

# LUCAS BOLS



## MEDIA COVERAGE

February 2025





2023 Media Coverage

# OVERVIEW OF COVERAGE

**TOTAL NUMBER OF CLIPS: 42**

ONLINE: 39

SOCIAL MEDIA: 2

NEWSLETTER: 1

**TOTAL POTENTIAL AUDIENCE: 661,899,079**

ONLINE: 661,292,869

SOCIAL MEDIA: 9,732

NEWSLETTER: 596,478



January 31, 2025

Online Visits: 1,308,616

[Click to view article](#)

## 5 Perfect Cocktail Recipes to Shake Up National Margarita Day

National Margarita Day is on February 22.

### Margarita Azul

#### Ingredients

- 45ml Partida Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup



### La Margarita

#### Ingredients

- 2 oz Partida Blanco
- 1 oz Lime juice
- .5 oz Agave nectar
- .5 oz Water

**Method:** Shake over ice. Strain into rocks glass over fresh ice. Garnish with lime wheel.





# TRUETRAE

A Consumer's Best Friend

January 31, 2025

Online Visits: 5,000

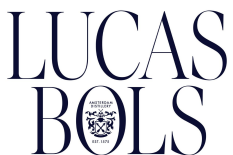
[Click to view article](#)

## Fun Galentine's Day Gifts That Celebrate Your Friendship



### NUVO Sparkling Liqueur (\$22.99, Totalwine.com)

Cheers to friendship! This festive pink pre-mixed cocktail comes in a beautiful, unique bottle that makes an impression. The Nuvo Sparkling Liqueur is not just a pretty bottle; this bubbly 15 percent ABV bev is delightful right out of the bottle. It's a blend of vodka, sparkling wine, and fruit nectar – a perfect pairing with desserts or pre-dinner snacks.





January 31, 2025

Online Visits: 123,209,368

[Click to view article](#)

**Syndication from Truetrae.com**





February 4, 2025

Followers: 5,000

[Click to view article](#)

# Americans Love Patrón, but These 10 Tequilas Are Superior

## #1 Tequila Partida Reposado

- **ABV:** 40%
- **Flavor and notes:** Caramel, florals, spice, butter, honey
- **Price:** \$55.00

## Tequila Partida Reposado

This is one of the most popular “reposado” tequilas on the market. It is aged in whiskey barrels using ten-year-old agave which makes it a fantastic option for cocktails.



## Whiskeyfellow

7.1K likes · 8.2K followers

February 5, 2025

Followers: 8,200

[Click to view article](#)

The Muff Liqueur Company and Lucas Bols USA launches Premium Irish Spirits in the US market  
Award-Winning Irish spirits company enters the U.S. market with three expressions that honor heritage, excellence and craftsmanship

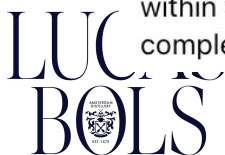
NEW YORK, Feb. 5, 2025 /PRNewswire/ -- The Muff Liqueur Company, an award-winning premium Irish spirits producer and innovator, from the village of Muff in Co. Donegal, Ireland, is thrilled to officially launch in the U.S. The range includes three super-premium liquors; The Muff Liqueur Company potato based Irish Vodka and Irish Gin that are both distilled 6 times, and a triple distilled/five-part blend peated Irish Whiskey. These Irish spirits are available nationally at retail, bars & restaurants, and online, where each bottle represents dedication to excellence, a deep connection to heritage, and a true appreciation of premium craft.

The Muff Liqueur Company was founded in 2018 by proud Donegal native Laura Bonner, who set out to honor her family's legacy and showcase the unique taste of that land. Laura is dedicated to preserving the area's rich heritage, inspired by 'Granda' Philip McClenaghan, a potato farmer with a knack for innovation and the original creator of the handcrafted 'Poitín' recipes that now inspire her spirits. The portfolio honors his legacy by using the finest quality ingredients and premium Irish potatoes from Donegal that deliver spirits with an unparalleled taste and velvet smooth texture.

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

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

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





"The Lucas Bols company has been creating great cocktail experiences around the world since 1575. This year marks our 450th anniversary and we continue to innovate and expand our portfolio of brands as we look into the future," says Brett Dunne, Managing Director for Lucas Bols USA. "The Muff Liquor Company is a fun young brand with great quality spirits that will resonate in the USA. We are excited to launch the brand nationally and offer consumers great new Irish whiskey, vodka and gin cocktail experiences."

The Muff Liquor Company range is designed for fostering moments of joy, lively conversation, and social connection that enhance a cheerful atmosphere. The premium liquors promise to elevate the scene, offering spirits enthusiasts a taste of Donegal's finest potato-based Vodka, Gin and Whiskey expressions. Laura and her team have worked tirelessly to introduce U.S. consumers to craft top-quality spirits that represent Ireland's authentic heritage with an overwhelming personality.

The Muff Irish Vodka (SRP: \$34.99): A premium vodka that boasts a clean and crisp flavor profile, made with the finest potatoes that undergo a rigorous distillation and meticulous filtration process. The final mixture offers a smooth and well-balanced experience, making it an excellent choice for sipping neat or as a versatile base for cocktails. ABV 40%.

The Muff Irish Gin (SRP: \$34.99): The vibrant gin exemplifies the dedication to quality and innovation, combining traditional distilling techniques with carefully selected botanicals. Made with high-quality potatoes, the gin incorporates a blend of mandarin, juniper berries, citrus peel, elderflower, and rosemary, cold-infused overnight in the spirit. A hint of Champagne extract is added, imparting subtle effervescence and enhancing the gin's well-balanced and complex flavor profile. ABV 40%.

The Muff Irish Whiskey (SRP: \$34.99): This unique peated Irish whiskey bursts with a depth of flavors that lends itself to a quality tasting experience. Made with a 5 part blend of Irish Malt and Grain whiskey, each brings an individual element and multiple layers of flavor to the nose, middle palate and end of the tasting experience. ABV 43%.

For more information, visit [www.themuffliquorco.com/pages/our-story](http://www.themuffliquorco.com/pages/our-story) and join the conversation @muffliquorco. The Muff Liquor Company is exclusively distributed by Lucas Bols USA. The Lucas Bols Company, is a leading global cocktail and spirits player in the worldwide cocktail market and is celebrating their 450th anniversary in 2025. Lucas Bols' mission is to create great cocktail experiences around the globe.



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February 5, 2025

Online Visits: 953,553

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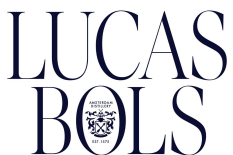
# Just in time for St. Patrick's Day, Irish spirits brand Muff Liquor Company is launching in the US

Muff Liquor Company is launching in the US just in time for March



The Muff Liquor Company CEO & Founder Laura Bonner | The Muff Liquor Company

Founded in 2018, The Muff Liquor Company is an award-winning, premium Irish spirits brand located in the village of Muff in the County of Donegal in Ireland. Muff makes a potato-based Irish vodka, gin, and a blended peated Irish whiskey. Just in time for St. Patrick's Day next month, all three expressions are now available in the U.S.





# The Muff Liquor Company

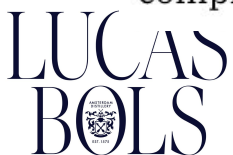


The Muff Liquor Company

The vodka and gin are potato-based and distilled six times. The five-part blend peated Irish whiskey is triple distilled. The Muff Irish Vodka is an 80-proof spirit known for its clean, crisp flavor profile, which makes it the perfect choice for mixing and sipping.

The Muff Irish Gin is an 80-proof spirit made with hand-selected herbs, botanicals, and other flavors, including juniper berries, citrus peels, mandarin, rosemary, and elderflower. Champagne extract adds a little extra flavor and balance. The Muff Irish Whiskey is an 86-proof spirit made with a five-part blend of malt and grain whiskeys. It's a peated whiskey known for its multi-layered, smoky flavor profile.

“Our three spirits reveal Ireland’s potential to show the world our dedication to craft, especially with the new global release of the peated Irish whiskey within the range,” CEO and founder Laura Bonner said in a press release. “This is a big step for us and we are excited to share and impress with the complexity and craft of our brand.”





## Where can I buy them?



Crate & Barrel

The Muff Liquor Company is partnering with Lucas Bols to launch this range of Irish spirits in the U.S. All three are available nationwide at retailers, bars, restaurants, and online. The Muff Irish Vodka retails for \$34.99, the Muff Irish Gin for \$34.99, and the Muff Irish Whiskey for \$34.99.

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## Irish Spirits Company Expands to the U.S.

Muff Liquor Co. announced a partnership with Lucas Bols.



CEO & founder Laura Bonner.  
Source: Muff Liquor Company

Irish spirits producer Muff Liquor Company on Wednesday announced its launch in the U.S. in partnership with Dutch cocktail and spirits company Lucas Bols.

The company was founded in 2018 by Donegal native Laura Bonner and inspired by "Granda" Philip McClenaghan, a potato farmer and the original creator of the "Poitín" recipes that inspired Bonner's spirits.

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

"The Lucas Bols company has been creating great cocktail experiences around the world since 1575. This year marks our 450th anniversary and we continue to innovate and expand our portfolio of brands as we look into the future," said Brett Dunne, managing director for Lucas Bols USA. "The Muff Liquor Company is a fun young brand with great quality spirits that will resonate in the USA. We are excited to launch the brand nationally and offer consumers great new Irish whiskey, vodka and gin cocktail experiences."



## Lucas Bols Helps Launch The Muff Liquor Company in the U.S.



The Muff Liquor Company.

The Muff Liquor Company, an Irish spirits producer from the village of Muff in Co. Donegal, Ireland, has officially launched in the U.S. through a partnership with Lucas Bols USA.

This range includes three liquors: The Muff Liquor Company potato-based Irish Vodka and Irish Gin, both distilled six times, and a triple distilled/five-part blend peated Irish Whiskey.

These Irish spirits are available nationally at retail, bars and restaurants and [online](#).

The Muff Liquor Company was founded in 2018 by Donegal native Laura Bonner, inspired by "Granda" Philip McClenaghan, a potato farmer and creator of the handcrafted poitín recipes that now inspire her spirits.

To support the global expansion of the brand, Bonner brought together a team of celebrity investors, including actor Russell Crowe, singer-songwriters Ed Sheeran and Ronan Keating and comedian Jimmy Carr.

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



Adds says Brett Dunne, managing director for Lucas Bols USA, "The Lucas Bols company has been creating great cocktail experiences around the world since 1575. This year marks our 450th anniversary and we continue to innovate and expand our portfolio of brands as we look into the future."

"The Muff Liquor Company is a fun young brand with great quality spirits that will resonate in the USA," Dunne continues. "We are excited to launch the brand nationally and offer consumers great new Irish whiskey, vodka and gin cocktail experiences."

The portfolio is:

- The Muff Irish Vodka (Suggested Retail Price: \$34.99): A potato vodka with 40% ABV.
- The Muff Irish Gin (SRP: \$34.99): Made with potatoes, this gin incorporates a blend of mandarin, juniper berries, citrus peel, elderflower, and rosemary, cold-infused overnight in the spirit. 40% ABV.
- The Muff Irish Whiskey (SRP: \$34.99): A peated Irish whiskey. Made with a five-part blend of Irish Malt and Grain whiskey. 43% ABV.



February 6, 2025

Online Visits: 5,000

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## The Muff Liquor Company Launches in the U.S.



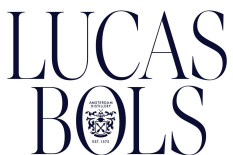
Image credit: The Muff Liquor Company.

The Muff Liquor Company, an Irish spirits producer located in the village of Muff in Co. Donegal, Ireland, has launched in the U.S.

The Muff Liquor Company portfolio includes three expressions: a potato based Irish Vodka, a potato based Irish Gin, and a peated Irish Whiskey.

### The Muff Irish Vodka:

This potato based vodka is distilled six times and reaches an ABV of over 96%. At bottling, it's cut down to 40% ABV with pure water and is described as having a "clean and crisp" flavor profile. SRP: \$34.99.





### **The Muff Irish Gin:**

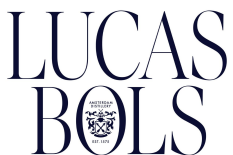
This potato based gin is distilled six times and incorporates a blend of mandarin, juniper berries, citrus peel, elderflower, and rosemary, cold-infused overnight in the spirit. A hint of Champagne extract is added to impart subtle effervescence and enhance the gin's balance and flavor profile. Bottled at 40% ABV. SRP: \$34.99.

### **The Muff Irish Whiskey:**

This triple distilled, peated Irish Whiskey is a five part blend of Irish Malt and Grain whiskey: triple distilled grain whiskey matured in a virgin cask, triple distilled grain whiskey matured in ex-American bourbon casks, triple distilled malt whiskey matured in Sherry casks, double distilled malt whiskey, and peated triple distilled malt whiskey matured in ex-American bourbon casks. Bottled at 43% ABV. SRP: \$34.99.

The Muff Liquor Company portfolio is now available nationally.

Source: The Muff Liquor Company.





February 7, 2025

Online Visits: 68,979

[Click to view article](#)

# DISTIL<sup>ER</sup>

## NEW SPIRIT RELEASES - FEBRUARY 7, 2025 - ARDBEG, HEAVEN HILL, & MORE!

Check out the latest releases hitting shelves soon.

3



### MUFF IRISH WHISKEY

Founded in 2018, The Muff Liqueur Company is a Irish spirits producer from the village of Muff in Co. Donegal, Ireland. This Irish whiskey is made from a five-part blend of Irish malt and grain whiskeys including a peated triple-distilled malt whiskey. Bottled at 86 proof, it's launching in the US beginning February 2025. (SRP \$34.99)

2



### MUFF IRISH POTATO GIN

Founded in 2018, The Muff Liqueur Company is a Irish spirits producer from the village of Muff in Co. Donegal, Ireland. Using a base of Irish potatoes, this Irish gin is made a blend of botanicals including mandarin, juniper berries, citrus peel, elderflower, and rosemary as well as a hint of Champagne extract. Bottled at 80 proof, it's launching in the US beginning February 2025. (SRP \$34.99)

1



### MUFF IRISH POTATO VODKA

Founded in 2018, The Muff Liqueur Company is a Irish spirits producer from the village of Muff in Co. Donegal, Ireland. Their vodka is made using Irish potatoes. Bottled at 40% ABV, it's launching in the US beginning February 2025. (SRP \$34.99)





February 9, 2025

Online Visits: 5,000

[Click to view article](#)

## TOAST TO ROMANCE WITH THESE PERFECT WINE AND SPIRIT SELECTIONS

### BOLS ESPRESSO MARTINI RTD




The Bols Espresso Martini is rich and creamy with a hint of dark roast. A Martini so smooth, it will charm off the cream of your espresso. In this cocktail bottle, your Espresso Martini is ready to enjoy, no skills or tools are needed!

- [Buy HERE](#)

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 <p><b>Salty and Stylish</b> DISCOVER THE SALT OF LIFE</p>	<p>February 9, 2025</p> <p>Online Visits: 5,000</p> <p><a href="#">Click to view article</a></p>
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## Syndication from Champaign Living





February 11, 2025

Online Visits: 88,209,424

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## 5 Must-Try Vodkas In 2025

These vodkas are less than \$40 per bottle and celebrated for their clean and smooth flavors.

Muff Liquor Company Irish Vodka, \$34.99



the Muff Irish Vodka is made from potatoes. THE MUFF LIQUOR COMPANY

Made from Irish potatoes with a six-time distillation process, this vodka is serious even if the name of the company that makes it is more tongue-in-cheek (say it a few times out loud, but *not* at work). Celebrity investors include Russell Crowe and Ed Sheeran. The vodka starts warm and stays smooth through the finish, with a nice slight vanilla aftertaste.





# Instagram

February 11, 2025

Followers: 1,532

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kirkmiller25

Follow



644 posts

1,532 followers

2,032 following

Kirk Miller

[@kirkmiller25](#)

Editor and spirits aficionado at InsideHook. Brooklyn resident. Appreciates free drinks.  
[www.insidehook.com/author/kmiller](http://www.insidehook.com/author/kmiller)



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February 12, 2025

Online Visits: 38,209

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# THE KNOCKTURNAL

## The Knockturnal's Valentine's Day Cocktail And Spirits Roundup

### Margarita Azul



#### Ingredients

- 45ml **Partida Blanco**
- 30ml **Bols Blue Curacao**
- 25ml Fresh lime juice
- 10ml Sugar syrup

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## La Margarita



### Ingredients

- 2 oz **Partida Blanco**
- 1 oz Lime juice
- .5 oz Agave nectar
- .5 oz Water

**Method:** Shake over ice. Strain into rocks glass over fresh ice. Garnish with lime wheel.



# INSIDEHOOK

February 12, 2025  
Online Visits: 596,478  
Newsletter Subscriptions: 596,478  
[Click to view article](#)

## Review: The Muff Liquor Company Knows What You Think About Their Name

The cheeky Irish spirits brand launched in the United States with vodka, gin and peated whiskey (plus, Russell Crowe's endorsement)



**What we're drinking:** A vodka, gin and peated Irish whiskey from The Muff Liquor Company

**Where they're from:** The unusually monikered spirits producer hails from the village of Muff in County Donegal, Ireland. The brand launched in the United States this month through Lucas Bols USA.

**Why we're drinking these:** Look, if you just want to know the reason behind the name, scroll down to the "Fun Fact." The more straightforward story is that The Muff Liquor Company was founded in 2018 by Donegal native Laura Bonner, who was inspired by the life and work of her grandfather, a potato farmer and maker of homemade poitin.

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Given that background, it's no surprise that Irish potatoes play a role in the brand's inaugural vodka and gin expressions. The whiskey, meanwhile, is **peated** because "we used to pick [peat] when we were kids," Bonner says. "So the smell really reminds me of my grandfather. I know peat is quite Scottish, but I always say the Irish were into whiskey before the Scots."

The brand has several **celebrity investors**, including Russell Crowe, Ed Sheeran, Ronan Keating and Jimmy Carr. "I actually wrote on my vision board a year before I even launched a business that I would have Ed Sheeran as my shareholder and I would have Russell Crowe do my very first tweet when I launched to Australia," Bonner says. "Five years later, I got both of them."

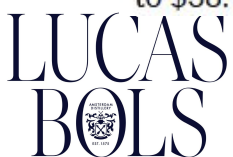
Let's ~~have a taste of Muff~~ test out these spirits.

### How they taste:

- **The Muff Irish Vodka (40% ABV):** Crafted from Irish potatoes and distilled six times, the vodka is a bit medicinal on the nose but offers a classic potato vodka flavor (earthy but a little sweet) and mouthfeel (creamy).
- **The Muff Irish Gin (40% ABV):** Also crafted from Irish potatoes and distilled six times, the botanical blend here includes mandarin, juniper berries, citrus peel, elderflower and rosemary, cold-infused overnight in the spirit. A hint of Champagne extract is also added. "I was originally only going to do a vodka, but then there was this gin revolution in Europe," Bonner says. "I don't like juniper berries, so it's not juniper-led at all." I had this in a Gin and Tonic with orange and rosemary, and it was outstanding (Bonner says she would *not* recommend it in a G&T with lime or lemon).
- **The Muff Irish Whiskey (43% ABV):** Triple-distilled, peated and made with a five-part blend of Irish malt and grain whiskey, this is a lovely mix of smoke, sweet, fruit and cereal.

**Fun fact:** Anyway, that name. Look at some of the branding — "Do you prefer gin, whiskey or vodka? We prefer Muff." "The only Muff my wife allows me to have." "He's a Muff Liquor." It's obviously all said with a wink. "We're respectful of the community it's named after," Bonner says. "It's about my grandfather and that heritage. But we like to play into it. I remember when I had my first meeting in North America, they were like, [worried tone] 'Ma'am, do you know what that word means?' [Laughs] I'm probably too cheeky with it, but we're serious with our product."

**Where to buy:** All three expressions from The Muff Liquor Company are available now for \$35 to \$38.





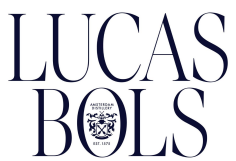
The Muff Liquor Company founder/CEO Laura Bonner

The Muff Liquor Company



## The Muff Liquor Company

[BUY HERE](#)





February 12, 2025

Online Visits: 21,544,598

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## Syndication from InsideHook



February 13, 2025

Online Visits: 5,000

[Click to view article](#)

# The Muff Liquor Company Launches in the U.S.



*The Muff Liquor Company spirit portfolio.*

Irish spirits producer **The Muff Liquor Company**, from the village of Muff in Co. Donegal, Ireland, has officially launched in the U.S. These Irish spirits are now available nationally at retail, bars and restaurants, and online, according to the distillery.

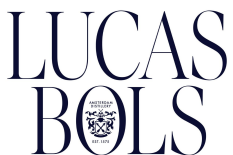
The spirit range includes:

- **The Muff Irish Vodka (SRP: \$34.99):** Coming in at 40% ABV, this vodka has been distilled six times.
- **The Muff Irish Gin (SRP: \$34.99):** Coming in at 40% ABV, this gin has also been distilled six times.
- **The Muff Irish Whiskey (SRP: \$34.99):** Coming in at 43% ABV, this whiskey is made with a five part blend of Irish Malt and Grain whiskey.



The Muff Liquor Company was founded in 2018 by proud Donegal native Laura Bonner, according to the distillery, who brought together a team of high-profile celebrity investors, including actor Russell Crowe, singer-songwriters Ed Sheeran and Ronan Keating and comedian Jimmy Carr, to support the global expansion of the brand.

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





## 4 Sammy Hagar's Beach Bar Rum Cocktails for the Perfect Valentine's Day



### LIQUEUR, RUM

#### El Beso

by Cabo Wabo Cantina, Miracle Mile Shops at Planet Hollywood Resort & Casino

#### Ingredients

-  2 oz. Cruzan Strawberry Rum
-  1 ½ oz. Passoã Passion Fruit Liqueur
-  ½ oz. Passion Fruit Purée
-  2 fresh Strawberries, diced
-  5 fresh Mint Leaves
-  Soda Water, to top
-  Garnish: Strawberry on the rim

#### Preparation

1. In a cocktail shaker filled with ice, combine Cruzan Strawberry Rum, Passoã Passion Fruit Liqueur and passion fruit purée.
2. Shake well and pour into a 26-ounce hurricane glass over fresh ice.
3. Add diced strawberries and fresh mint leaves.
4. Top with soda water and garnish with a strawberry on the rim.



# CASSIUS

February 14, 2025

Online Visits: 42,949

[Click to view article](#)

## Spirit.Ed: Check Out These Sweet Sips For Valentine's Day 2025

### 12. Pink Paloma



Source: Partida

Ingredients:

2 oz [Partida](#) Blanco

1 oz Ruby Red Grapefruit Juice

0.5 oz Fresh Lime Juice

0.5 oz Simple Syrup

1.5 oz Grapefruit Soda

Directions: Add ingredients to a cocktail shaker with ice. Shake and strain into a chilled highball glass over ice, add soda, and stir. Garnish with a grapefruit wedge.

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## 15. Raspberry Collins by Fluere



Source:Fluère

### Ingredients:

60 ml **Fluere** Raspberry Blend

20 ml Simple Syrup

30 ml Lemon Juice

Top with soda water

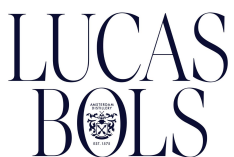
Garnish: Raspberries and Fresh Mint Leaves

Directions: Add all the ingredients into a chilled highball glass with ice. Add Soda Water last, stir and garnish with raspberries and fresh mint leaves.



	<p>February 14, 2025</p> <p>Online Visits: 60,048</p> <p><a href="#">Click to view article</a></p>
	<p>February 14, 2025</p> <p>Online Visits: 33,956</p> <p><a href="#">Click to view article</a></p>
	<p>February 14, 2025</p> <p>Online Visits: 5,000</p> <p><a href="#">Click to view article</a></p>
	<p>February 14, 2025</p> <p>Online Visits: 170,764</p> <p><a href="#">Click to view article</a></p>
	<p>February 14, 2025</p> <p>Online Visits: 7,376</p> <p><a href="#">Click to view article</a></p>
	<p>February 14, 2025</p> <p>Online Visits: 45,773</p> <p><a href="#">Click to view article</a></p>

### Syndications from Cassius





February 19, 2025

Online Visits: 57,799

[Click to view article](#)

**RAIDED SCORE: 88**

**BOTTLE RAIDERS**

**The Muff LIQUOR COMPANY**

**IRISH WHISKEY**    **THE MUFF LIQUOR COMPANY**

## The Muff Irish Whiskey

<b>DISTILLER:</b>	<b>BOTTLER:</b>	<b>ABV:</b>	<b>AGE:</b>	<b>PRICE:</b>
The Muff Liquor Company	The Muff Liquor Company	43%	NAS	\$30 to \$59.99

This Irish Whiskey from The Muff Liquor Company blends five Irish malt and grain whiskeys. It includes triple-distilled grain whiskey aged in virgin casks, grain whiskey matured in ex-bourbon casks, sherry-matured triple-distilled malt whiskey, double-distilled malt whiskey and peated triple-distilled malt whiskey aged in ex-bourbon casks. It has a suggested retail price of \$34.99.

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**NOSE:**

Sweet on the nose with a solid dose of smoke, which is joined by honey, graham cracker and a whiff of rubber.

**TASTE:**

Thin to medium mouthfeel. Peat comes through prominently on the palate, along with honey, straw, cinnamon and a touch of menthol. This is really quite nice; it has solid complexity for the price point.

**FINISH:**

Long finish that kicks off with smoke and a touch of sherry character, followed shortly by vanilla, burnt sugar, allspice and a bit of oak.

**OVERALL:**

Sweet, smoky and pleasant whiskey from The Muff (which, by the way, is named after a village in Ireland. Get your minds out of the gutter). This stands apart from a crowded low-to-mid-shelf Irish whiskey market thanks in large part to the peat, which is additive to the experience but not overwhelming. This isn't the most complex whiskey in the world, but it does have some real depth to it, and it's a rock-solid sipper at an affordable price. For a \$35 Irish whiskey, you could do far worse.

**SCORE:**

**86**

RAIDED  
SCORE:

**89**

**Whisky Advocate**

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.

[READ FULL REVIEW](#)

RAIDED  
SCORE:

**86**

**Bottle Raiders**

This isn't the most complex whiskey in the world, but it does have some real depth to it, and it's a rock-solid sipper at an affordable price. For a \$35 Irish whiskey, you could do far worse.

[READ FULL REVIEW](#)

LUCA  
BOLS





February 19, 2025

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# Spicy, Fruity, & Traditional Margarita Recipes To Celebrate National Margarita Day

## Margarita Azul

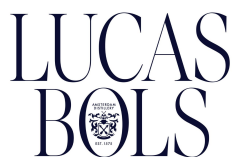
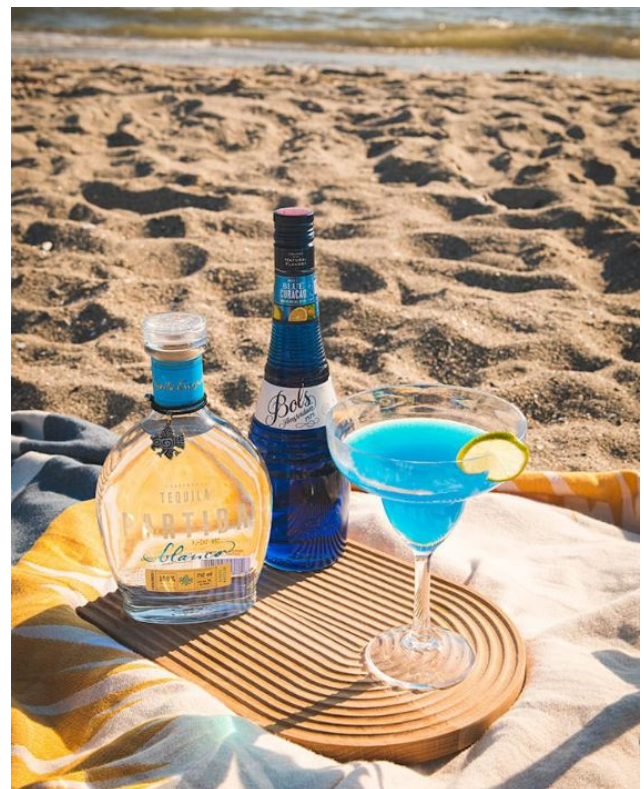
### Ingredients

45ml **Partida Blanco**

30ml **Bols Blue Curacao**

25ml Fresh lime juice

10ml Sugar syrup





February 19, 2025

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# Expand your palate with these unusual twists on the Margarita

See how the classic margarita can be adapted for every preference

## La Margarita



### Ingredients:

- 2 oz Partida Blanco
- 1 oz Lime juice
- .5 oz Agave nectar
- .5 oz Water

### Method:

Shake over ice. Strain into rocks glass over fresh ice. Garnish with lime





# Margarita Azul



## Ingredients:

- 45ml Partida Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup



**yahoo!life**

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## Syndication from The Manual





# GOOD SPIRITS NEWS

February 21, 2025

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## GSN Review: Fluère Raspberry Blend Non-Alcoholic Distilled Spirit



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

including the Netherlands, Switzerland, France, UK, Germany and recently the US.

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

**GSN's Remarks:** The raspberry perfume is natural, rich and enticing. Upon the tongue the fruit flavor is lightly sweet, slightly seed-like, intensely compact and concentrated. It tastes as if they have taken the epitome of a raspberry and crafted it into a cordial. What we particularly enjoy about this N/A expression is that it has very little inherent sweetness, which gives it a lot of leeway when creating bespoke cocktails and long drinks. Well worth seeking out. **GSN Rating:**

**A+**

**For more information go to: [Shop Fluère Drinks](#)**



# CASSIUS

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## Spirit.Ed: National Margarita Day 2025 Is Here & So Are Some Sips

### 20. Partida – Margarita Azul



Source:Partida

#### Ingredients:

45ml [Partida](#) Blanco

30ml [Bols](#) Blue Curacao

25ml Fresh lime juice

10ml Sugar syrup






#### Method:

Shake ingredients over ice and serve in a margarita glass. Salt or sugared rim is optional.

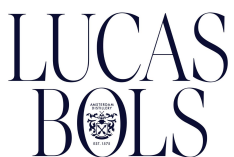
LUC  
BOLS





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### Syndications from Cassius





February 25, 2025

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# Robb Report

## The 12 Best Irish Whiskeys to Buy Right Now

If you're looking for an Irish whiskey to enjoy this spring, we've got you covered.

### Best Peated Irish Whiskey: The Muff



While peated whiskey is relatively uncommon in the world of Irish whiskey, it is certainly not unheard of. This new release from the Muff is a blend of malt and grain whiskeys aged in virgin oak, bourbon, and sherry casks that incorporates a peated malt whiskey into the mix to provide a subtle smokiness to the palate. Give this a try to see how it compares to your favorite Islay scotch whisky.

**BUY NOW ON MASTER OF MALT: \$53**

LUCAS  
BOLS



CULTIVATE YOUR MESSAGE



February 27, 2025

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## 4 Cocktails to Energize Your National Espresso Martini Day

National Espresso Martini Day is coming up on March 15.

### Ingredients:

1.5 oz Vodka  
1 oz Galliano Espresso  
1 oz Espresso

### Instructions:

Blend together and enjoy!



## The Low ABV Espresso Martini (6%)

### Ingredients:

1.5 oz Fluère Spiced Cane  
1 oz Galliano Espresso  
1 oz Espresso  
Dash of simple syrup  
Garnish: Three Coffee Beans

### Instructions:

Add all the ingredients into a cocktail shaker with ice. Shake and strain into a chilled martini glass. Garnish with three coffee beans

COMMENTS

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**Esquire**

February 28, 2025

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## The 31 Best Tequila Brands to Drink In 2025

We're calling attention to the tequila makers who use traditional methods, plus the new-school brands worth trying.

### Tequila Partida



If you're unfamiliar with Partida, there's some good news—you can order a sample kit of the brand's various tequila expressions from the website to try. If you like what you taste, and you very well may, there's a wide range of expressions to check out from this self-proclaimed additive-free brand. There are the usual blanco and aged tequilas, which are all quite good, and then there's a few more unusual ones. Roble Fino Reposado is the core reposado finished in sherry-seasoned casks formerly used to age single malt whisky (there's an añejo version of that tequila as well). And last fall, the brand announced the launch of its single barrel añejo program—check bars, restaurants, and stores in your area to see if they have it in stock.



TOTAL WINE

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