrel Programme

By: Tiff Christie | December 20, 2024

For years, the Whiskey industry (both with an 'e' and without) has been innovating and keeping consumers intrigued by using Single Barrel programs.

Now, Tequila distillery Partida, the original additive-free Tequila, has announced that Master Tequilero José Valdez has crafted 30 unique barrels of their award-winning and highly regarded añejo for a single-barrel programme of their own.

Each barrel will have unique tasting notes, making each one special and highly collectable for tequila aficionados.

To find out more, we talk to Valdez about barrels, barrel sections and what this new programme will mean for consumers.



Understanding the Artistry of Tequila Partida's Single B Cocktails Distilled



00:00 | 33:08



1x



More Info

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To find out more, go to partidatequila.com

If you are intrigued to taste the barrel that Total Wine selected, go to totalwine.com



00:01:36 – Now, for those who don't know, explain to us what a single barrel program actually is.

00:02:11 – Now you've been distilling for 20 years, which is quite a milestone. What made you want to celebrate that with this program?

00:04:09 – So, just in regards to the barrels themselves, are you using speciality barrels for this, or are you using the same ones that you would normally use?

00:05:30 – Tell us a little bit more about your Añejo. You mentioned how long it's aged for, but what sort of flavours and notes can people expect from liquid?

00:06:57 – If people know you're in the Añejo and have drunk it before. What difference in flavour will they find with this single-barrel program? What change does that first tequila in the barrel make to it?

00:09:14 – You mentioned earlier that there will be a difference in flavour between barrels. How extreme is that?

00:10:51 – Is it true to say that the liquid that you'll be releasing through this single-barrel program is not typical tequila?

00:11:26 – Take us through some of the benefits that the single barrel program will have for retailers and restaurants or bars.

00:14:49 – What sort of advantage do you think it gives retailers and restaurants that they have actually bothered to do this?





00:15:16 – Why did you develop two experiences? Wouldn't it have been equally as easy just to send the sample? You know your reps with the samples out. Why did you develop two versions?

00:17:56 – From the time that somebody has picked their barrel to when they receive the bottles, what sort of timeline are we looking at?

00:19:47 – Talk us through how somebody should pick their barrel. What should they be looking for in a barrel?

00:22:37 – Obviously, the advantage to consumers is the uniqueness of these offerings. How important do you think uniqueness is to modern consumers, especially tequila drinkers?

00:26:41 – Tell me how do you think programs like yours will affect the tequila or wider agave industry.

00:28:53 – Do you think this program will start to bring people who normally drink whiskeys and bourbons to Tequila?

00:30:51 – Obviously, this is available to retailers and restaurateurs in the US, but is it available to people overseas, in Europe and Asia?

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December 20, 2024

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New podcast

We talk to Master Tequilero José Valdez from Partida Tequila about the brand's new Añejo Single Barrel Programme

Podcast [in bio](#)



tequila_bk 2h

Thanks again Tiff for the opportunity to raise awareness towards Partida's Single Barrel Anejo Program!

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We talk to Master Tequilero José Valdez from Partida Tequila about the brand's new Añejo Single Barrel Programme #Tequila #singlebarrelprogram #añejo



tequila_bk 2h

Thanks again Tiff for the opportunity to raise awarness towards Partida's Single Barrel Anejo Program!



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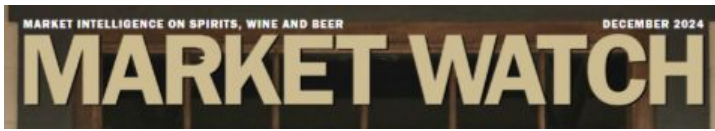
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December 2024 Issue

Print Circulation: 47,058

MARKET INTELLIGENCE ON SPIRITS, WINE AND BEER **DECEMBER 2024**

MARKET WATCH

J. LOHR VINEYARDS & WINES

**A CENTRAL COAST PIONEER
CELEBRATES 50 YEARS
OF WINEMAKING**

Lucas Bols Tequila Announces Single Barrel Program

Tequila Partida, part of the Lucas Bols Co., is kicking off a new program offering single barrel añejo Tequilas. Available to bars, restaurants, and retailers, the new initiative is starting with 30 barrels, with each yielding roughly 330 750-ml. bottles. Businesses that purchase two or more barrels will be invited to visit Partida in Tequila for a hands-on tour of the agave fields and the distillery before meeting with Master Tequilero José Valdez to select individual barrels. For those looking for one barrel, the selection process will happen through tasting kits offered by Lucas Bols' sales managers. Partida's single barrel añejo Tequila is bottled at 40% abv and will be \$59 a 750-ml. at retail.

'S TOUGH CLIMB

2024 LEADERS ROUNDUP • IMPACT SEMINAR IN REVIEW





December 24, 2024

Online Views: 1,094,038

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The 40 Best Liqueurs for Your Bar Cart

Pallini Limoncello



While a cello can technically be produced with any type of citrus, the category is best associated with the original lemon-based after-dinner digestif: limoncello. This expression is based on a recipe developed over 100 years ago by the Pallini family in Italy. It uses Sfusato lemons from the Amalfi Coast, resulting in a dense concentration of sweet and tangy citrus notes from nose to finish. Enjoy it on its own or take it for a spin in a highball for sessionable, summertime refreshment.

Average price: \$30





Galliano L'Autentico



Like Chartreuse, Licor 43, and Cynar, Galliano L'Autentico's recipe is a guarded company secret. But we do know that it contains juniper, caraway, cloves, vanilla, anise, and a handful of herbs and botanicals. Tastewise, Galliano L'Autentico bears a minty, herbaceous profile peppered with vanilla and licorice that sips well below its 42.3 percent ABV. Try it out in a Pornstar Martini or kitschy, disco-era delights like the Harvey Wallbanger.

Average price: \$25





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Pallini Limonzero

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Review: Bols Ready To Drink Cocktails, Complete Lineup





Liqueur (and genever) producer **Bols** is one of the newer producers of ready-to-drink (RTD) cocktails that have come to market in the recent past. Today we're sampling all of the products they currently offer in fun, 200ml cocktail tubes, each of which provides 1 or 2 servings. Let's give them a try.

Bols Cocktails Red Light Negroni – Made with 1 oz Bols Genever Original, 1 oz Italian Bitter Liqueur (e.g., **Galliano Aperitivo**), 1 oz sweet vermouth. The cocktail pours the light red of a Negroni but lists red dye among its ingredients, and that likely explains the bright color. Taking a sip, it does a good job of approximating a diluted version of the original cocktail. There's some nice bitterness paired with gentle sweetness and a bit of juniper. The cocktail doesn't achieve the depth and complexity of a freshly mixed Negroni, but this is an acceptable stand-in. A final comment: Poured over ice, it waters down quickly, so I recommend chilling the tube and serving it over perhaps one or two ice cubes. 21.9% abv. **B**

Bols Cocktails Very Old Fashioned – Made with 2 oz Bols Barrel Aged Genever, 0.3 oz sugar syrup, and a dash of Angostura Bitters. An Old Fashioned is typically made with bourbon and though it is rare, it is not unheard of to replace the bourbon with Genever. Unfortunately, this Genever-based Old Fashioned doesn't taste particularly good. The palate introduces some tepid Genever botanicals, a pronounced flowery note, and a touch of sweetness along with notes of orange liqueur, but they don't come together very well. The finish is short, slightly bitter, and not very enjoyable. Altogether, pretty disappointing. 30% abv. **C-**

Bols Cocktails Pornstar Martini – Made with 1 oz Bols Vodka, 1.3 oz Passoa, 0.7 oz passion fruit puree, 0.3 oz vanilla syrup, 0.3 oz lime juice. This cocktail pours a frothy orange color and smells almost exactly like an Orange Julius along with a bit of vanilla. Taking a sip, it tastes like an Orange Julius as well. It doesn't have the proof to be a martini, but it is a pleasant, sweet — actually very sweet — orange and vanilla cocktail that seems well suited to those who prefer the style. There's also a bit of a boozy note here, as the alcohol is not entirely hidden. 14.9% abv. **B**

Bols Cocktails Margarita Azul – Made with 1 oz Bols Blue Curaçao, 1.5 oz Tequila Blanco, 0.8 oz fresh lime juice, 0.3 oz sugar syrup. This cocktail pours neon blue in the glass and smells of sugar. The palate is a bit more on point with flavors of lime juice, orange juice, and agave joining the heavy sweetness. I found it to be one of the better cocktails in the series, approximating an overly sweet margarita. This could make a good summer sipper for those who like a sugary cocktail. 14.9% abv. **B+**

Bols Cocktails Espresso Martini – Made with 1 oz Bols Coffee Liqueur, 1 oz Bols Vodka, 1 oz espresso, 0.3 oz sugar syrup. The abv on this one may be low, but this cocktail is legit. Poured in the glass, it smells enticingly like iced espresso. Taking a sip, espresso is dominant with a bit of dark chocolate and the right amount of sugar for an after-dinner treat, but not so sweet that it's cloying. I was impressed, and I recommend fans of espresso martinis give this one a try. 14.9% abv. **A**

\$20 per 4-pack of 200ml tubes / bols.com [**BUY IT NOW FROM TOTAL WINE**]

