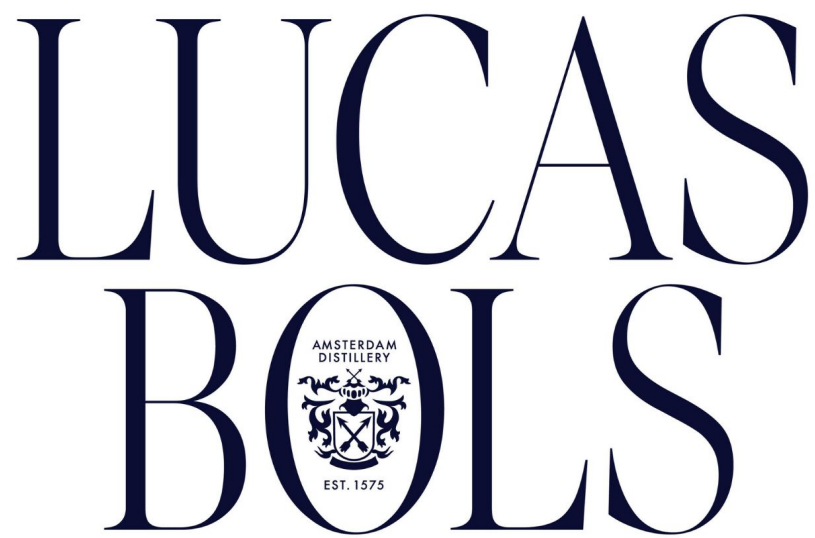




MEDIA COVERAGE

February 2026





Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 36

ONLINE: 29
BROADCAST: 2
PRINT: 4
NEWSLETTER: 1

TOTAL POTENTIAL AUDIENCE: 166,142,857

ONLINE: 162,021,792
BROADCAST: 3,587,000
PRINT: 484,065
NEWSLETTER: 50,000

THROWING A PARTY? SHAKE UP THE BEST MARGARITA RECIPE FOR EFFORTLESS ENTERTAINING

Margarita Azul

Ingredients

- 1.5 oz Partida Blanco
- 1 oz Bols Blue Curacao
- 1 oz Fresh lime juice
- 2 tsp Sugar syrup

Method:

Include all ingredients into a cocktail shaker with ice. Next, shake vigorously and then strain into a chilled martini glass and enjoy.



Chilled's Top 10 Drops for February 2026

1. Bols Blue 1575

SRP: \$35 / 700 mL



To celebrate its 450th anniversary, Lucas Bols has introduced Bols Blue 1575, a super-premium, modern reinterpretation of its iconic Blue Curaçao. The release builds on a legacy of blue liqueurs that dates back to 1912, when Bols first launched its original Crème de Ciel.

Crafted in Amsterdam, Bols Blue 1575 blends distilled orange peels with a botanical spiced rum. Island botanicals including vanilla, grains of paradise, and cardamom add warmth and tropical spice, resulting in a vibrant, orange-forward liqueur with layered depth and bold character.

For the Cocktail Lover

Home / Gift Guides / Valentine's Day Gift Guide (2026)



BOLS BLUE 1575

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

PURCHASE NOW

Lucas Bols Co gives Passoã 40th anniversary marketing push

Passoã owner Lucas Bols Co has released details of a worldwide campaign for the fruit liqueur that promotes the early-evening consumption occasion.

The Netherlands-based group, which took full ownership of Passoã from joint-venture partner Rémy Cointreau in 2020, will roll out ‘Taste the Sunset’ between now and the (Northern Hemisphere) summer. Central to the push is research cited by Lucas Bols that found 63% of consumers now visit the on-premise in the early evening (5–8pm), compared to 49% in the late evening (8–10pm), “making this an increasingly important moment for operators to capture”.

Among the elements of the activation will be an online ‘sunset tracker’ that “notifies consumers two hours before sunset in their city and directs them to recommended Passoã bars and sunset spots”. Around 40 bars have been recruited to partner with the campaign, which runs during Passoã’s 40th anniversary.

“The ‘Taste the Sunset’ campaign positions Passoã as a timely and commercially compelling choice for summer 2026 listings and beyond,” the brand owner said, “offering operators a trusted flavour, a strong visual identity and a global platform designed to drive footfall, social occasions and early-evening consumption as drinking culture continues its shift toward lighter, brighter, daytime-led experiences.”





2/5/2026
Online Visits: 1,500,000
[Click to view article](#)

Milan Olympics Inspired Drinks on ACCESS DAILY



LIMONCELLO SPRITZ

Bene Soda Water

Pallini Limoncello

Prosecco

*Garnish:
Pomegranate Arils*

The Knockturnal's 2026 Valentine's Day Cocktail And Spirits Roundup

Margarita Azul



Ingredients

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



Beyond Dry January: Bars Can Create a 'Forever Guest' with Non-Alcoholic, Low-ABV Options

'For On-Premise Operators, Non-Alcoholic and Low-ABV Drinks Are No Longer Alternatives'

Tanya Cohn, marketing director for the **Lucas Bols** non-alcoholic portfolio of premium cocktail brands, agrees that today's drinking culture is shifting from volume to intention. "Guests, especially younger ones, see alcohol as optional, not an automatic addition to their experience, and that mindset is spreading across generations," she said. "For on-premise operators, non-alcoholic and low-ABV drinks are no longer alternatives; they're essential to meeting guests where they are, and remain competitive."

THE SPIRITS BUSINESS

February Issue
Circulation: 50,000
[Click to view](#)

FLUÈRE®
SMOKED AGAVE

Trusted by bartenders. Designed for low & non-alcoholic cocktails.

Try our alcohol-free spicy Margarita

Discover our award winning range here

flueredrinks

Celebrate in style - 0% alcohol, full flavour.
Happy International Margarita Day!



2/5/2026
Online Visits: 19,613
[Click to view article](#)

Paul Zahn shares food and drink trends for 2026



LUCAS
BOLS

Sip Lovingly: Check Out Our Valentine's Day 2026 Cocktail & Drinks Roundup

Fluere Raspberry Collins

Ingredients:

2 oz [Fluere Raspberry Blend](#)

0.75 oz Simple Syrup

1 oz Lemon juice

Top with Soda Water

Garnish: 3 Raspberries



Directions: Add Fluere Raspberry, lemon juice, and simple syrup to a highball glass. Fill with ice, top with soda water, and stir gently. Garnish with a few fresh raspberries.

Pomegranate Martini



Ingredients:

2 oz [Muff Irish Vodka](#)

1 oz Pomegranate Liqueur

0.5 oz Triple Sec Liqueur

Garnish: Cherry on a Pick

Directions: Add all ingredients into a cocktail shaker with ice. Shake and strain into a coupe glass. Garnish with a cherry on a pick.

	2/11/2026 Online Visits: 33,201 Click to view article
	2/11/2026 Online Visits: 107,732 Click to view article
	2/11/2026 Online Visits: 8,893 Click to view article
	2/13/2026 Online Visits: 172,453 Click to view article

Syndication from Cassius

EFFORTLESS VALENTINE'S DAY COCKTAILS [COCKTAIL TIME]

Pomegranate Martini



Ingredients:

2 oz Muff Irish Vodka
1 oz Pomegranate Liqueur
0.5 oz Triple Sec Liqueur
Garnish: Cherry on a Pick

Directions:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a coupe glass. Garnish with a cherry on a pick.

Fluere Raspberry Collins



Ingredients:

2 oz Fluere Raspberry Blend
 0.75 oz Simple Syrup
 1 oz Lemon juice
 Top with Soda Water
 Garnish: 3 Raspberries

Directions:

Add Fluere Raspberry, lemon juice, and simple syrup to a highball glass. Fill with ice, top with soda water, and stir gently. Garnish with a few fresh raspberries

30 Love-ly Cocktails for Valentine's Day

Set the mood for a romantic evening with one (or a few) of these tasty libations.



Love Struck

Ingredients

- 1.5 oz Reyka Vodka
- 1.5 oz Passoã Passion Fruit Liqueur
- 1 oz cranberry juice
- .5 oz lemon juice
- .5 oz simple syrup
- .75 oz La Marca Prosecco

Instructions

Combine all ingredients except prosecco with ice and shake. Strain into a coupe or Nick and Nora glass and top with prosecco.

From Morton's Steakhouse.

	2/12/2026 Online Visits: 24,780,931 Click to view article
---	--

Syndication from Town and Country

Milan Cortina inspired Olympic Cocktails!





tastings

2/16/2026

Online Visits: 24,628

[Click to view article](#)

Full Review

BUY IT NOW



tastings

Bols Espresso Martini Ready-To-Drink Cocktail

Category: Ready-to-Drink Cocktail

Date Tasted: 1/22/2026

Country: Netherlands

Alcohol: 14.9%

93 Points

Gold Medal

Exceptional

\$12.99



Straw color. Aromas of cold brew coffee, cocoa paste, maple almond butter, and hickory nuts with a moderately sweet medium body and a seamless, elegant, medium-length caramel latte, guinness syrup, and mexican cinnamon finish. Exceptionally well-balanced and flavorful, dark roasted coffee and creamy espresso lead a complex palate of maple, caramel, almond butter and cocoa flavors, always with coffee beans in the front seat.



LUCAS
BOLS



CULTIVATE YOUR MESSAGE



tastings

2/16/2026

Online Visits: 24,628

[Click to view article](#)

Full Review

BUY IT NOW



Bols Very Old Fashioned Ready-To-Drink Cocktail

Category: Ready-to-Drink Cocktail

Date Tasted: 1/21/2026

Country: Netherlands

Alcohol: 30%

**Bronze Medal
Recommended**

\$12.99

tastings



Straw color. Aromas and flavors of bit-o-honey candy, medicinal cherry, wool, and dish soap with a sweet medium body and a smooth, medium-length finish that shows notes of baking spice, cafe correcto, and tobacco. An unusual take on an Old Fashioned for Genever lovers.



LUCAS
BOLS



CULTIVATE YOUR MESSAGE



tastings

2/16/2026

Online Visits: 24,628

[Click to view article](#)

Full Review

BUY IT NOW



tastings

Bols Red Light Negroni Ready-To-Drink Cocktail

Category: Ready-to-Drink Cocktail

Date Tasted: 1/27/2026

Country: Netherlands

Alcohol: 21.9%

**Bronze Medal
Recommended**

\$12.99



Straw color. Aromas and flavors of cherry, bitter orange, marjoram, and Band-Aid with a moderately sweet medium body and a tingling, delightful, medium-length finish that presents notes of menthol, lilac, and dish soap. Ready to go, less bitter Negroni with floral and Italian herbs added, like a heftier spritz — try with a splash of soda.



LUCAS
BOLS



CULTIVATE YOUR MESSAGE



tastings

2/16/2026

Online Visits: 24,628

[Click to view article](#)

Full Review

BUY IT NOW



Bols Margarita Azul Ready-To-Drink Cocktail

Category: Ready-to-Drink Cocktail

Date Tasted: 1/27/2026

Country: Netherlands

Alcohol: 14.9%

**Bronze Medal
Recommended**

\$12.99

tastings



Straw color. Aromas of incense, latex balloon, pizza dough, and blue popsicle with a very sweet medium body and a smooth, rapid white cake frosting and dawn soap finish. Sweet and smooth, this sky blue drink packs a punch for the sweet-tooth drinker.



LUCAS
BOLS



CULTIVATE YOUR MESSAGE



tastings

2/16/2026

Online Visits: 24,628

[Click to view article](#)

Full Review

BUY IT NOW



tastings

Bols Pornstar Martini Ready-To-Drink Cocktail

Category: Ready-to-Drink Cocktail

Date Tasted: 1/22/2026

Country: Netherlands

Alcohol: 14.9%

**Bronze Medal
Recommended**

\$12.99



Straw color. Aromas and flavors of fruit punch, violet perfume, and dried papaya with an sweet medium body and a seamless, interesting, medium-length finish that presents shades of aspirin and applesauce. Sweet and punchy, add a healthy squeeze of fresh lime and shake until frothy to balance out the nondescript fruit flavors.



LUCAS
BOLS



CULTIVATE YOUR MESSAGE

Mood = Blue

HOW BOLS BLUE 1575 REFRAMES A 450-YEAR-OLD COCKTAIL ICON



Inspired by distilled orange peels and layered with subtle botanical spiced-rum notes, the liquid is deliberately brighter, cleaner, and more precise."

Five unexpected twists for Margarita Day

Margarita Azul



With this eye-catching cocktail, Bols brings its signature blue twist to Margarita Day.

Ingredients:

- 30ml **Bols Blue 1575**
- 45ml Tequila blanco
- 25ml Fresh lime juice
- 10ml Sugar syrup

Some Fine New Additions To The Liquor Shelf From All Over The Globe



The Muff Irish Whiskey (\$35) A third new Irish whiskey, this from Muff in County Donegal, founded by Laura Bonner in 2018, and quite a peaty one, made with a five part blend of oat-matured malt and double distilled malt, bourbon-cask grain whiskey, with 43% alcohol. A shaggy Russell Crow did a video for the brand.

MARIANI'S

Virtual Gourmet

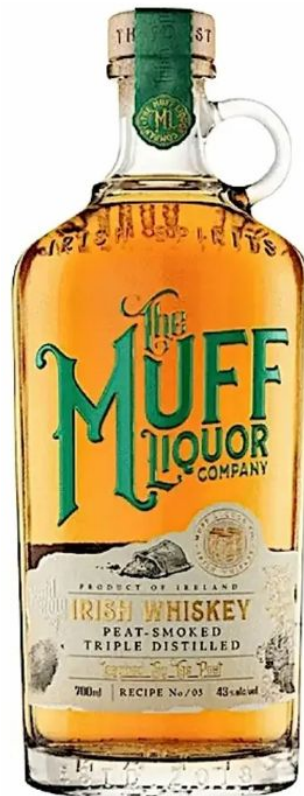
2/5/2026

Online Visits: 19,613

[Click to view article](#)

NOTES FROM THE SPIRITS LOCKER

NEW LIQUORS FROM ALL OVER



The Muff Irish Whiskey (\$35) A third new Irish whiskey, this from Muff in County Donegal, founded by Laura Bonner in 2018, and quite a peaty one, made with a five part blend of oat-matured malt and double distilled malt, bourbon-cask grain whiskey, with 43% alcohol. A shaggy Russell Crow did a video for the brand.

FOOD & WINE

2/22/2026

Online Visits: 9,147,567

[Click to view article](#)

This Amsterdam Museum Is All About Cocktails

The Bols Cocktail Experience is a must-visit for drinks aficionados and anyone feeling a bit blue.



The [Bols Cocktail Experience](#) underwent a renovation in 2025 and now offers an interactive wonder world of cocktail exhibits, tastings, and sensory experiences showcasing the history and flavors of Bols' storied brands. It's a tantalizing enough draw that about 60,000 blue drink believers pay their respects each year, and the attraction is going strong two decades after it opened in 2006.

And, alright, it's not focused *only* on blue cocktails, however, Bols has become synonymous with its famed blue Curaçao. And the Cocktail Experience reopening last spring coincided with the launch of a new and improved rendition of the liqueur, Bols Blue 1575.

HOW TO ATTRACT GEN Z TO **ALCOHOL**

“Health and mental wellness are central to how this generation approaches alcohol, with growing awareness of its impact on sleep, anxiety and productivity,” says Tanya Cohn, Marketing Director for the Lucas Bols Non Alcoholic Portfolio. “This is a long-term buying pattern, not a passing trend. Gen Z is forming drinking habits around flexibility and moderation from the outset, which is fundamentally different from previous generations.”

“We expect flavor exploration to remain a powerful entry point for Gen Z,” says Needham. “This generation is curious and open, but still values balance and quality, which is pushing the industry to think differently about how flavor, format and occasion come together in a way that feels intentional rather than excessive. Ready-to-drink cocktails will continue to play an important role in that evolution, offering an accessible, high-quality way for Gen Z to explore new flavors in formats that fit naturally into their social lives.”

Adds Cohn, of Lucas Bols, “Gen Z is highly flavor-driven, which is why premium non-alcoholic spirits built with real craftsmanship are gaining traction.”

“As non-alcoholic options become standard on menus and shelves, the category is shifting from experimentation to normalization,” says Cohn. “We see this firsthand across a broad range of on-premise accounts — from concert venues and nightclubs to premium dining outlets like steakhouses — where non-alcoholic aperitivo-style serves such as Fluère Spritz or Pallini Limon-zero Spritz are increasingly treated as core menu offerings, not alternatives.”

Expect further normalization of nonalc in 2026.

The Bourbon Flight

2/23/2026

Online Visits: 5,019

[Click to view article](#)

UPDATED One day off the Bourbon Trail: National Margarita Day is February 22



La Margarita

Ingredients:

- 2 oz [Partida Blanco Tequila](#)
- 1 oz Fresh Lime Juice
- 0.5 oz Agave Nectar
- Garnish: Lime Wheel

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

Snowed In? These Warm Cocktails Are Basically Survival Gear

Mexican Hot Chocolate

Ingredients:

- 2 oz Partida Anejo
- 6 oz hot chocolate
- 1/2 teaspoon ancho chili powder
- Pinch of ground cinnamon

Directions: Heat hot chocolate in a pot. When heated, add ancho chili and ground cinnamon and stir until mixed. Pre-heat a mug with hot water; pour out water, add spiced hot chocolate and Partida Añejo and stir. Garnish with grated cinnamon and a cinnamon stick.



Mexican Hot Chocolate
PARTIDA ANEJO



2/23/2026
Online Visits: 4,825,297
[Click to view article](#)

5 warm cocktails to make you forget about cold weather

Hot Espresso Martini

1 oz Galliano Espresso

1 oz vodka

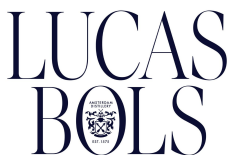
1.5 oz freshly brewed hot espresso

1 oz hot lightly frothed milk

1/3 oz simple syrup

Garnish: Three coffee beans

Mix the spirits. Stir in hot espresso, milk and simple syrup. Garnish by floating three coffee beans on top.



WINE ENTHUSIAST

Winter 2026 Issue
Circulation: 81,266
[Click to view article](#)



Mezcal and celery give the White Negroni an herbal makeover.

If you're a fan of White Negronis but sometimes wish they were less bitter, try this herbal riff. Instead of gin or Suze liqueur, this version uses a split base of tequila and mezcal—infused with celery leaf for extra herbaceous freshness—and Galliano, a vanilla-tinged Italian liqueur best known as the star of the disco-era Harvey Wallbanger.

The traditional White Negroni is made with an equal-parts template, but "it was not as balanced as I wanted," explains Tony Rials, partner and sommelier at Waxlight Bar à Vin, a wine-focused restaurant in Buffalo, New York. "I wanted it to have more power, which would balance out the other flavor components."

He chose mezcal as the dominant spirit, preferring an earthy, herbaceous, not-too-smoky espadin. After tasting several liqueurs, he picked Galliano as a complementary sweetener.

"I love the anisette kick," he says, "and it's earthy, which makes you think of mezcal." Galliano doesn't contain gentian or other bittering agents, so if you find the pronounced bitterness of the Negroni (red or white) off-putting, this version of the drink may hold more appeal.

A splash of fino Sherry contributes a hint of salinity, and a quick stir with cucumber adds subtle brightness. The result is a robust, vegetal apéro that Count Negroni probably wouldn't recognize—but surely would enjoy.

THE Great INDOORS

Global Chicken Soups
— P. 13

Portuguese Winter Cooking
— P. 34

Oscar-Winning Wine Pairings
— P. 46



Warm Up Chilly Winter Days with These Hot Cocktails

Mexican Hot Chocolate

Hot chocolate always satisfies, but some versions can be a little juvenile. This hot cocktail captures the newstalgia vibe that is all over the food world.

Combining the warm temperature with the varying spices, it is the beverage that soothes and satisfies at the first sip.

Ingredients:

- 2 oz Partida Anejo Tequila
- 6 oz Hot Chocolate
- ½ teaspoon Ancho Chili Powder
- Pinch of Ground Cinnamon
- Garnish: Grated Cinnamon and Cinnamon Stick

Method:

- Heat hot chocolate in a pot. When heated, add ancho chili and ground cinnamon and stir until mixed. Pre-heat a mug with hot water. Heat a mug with hot water; pour out water, add spiced hot chocolate and Partida Anejo, and stir. Garnish with grated cinnamon and a cinnamon stick.



WINE ENTHUSIAST

2/5/2026

Online Visits: 622,975

[Click to view article](#)

Mezcal and Celery Give This White Negroni an Herbal Makeover

If you're a fan of **White Negronis** but sometimes wish they were less bitter, try this herbal riff. Instead of **gin** or Suze **liqueur**, this version uses a split base of **tequila** and **mezcal**—infused with celery leaf for extra herbaceous freshness—and **Galliano**, a vanilla-tinged Italian liqueur best known as the star of the disco-era **Harvey Wallbanger**.

The traditional White Negroni is made with an equal-parts template, but “it was not as balanced as I wanted,” explains Tony Rials, partner and sommelier at **Waxlight Bar à Vin**, a wine-focused restaurant in **Buffalo, New York**. “I wanted it to have more power, which would balance out the other flavor components.”

He chose mezcal as the dominant spirit, preferring an earthy, herbaceous, not-too-smoky **espadín**. After tasting several liqueurs, he picked Galliano as a complementary sweetener.

“I love the anisette kick,” he says, “and it’s earthy, which makes you think of mezcal.” Galliano doesn’t contain gentian or other bittering agents, so if you find the pronounced bitterness of the **Negroni** (red or white) off-putting, this version of the drink may hold more appeal.



2/5/2026
Online Visits: 2,087,000
[Click to view article](#)

Your guide to drinking around the world



LUCAS
BOLS



The 40 Best Irish Whiskeys for 2026

From budget options to premium pours, we've got St. Patrick's Day covered



Muff Irish Whiskey

The Muff Liquor Co.

Muff Irish Whiskey

The unusually monikered spirits producer — read their story [here](#) — hails from the village of Muff in County Donegal, Ireland. The brand has several celebrity investors, including Russell Crowe, Ed Sheeran, Ronan Keating and Jimmy Carr. While launching a potato-based vodka and gin, the brand also put out a triple-distilled, peated Irish whiskey made with a five-part blend of Irish malt and grain whiskey. It's a lovely mix of smoke, sweet, fruit and cereal.



INSIDEHOOK



The 40 Best Irish Whiskeys for 2026

By Kirk Miller

Here are lessons learned from the past few years of truly diving into this fascinating spirit, with bottle picks that run a gamut of styles, including single pot still, single malt, blended and single grain. The gist is that there's a lot of variety, and this category is not all triple-distilled, 100% malted barley expressions.





2/5/2026

Online Visits: 2,087,000

[Click to view article](#)
