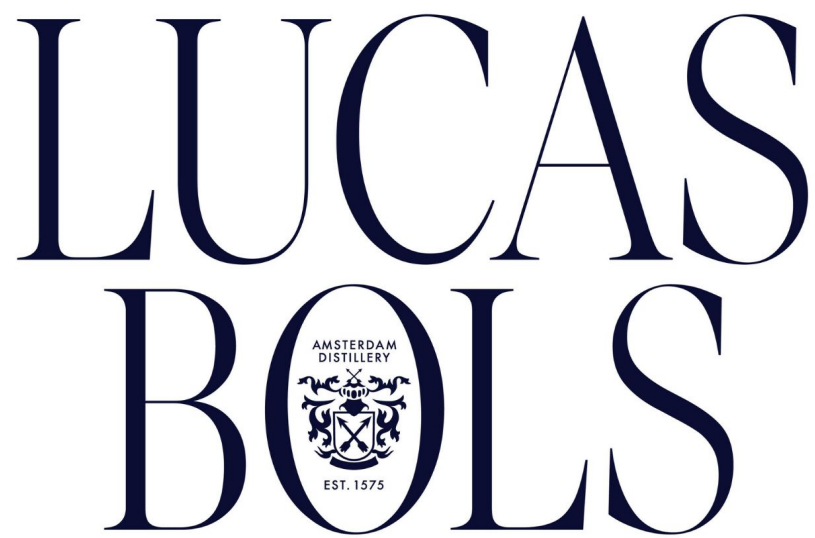




MEDIA COVERAGE

December 2025





2025 Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: **29**

ONLINE: 26

PRINT: 3

TOTAL POTENTIAL AUDIENCE: **155,517,282**

ONLINE: 155,124,766

PRINT: 392,516



WINE ENTHUSIAST

December 1st, 2025

Online Visits: 509,579

[Click to view article](#)



[The Muff Liquor Company Muff Irish Whiskey](#)

Ireland

 Irish Whiskey 93 pts \$35

This silky peated whiskey is smoky, but not too much so, suggesting toasted coconut and almond buried in the embers of a fire that's just dying down, a clove spark... [Full review](#)

[More Info](#) →

[Muff Irish Gin](#)

Ireland

 Gin 93 pts \$35

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

[More Info](#) →



[Lucas Bols Blue 1575](#)

 Liqueurs/Aperitifs 94 pts \$35

An upgrade from the blue curacao pack – and still dazzling, vivid Windex blue. It's slightly floral, with a pleasant fruitiness midpalate (this is an orange liqueur, after all, just... [Full review](#)

[More Info](#) →

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CULTIVATE YOUR MESSAGE



December 3rd, 2025

Online Visits: 7,338

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Non-Alcoholic

Fluère Smoked Agave - \$34.99



This is a non-alcoholic distilled spirit made from real agave, crafted as an alcohol-free alternative to mezcal. It features a distinctive flavor profile with a characteristic vegetal sweetness of agave, complemented by a hint of black pepper. Smoked hickory wood is added to impart a smoky, earthy richness. On the nose, it offers smoke and honey aromas with fresh notes of pear and pear syrup, while the palate develops flavors of eucalyptus and mint, culminating in a beautiful, long finish.



Pallini Limonzero - \$24.99

This is the world's first zero-proof limoncello, made with the same renowned Sfusato lemons from the Amalfi Coast used in traditional limoncello. It delivers the authentic, bright, and citrusy flavor of limoncello without the alcohol, making it ideal for those who want to enjoy the taste of a limoncello cocktail without the buzz. Pallini Limonzero has received high acclaim, including the highest Master award at the 2022 Global Spirits Masters and 92 points plus "Best Buy" at the 2023 Ultimate Spirits Challenge.

burlap+blue

December 3rd, 2025

Online Visits: 37,947

[Click to view article](#)

Holiday Gift Guide 2025

[NUVO Sparkling Liqueur](#) (SRP: \$22.99)



[PALLINI Limoncello](#) (SRP: \$25.99)



[Bols Elderflower Liqueur](#) (SRP: \$18.99)



LUCAS
BOLS

Forbes

December 5th, 2025

Online Visits:

[Click to view article](#)

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

From near-bankruptcy to U.S. expansion, Muff Liquor's Laura Bonner rebuilt her Irish spirits brand through grit, heritage, and unexpected celebrity backing.



Laura Bonner didn't set out to build one of Ireland's most ambitious new spirits brands. She simply wanted to honor her grandfather's moonshine — and prove everyone wrong who told her she couldn't. But the path from a Donegal potato farm to landing on *The Joe Rogan Experience* and launching in 40 U.S. states was anything but linear. In Bonner's case, it involved near-bankruptcy, a global pandemic, a celebrity rescue, and a founder whose determination borders on myth.

“When COVID hit, I was on my knees,” Bonner told me. “I was about to file for bankruptcy. I didn’t know how I was going to keep this business alive.”



That was in 2020. Today, **Muff Liquor** is selling well beyond Ireland’s borders and succeeding as a female-founded craft spirits brand built on heritage, grit, and a lineup that stands out in a crowded field.

A Promise Made at 18 and a Family Tradition that Started it All

The brand’s roots began close to home for Bonner. Her grandfather, Philip McClenaghan, farmed potatoes in the village of Muff, County Donegal, and like many rural Irishmen of his era, made poitin in a small still behind the house. Every Friday, friends, neighbors, and cousins would drop by with old glass medicine bottles, line up at the kitchen door, and fill them straight from his still. It was a social ritual as much as a transaction, a weekly gathering built around community, storytelling, and a shot of “devilment.”

That memory of sharing a sip stayed with her. When she was 18, he let her taste his homemade spirit at a family Christmas gathering. She didn’t just enjoy it; it lit a spark deep inside her.

“From that day forward, I knew that I wanted to share his recipes with the world,” she said. “I wanted to create connections over a good drink the way he did at home. When I told my family I was going to create a spirits company, they didn’t believe me, but I knew deep in my heart that this was my destiny.”



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LUSHWORTHY

December 8th, 2025

Online Visits: 5,000

[Click to view article](#)

15 Holiday Cocktails That Go Way Harder Than Your Elf On The Shelf

Dam Winter Punch (Non-Alcoholic)



Ingredients

2 parts Damrak Virgin

2 parts Fresh OJ

2 parts Cinnamon tea

5 parts Apple Cider

1 part Honey syrup or ½ part honey

2 tsp Apple Cider Vinegar

Garnish with seasonal spices: star anise, cloves, cinnamon, orange zest

Directions

Mix all ingredients in a pitcher, best to let rest for 1 hour before serving.



December 8th, 2025

Online Visits: 5,000

[Click to view article](#)



Lucas Bols Blue 1575, \$35

It's slightly floral, with a pleasant fruitiness midpalate (this is an orange liqueur, after all, just make it blue), finishing with hints of white pepper and cardamom.

VIEW FULL REVIEW ►

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CULTIVATE YOUR MESSAGE

Chocolate Espresso Martini

★★★★★ 5.0 (2) | 2 REVIEWS

Coffee and espresso liqueur alongside chocolate syrup transform the Espresso Martini into an intense winter treat.



In this riff on an Espresso Martini, the coffee flavor is amplified with a touch of bitterness that contrasts with the sweetness of the chocolate, highlighting its chocolatey notes. Find brands like Caffè Borghetti Espresso Liqueur or Galliano Espresso Italian Liqueur at most liquor stores or online.

Forbes

December 9th, 2025

Online Visits: 47,836,572

[Click to view article](#)

The Best Tequilas To Gift This Holiday Season

Tequila has never been more diverse, or giftable. Here are twelve standout bottles worth wrapping this holiday season, from crisp Blancos to rich Extra Añejos.

Tequila Partida Cristalino Añejo

Cristalinos can be polarizing, but when done right, they offer a clean, easy-drinking experience that's perfect for holiday gifting. Partida's Cristalino is one of the better examples: additive-free, naturally fermented, and built around fast-to-roast agave that preserves its brightness even after aging for 18 months in ex-bourbon barrels. Natural charcoal filtering removes the color but keeps the rounded, silky texture, making this a crowd-pleasing sipper that will only set you back \$59.99. Pick up one [here](#).



Tequila Partida Cristalino Añejo.
TEQUILA PARTIDA



December 10th, 2025

Online Visits: 1,106,177

[Click to view article](#)

12 New Year's Eve Cocktails to Ring in 2026

Celebrate the holiday season with cocktail recipes for any kind of New Year's party.



Pornstar Martini

Ingredients:

1.5 oz **Passoa Passion Fruit Liqueur**

1.5 oz Bols Vodka

0.5 oz Vanilla Syrup

0.5 oz Fresh Lime Juice

1 oz Passion Fruit Purée

Garnish: Half of Fresh Passion Fruit and a shot of Champagne or Prosecco

Directions:

Add all ingredients to a cocktail shaker with ice. Shake and strain into a pre-chilled coupe.

Garnish with half of a fresh passion fruit and a shot of either champagne or prosecco on the side.



Pallini Spritz

Ingredients:

2 parts Pallini Limoncello
3 parts Prosecco
1 part Sparkling water
Lemon slice for garnish

Directions:

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

Rosa

Ingredients:

2 oz Partida Blanco
1.5 oz Guava nectar
0.5 oz Strawberry purée
0.5 oz Fresh lime juice
1.5 oz Sparkling Rose
Garnish: Strawberries

Directions:

- Muddle fresh strawberries in a shaker and then combine all ingredients except rosé.
- Shake and top off with sparkling rosé.
- Strain ingredients into a wine glass and garnish with upward cut strawberries.





December 12th, 2025

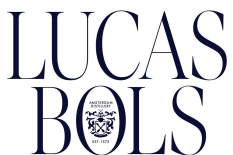
Online Visits: 31,674

[Click to view article](#)

2025 Holiday Gift Guide by Shaena Engle

Pallini Limoncello

This Italian lemon liqueur uses the peel of Sfusato lemons from the Amalfi coast and has a tangy smooth flavor, perfect with prosecco, \$27.99 at <https://www.totalwine.com>.





December 16th, 2025

Online Visits: 8,577

[Click to view article](#)

What is Non-Alcoholic Tequila Actually Made From?

Non-alcoholic spirits are one of the fastest-growing categories in the beverage space. Between mocktails, "sober curious" drinkers and Dry January, the industry has successfully courted a new type of consumer that would otherwise pay it no mind.

Several brands have capitalized on the zeitgeist by creating non-alcoholic versions of the world's fastest-growing spirit, tequila. On the shelf, you'll find Lyre's Agave Blanco, Spiritless Jalisco 55, Fluere Smoked Agave (tastes like mezcal) alongside dozens more. Over the past few months, celebrities like [Danny Trejo](#), [Lewis Hamilton](#) and [Regé-Jean Page](#) have gotten in on the action.



December 17th, 2025

Online Visits: 124,000

[Click to view article](#)

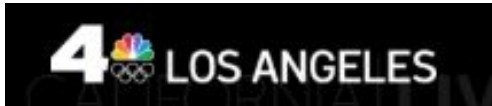
Make fun, festive cocktails to level up any holiday soiree

Entertaining expert Paul Zahn stops by California Live and creates decadent, delicious drinks, including an eggnog espresso martini, menorah martini, and twists on classic cocktails.

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December 17th, 2025

Online Visits: 81,916

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Make fun, festive cocktails to level up any holiday soiree

Entertaining expert Paul Zahn stops by California Live and creates decadent, delicious drinks, including an eggnog espresso martini, menorah martini, and twists on classic cocktails.

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December 17th, 2025

Online Visits: 62,779

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Make fun, festive cocktails to level up any holiday soiree

Entertaining expert Paul Zahn stops by California Live and creates decadent, delicious drinks, including an eggnog espresso martini, menorah martini, and twists on classic cocktails.

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Liqueurs & speciality spirits

At times this year, the liqueurs category has felt like a competition for brands to create the most indulgent innovation. Big-brand collaborations between Baileys and Terry's Chocolate Orange, and Kahlúa and Dunkin' played to sweet-toothed drinkers on their releases in the US and the UK. Kahlúa upped the ante to 'world's most indulgent Espresso Martini' levels with a glass of the aforementioned cocktail made entirely of milk chocolate, released for Easter. This is for good reason though – it's what people want.

"With indulgence becoming a key purchase driver in the liqueur category, Caramel Cookie is a natural evolution for Licor 43," says Blanca de la Infiesta, spirits global marketing director of Zamora Company, about the thinking behind the Spanish liqueur's most recent launch. De la Infiesta says: "Treats and desserts is a trend that is very relevant to us as a brand, and we've seen it gaining traction in the liqueurs category."

Caramel Cookie offers indulgent comfort with a modern and elevated twist. Additionally, French syrup producer Monin has also tipped indulgence for cocktail success in its Autumn-Winter Drinks Trends Report 2024-25, highlighting creamy and dessert-inspired cocktails.

With the spirits industry facing strong headwinds, Ignacio Llaneza, vice-president of marketing, US and Canada, for Lucas Bols, feels the category "continues to show

potential driven by consumers' appetite for cocktails and bigger, brighter flavours".

Acknowledging a shift toward expressive, Instagrammable flavours, Llaneza has also seen a renewed focus on authenticity. "In a year when the world's oldest distilled spirits brand [Lucas Bols] marks 450 years, it's encouraging to see consumers gravitate toward provenance, craftsmanship, and real stories behind the bottle," he says. With Lucas Bols at the forefront of bartending, Llaneza suggests two/three-ingredient cocktails are driving at-home mixology, and

liqueurs are the "backbone of that movement. We also see rising demand for natural fruit liqueurs, elevated coffee profiles, Spritz-friendly options, and premium non-alc alternatives, like Flairr."

According to Godelief van Erve, De Kuyper Royal Distillers' global marketing director, the biggest challenges are meeting the rise of ready-to-serve and no-alcohol variants. She suggests that brands that adapt to these changing preferences will find opportunity.

"Opportunities for growth lie in expanding draught and pre-mixed cocktail offerings, especially in on-trade and at events, as well as meeting the rising demand for alcohol-free experiences with options," she explains. Van Erve also highlights easy mixers and Spritz drinks: "Peach liqueurs such as Peachtree and Archers are increasingly popular, and help reach younger, broader audiences by offering convenience and taste."

Euromonitor data shows the global liqueurs category could reach 135.6 million nine-litre cases sold in 2026, up by 2.2% from 132.7m in 2025, while value is expected to grow by 7.5% from US\$57 billion to US\$61.3bn.

Van Erve notes the "category has remained stable over the past year", but with "notable differences emerging between subcategories and markets".

Llaneza, meanwhile, sees opportunity in education: "Liqueurs are foundational to modern mixology, but we still have work to do helping consumers and operators understand the versatility and value that they bring."

Brands to watch in 2026

SHERIDAN'S

Casa Redondo dipped into Diageo's 'for sale' bag again in September and bought Sheridan's, following its purchase of Safari in 2024. Portuguese firm Casa Redondo called its latest buy a pivotal movement, promising to invest in talent and resources in Sheridan's global markets.

ST-GERMAIN

The Hugo Spritz saw Google search volumes soar by 122% in 2024. The serve's natural base in Bacardi-owned St-Germain elderflower liqueur is driving the bandwagon, bringing *Game of Thrones* star Sophie Turner along for the ride over the summer. The actor recently starred in adverts for the brand showing off her bartending skills, and we don't expect the hype to slow in 2026.

LUCAS BOLS

In celebrating its 450th anniversary, Lucas Bols also bade farewell to Huub van Doorne this year, who called time on his 20-year tenure as CEO. Franc Cocx is now in the hot seat, steering the Dutch company into a "new premium era", which kicked off with a revamped version of its Bols Blue 1575 curaçao. Next year, we'll be watching keenly for where Cocx takes the category leader in terms of innovation.

Explore the Highly Expressive World of 2025's Best Gins



Muff Irish Gin

Distilled from potatoes, and flavored with botanicals including lemon, mandarin orange and rosemary. Overall, the citrus component reads as grapefruit peel and flesh on nose and distinctly sweet palate, where it mingles with raspberry, pink peppercorn and candied ginger, plus a faint floral exhale. **Best**

Buy. 93 Points — K.N.

\$47 Bottlerocket



December 18th, 2025

Viewership: 34,000

[Click to view article](#)

Festive Holiday Drinks



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News Briefs:

- Non-alcohol beer brand **Athletic Brewing Company**, an Impact “Hot Brand” with volume of 5.5 million (2.25-gallon) cases last year, has announced three new NA brews to kick off its 2026 release schedule. The first, Athletic Lite Lime & Salt, an offshoot of the brewery’s Athletic Lite, is made with real citrus, and comes in at 40 calories per 12-ounce serving. It will be available in select retailers across the U.S. and is a year-round addition to Athletic’s portfolio. The other two drinks are cocktail-inspired brews—Moscow Mule and Paloma—and will launch December 28 exclusively in Target before expanding to wider national availability in 2026, including in chains like Sprouts, Wegmans, and Whole Foods. Both are 70 calories per 12-ounce can and are meant to be poured over ice.
- Italian liqueur brand **Pallini**, known for limoncello, has renewed its distribution partnership with Lucas Bols USA for five years. Under the deal, Lucas Bols USA will continue to handle national distribution, marketing, and trade activation for the Pallini portfolio, with a focus on growing its presence across key U.S. markets both on- and off-premise. The brand has led with messaging around the Pallini Limoncello Spritz cocktail recently. “In our five years together, through focused programming and best-in-class collaboration, we have grown Pallini’s volume in the U.S. by over 50% since January 2021,” noted Lucas Bols North America managing director Brett Dunne.



yellowbellykelly

December 12th, 2025

Following: 169,000

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yellowbellykelly and bolscocktails

Paid partnership with bolscocktails
Original audio



yellowbellykelly 1w

In my blue cocktail era 💙 #ad 21+
@bolscocktails #BolsPartner

This Blue Sea Salt Margarita is definitely giving it girl vibes, and is everything you love about a margarita, but even better. It includes all of the characteristics of a margarita (tequila, lime, a touch of sweetness) and elevates it with frothy egg white and vibrant sea salt. But the real star of the show? Bols Blue 1575 - a gorgeous blue liqueur made with distilled orange peels and botanical spiced rum with notes of vanilla, cardamom, and grains of paradise. Super delicious!

BLUE SEA SALT MARGARITA 🍹💙
1.5 oz tequila
5 oz Bols Blue 1575



422



31



December 12



Add a comment...



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December 12th, 2025

Online Visits: 169,000

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Pallini and Lucas Bols USA Renew Distribution Partnership for 5 More Years

Family-owned Limoncello producer **Pallini S.p.A.** and Lucas Bols USA, Inc., the U.S. subsidiary of distilled spirits company Lucas Bols, just announced the renewal of their U.S. distribution agreement for an additional five years.

Pallini originally partnered with Lucas Bols in late 2020. The renewed partnership will continue to build on the growth for the Limoncello brand, according to the company.

The renewal also coincides with two landmark anniversaries: Pallini's 150th and Lucas Bols' 450th anniversary.

"This renewal reaffirms the strength and shared vision of our partnership," said Micaela Pallini, CEO of Pallini S.p.A. and fifth-generation member of the Pallini family, in a news release. "As we celebrate 150 years of Pallini, it's inspiring to join forces with another family of liqueur and cocktails pioneers who share our passion for quality, innovation, and hospitality. Together with Lucas Bols, we will continue to bring the Pallini family traditions and the best-in-class liqueurs to consumers across America."



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December 22nd, 2025

Online Visits: 22,011

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Pallini and Lucas Bols USA Enhance Partnership for Growth

Pallini and Lucas Bols USA Renew Distribution Partnership

In the bustling beverage industry, collaboration forms the backbone of success. Pallini S.p.A, famed for its exquisite Limoncello, has reiterated its commitment to excellence in the craft by renewing its distribution partnership with Lucas Bols USA. This renewed agreement solidifies their relationship for an impressive five years, demonstrating their shared dedication to innovation and quality amidst the changing landscape of cocktail trends.

A Partnership Founded on Legacy and Growth

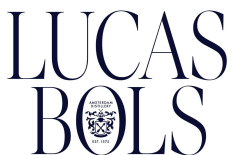
Since the partnership's inception in late 2020, Pallini has experienced remarkable growth across the United States. This collaboration has particularly blossomed due to the rising popularity of the *Pallini Limoncello Spritz*, aligning with the overall trend for spritz cocktails, exciting consumers nationwide. Pallini's achievement is not just about numbers; it reflects a deep engagement with the evolving tastes of cocktail enthusiasts.

Celebrating Significant Milestones

The renewal of this partnership aligns with two significant anniversaries: Pallini's 150th anniversary and Lucas Bols' 450th anniversary. Both brands bring forth centuries of expertise, authenticity, and a commitment to excellence in the spirit-making craft. These milestones serve as a testament to their enduring legacies and the innovation that has propelled their iconic status in the market.

Voices from the Leadership

Micaela Pallini, the CEO of Pallini S.p.A, expressed her enthusiasm regarding the renewal, saying, "This renewal reaffirms the strength and shared vision of our partnership. As we celebrate 150 years of Pallini, it's inspiring to join forces with another family of liqueur pioneers who share our passion for quality, innovation, and hospitality." These sentiments are echoed by Frank Cocx, CEO of Lucas Bols Company, who highlighted the timeless appeal and elegance embodied in their collaboration, stating, "Our partnership with Pallini is built on the same mission: to champion heritage brands that continue to innovate and inspire today's cocktail culture."





December 12th, 2025

Online Visits: 169,000

[Click to view article](#)

6 Non-Alcoholic Cocktails That Bring Flavor Without The Hangover



Pallini Zero Spritz

Ingredients:

- 1 part Pallini Limonzero
- 2 parts non alcoholic sparkling wine
- Garnish with lemon slices & rosemary

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



FLUÈRE Basil Smash

Ingredients:

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

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

Spirit.Ed: Check Out Our 2025 Holidays Drinks Guide

As we close out 2025 with a bang, or a whimper in some cases, we at least should do so with a nice beverage in our hand for the holidays.

Dam Winter Punch



Ingredients:

- 2 parts [Damrak Virgin](#)
- 2 parts Fresh OJ
- 2 parts Cinnamon tea
- 5 parts Apple Cider
- 1 part Honey syrup or ½ part honey
- 2 tsp Apple Cider Vinegar

Garnish with seasonal spices: star anise, cloves, cinnamon, orange zest

Method: Mix all ingredients in a pitcher, best to let rest for 1 hour before serving.



	December 24, 2025 Online Visits: 20,777 Click to view article
	December 24, 2025 Online Visits: 41,356 Click to view article

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Top 10 Coolest Bottles In Our 2025 Holiday Gift Guide

Pallini Limoncello Holiday Gift Pack



Speaking of Italian standouts... this year's [Pallini Limoncello Holiday Gift Pack](#) feels instantly cheerful and beautifully put together. The bright yellow bottle is framed by festive illustrations of lemons, blossoms, and ornaments, creating a sunny, Italian holiday moment right on the box. A bold red bow adds to the ready-to-gift feel, and the set includes a hand-crafted ceramic cup made in Deruta, Italy, which gives the package an elevated, collectible touch. It's vibrant, thoughtful, and looks impressive right out of the box.



December 20th, 2025

Online Visits: 32,004

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Luxe Libations for Cocktail Lovers on Your Holiday Gift List



Pallini Limoncello

This Italian lemon liqueur uses the peel of Sfusato lemons from the Amalfi coast and has a tangy, smooth flavor, perfect with prosecco, \$27.99 at <https://www.totalwine.com>.

Nuvo L'Esprit de Paris

This pretty pink sparkling liqueur is crafted with French vodka and a touch of sparkling white wine and fruit nectars, great for cocktails or on it's own, \$24.99 at <https://shop.sparklingnuvo.com>.



December 22nd, 2025

Online Visits: 50,000

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Holiday Gifts - Fox 32 Chicago, Dec 2025



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