

LUCAS BOLS



MEDIA COVERAGE

January 2025





2023 Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 23

ONLINE: 20

PRINT: 3

TOTAL POTENTIAL AUDIENCE: 600,021,598

ONLINE: 599,840,598

PRINT: 181,000



INSIDEHOOK

January 8, 2025

Online Visits: 648,365

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The Best Non-Alcoholic Spirits for Dry January and Beyond

Each of these bottles offers real taste and mocktail (or even cocktail) versatility



Fluère

This Netherlands-based brand expands the concept of being alcohol-free with these distilled botanical bottles. Recently sold, the brand is expanding in the U.S. and introducing a Bitter variation early this year. Their Spiced Cane Dark Roast, a 2023 Ultimate Spirits Competition winner for best non-alcoholic spirit, is crafted from Dominican sugar cane and features notes of chocolate and coffee.

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BUY HERE: \$35





January 8, 2025

Online Visits: 480,560

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Make non-alcoholic versions of these classic cocktails for Dry January

Iconic cocktails, minus the alcohol

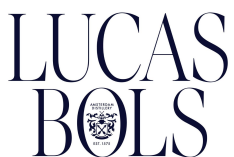
If you're doing [Dry January](#) this year then you don't just have to stick to water and sodas all month – you might want to look into some of the options available for non-alcoholic cocktails too.

While there are plenty of great drinks options which use ingredients like fruit juices, shrubs, and sodas, one great option for the cocktail lover is to look into non-alcoholic spirits. Options like [Fluère Spiced Cane](#), a rum alternative, or [Damrak Virgin](#), a gin alternative, are distilled to have the flavor and drinking qualities of a spirit but without the alcohol. That makes it dead easy to swap these into classic cocktails, so you can enjoy a classic drink without the booze.

Non-Alcoholic Fluère Espresso Martini



Fluère





Ingredients:

- 50 ml Fluère Spiced Cane
- 40 ml Espresso
- 15ml Vanilla Syrup

Method:

Combine the ingredients with ice in a shaker and shake well. Add egg white or aquafaba if you want a frothy foam on top. Strain into a cocktail glass and garnished with three coffee beans.

Fluère Mule



Ingredients:

- 60ml | 2 oz Fluère Spiced Cane
- 15 ml | ½ oz Lime Juice
- 120 ml | 4 oz Ginger Beer

Fluère

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Pour ingredients into a Collins glass with ice and garnish with a lime wedge.





Non-Alcoholic Negroni



Damrak Virgin

Ingredients:

- 1 oz Damrak Virgin
- 1 oz Galliano Aperitivo
- 1 oz Sweet Vermouth

Method:

Combine in a mixing glass with ice and stir. Strain into a rock glass over ice. Garnish with an orange peel.



No Ginlet



Damrak Virgin

Ingredients:

- 2 oz Damrak Virgin
- 0.5 oz Lime Juice
- 0.25 oz Simple syrup

Method:

Add all ingredients to a cocktail shake with ice. Fine strain the cocktail into a pre-chilled coupe glass. Garnish with a citrus slice and some mint leaves.



January 8, 2025

Online Visits: 480,560

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In each issue, Tasting Panel publisher/editor-in-chief Meredith May selects her favorite wines and spirits of the moment. Check here for the latest arrivals in our offices, the hottest new brands on the market, and an occasional revisited classic.

Publisher's PICKS



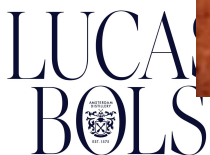
Tequila Purida Noble Fino Añejo, Mexico (\$149) Mysterizing aromas of orange peel and mango are wrapped in saffron and poana cake on the nose of this dynamic 90-proof tequila. A heat wave begins with jagero-spiced tropical fruit that soon dissipates and smooths out, unveiling mandarin orange and dried mango before the frills of black pepper, tobacco leaf, and sweet tea. 96

by

SUBTRACTION

HOW MIJENTA IS MAKING ITS MARK ON THE BOOMING TEQUILA MARKET

PHOTO COURTESY OF AGAVEWORK





January 8, 2025

Online Visits: 480,560

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THE tastingpanel MAGAZINE
the voice of hospitality & retail
JANUARY/FEBRUARY 2025

DOWN the AISLE

Muff Liqueur Company Irish Potato Gin, Ireland (53%) This Irish potato-based spirit is cold-infused overnight, with botanicals including elderflower, rosemary, juniper berries, and citrus. After it's been brought down to 80 proof, a hint of Champagne extract is added. The delicate aromatics and quiet sweetness of this gin make it perfect for a French 75 or a Ramos Gin Fizz. **91 —D.F.**

Muff Liqueur Company Irish Potato Vodka, Ireland (53%) Crafted entirely from a mash of Irish potatoes, this elegant vodka is distilled six times before bottling an impressively pure 95% ABV. It's bottled at a widely-staple 80 proof, and its silky texture carries notes of vanilla and lemon cream, making it particularly versatile in a wide range of cocktails. **92 —D.F.**

Muff Liqueur Company Irish Whiskey, Ireland (53%) This peat-smoked triple-distilled whiskey brings together five different Irish malt and grain whiskeys. The combination of ex-bourbon and Sherry casks, virgin oak, and peat results in a complex yet gupable drink. It's lovely on its own or as the base of a subtly smoky Old Fashioned. **86 proof 92 —D.F.**

TEQUILA MARKET

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January 13, 2025

Online Visits: 88,209,424

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‘Wicked’ Is Streaming—11 Cocktails For A Magical Movie Night

Fleuere Raspberry Collins

This fizzy pink drink is light, refreshing, and a little flirty—ideal for channeling Glinda's bubbly energy while watching her twirl across the stage.

Ingredients:

- 60 ml Fleuere Raspberry Blend
- 20 ml Simple Syrup
- 30 ml Lemon Juice
- Top with Soda Water
- Garnish: Raspberries, Fresh Mint Leaves

Directions:

Add all ingredients into a highball glass with ice. Top with soda, stir, and garnish with raspberries and mint for a fresh, fizzy delight.



Fizzy, fun, and perfect for when you're deciding when to finally to stream Wicked. FLEUERE DRINKS





OBSERVER

January 14, 2025

Online Visits: 587,602

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The Most Delicious Non-Alcoholic Drinks to Try Now

Whip up one of these zero-proof concoctions for a delightful booze-free beverage.

Fluère Mule

Ingredients:

2 oz Fluère Spiced Cane

1/2 oz lime juice

4 oz ginger beer

Lime wedge, for garnish

Directions:

Add all ingredients into a glass; stir. Garnish with lime wedge.



Fluère Mule. Fluère

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CASSIUS

January 14, 2025

Online Visits: 44,579

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It's Dry January & We Have Some Selections On Deck To Help Celebrate #DryJanuary

9. Non-Alcoholic Fluère Mule



Source: Fluère

2 oz **Fluère** Spiced Cane

1/2 oz Lime Juice

4 oz Ginger beer

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10. Non-Alcoholic Negroni



Source: Damrak

1 oz Damrak Virgin

1 oz Fluère Bitter

1 oz Lyre's Vermouth (Aperitif Rosso)

Preparation: Combine in a mixing glass with ice and stir. Strain into a rock glass over ice.

Garnish: Orange peel





11. Pallini Zero Spritz



Source: Pallini

1 part [Pallini](#) Limonzero (SRP: \$24.99)

2 parts non-alcoholic sparkling wine

Garnish with lemon slices and rosemary



	<p>January 14, 2025</p> <p>Online Visits: 5,000</p> <p>Click to view article</p>
	<p>January 14, 2025</p> <p>Online Visits: 20,894</p> <p>Click to view article</p>

Syndications from Cassius

January 15, 2025

Online Visits: 480,560

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Try out these low-ABV cocktails for a gentle transition into the new year

Slip into the new year with these less-boozy cocktail options

The Low ABV Galliano Espresso Martini (6%)

Ingredients:

- 1 ½ oz Fluère Spiced Cane
- 1 oz Galliano Espresso
- 1 oz Espresso
- 1 dash of simple syrup

Method:

Blend together and enjoy!



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Pallini Spritz



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Ingredients:

- 2 oz Pallini Limoncello
- 3 oz Prosecco
- 1 oz Sparkling water
- Garnish: Lemon Slice

Method:

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



The Low ABV 6%

Ingredients:

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

Method:

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



Image used with permission by copyright holder

Classic NUVO Cocktail

Ingredients:

- 1/4 oz French Cognac
- 1 sugar cube
- Top with NUVO Sparkling Liqueur

Method:

Add french cognac and soak 1 sugar cube in a chilled cocktail glass. Top with NUVO Sparkling Liqueur.



Classic NUVO Cocktail



yahoo!life

January 15, 2025

Online Visits: 413,750,923

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Syndications from The Manual

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Sip These Low ABV Cocktails for Damp January or When a Less Boozy Drink Option Is Calling Your Name

Be your own bartender by whipping up these less alcoholic versions of classic cocktails!

3. Pallini Spritz

Ingredients:

- 2 oz. Pallini Limoncello
- 3 oz. Prosecco
- 1 oz. sparkling water
- Garnish: lemon slice

Directions:

- **Yield:** 1 serving



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

4. Low ABV Espresso Martini

Ingredients:

- 1½ oz. [Fluère Spiced Cane](#)
 - 1 oz. [Galliano Espresso](#)
 - 1 oz. brewed espresso
 - Dash of simple syrup
 - Garnish: 3 coffee beans
- **Yield:** 1 serving

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



5. Classic NUVO Cocktail

Ingredients:

- ¼ oz. French cognac
- 1 sugar cube
- Top with [NUVO Sparkling Liqueur](#)

Directions:

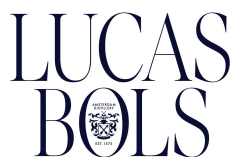
- **Yield:** 1 serving

1. Add french cognac and soak 1 sugar cube in a chilled cocktail glass.
2. Top with NUVO Sparkling Liqueur.





The Charlotte Observer	January 17, 2025 Online Visits: 975,948 Click to view article
Ledger-Enquirer	January 17, 2025 Online Visits: 70,867 Click to view article
Fort Worth Star-Telegram	January 17, 2025 Online Visits: 737,081 Click to view article
Idaho Statesman	January 17, 2025 Online Visits: 445,392 Click to view article
The Telegraph	January 17, 2025 Online Visits: 136,939 Click to view article
The News&Observer	January 17, 2025 Online Visits: 1,275,976 Click to view article
THE SACRAMENTO BEE	January 17, 2025 Online Visits: 1,437,841 Click to view article



Syndications from First For Women



January 18, 2025

Online Visits: 61,745

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BOTTLE RAIDERS

10 Best-Selling Non-Alcoholic Spirit Brands in 2025

7. Fluère



(Photo: Fluère Drinks/Facebook)

The folks behind [Fluère](#) say they wanted to be fully present in social situations, and these non-alcoholic spirits are all about the concept of “flow.” So much so that founders of the brand searched ancient Roman texts and chose to name the company Fluère after the Latin word which means “to flow.”

Fluère has a diverse portfolio that features six non-alcoholic distilled spirits. The portfolio includes a regular and pink gin alternative, rum alternative, mezcal alternative, bitter alternative and a “Halal nonalcoholic spirit.”

Each expression is priced at \$34.99 from the brand.



January 22, 2025

Online Visits: 1,567,783

[Click to view article](#)

8 Low-ABV Cocktail Recipes for January and Beyond

These cocktails are easy to make in under five minutes.

The holidays have come and gone, and a new year means a new opportunity to consciously dial things back. These low-ABV cocktails are ideal for anyone looking to enjoy flavorful drinks with a lighter touch. Whether it's for brunch, happy hour, or an after-dinner sip, these cocktails are refreshingly delicious and incredibly easy to make in under five minutes.

Delivering just the right amount of buzz, these low-proof libations are perfect for those embracing the "everything in moderation" mindset while still savoring their favorite flavors in January and beyond.

The Low ABV Galliano Espresso Martini (6%)

Ingredients:

- 1 ½ oz Fluère Spiced Cane
- 1 oz Galliano Espresso
- 1 oz Espresso
- 1 dash of simple syrup

Instructions:

Blend together and enjoy!



Pallini Spritz

Ingredients:

- 2 oz Pallini Limoncello
- 3 oz Prosecco
- 1 oz Sparkling water
- Garnish: Lemon Slice

Instructions:



LUCAS ingredients in a large wine glass filled with ice and garnish with a lemon slice.
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Classic NUVO Cocktail

Ingredients:

- 1/4 oz French Cognac
- 1 sugar cube
- Top with NUVO Sparkling Liqueur

Instructions:

Add french cognac and soak 1 sugar cube in a chilled cocktail glass. Top with NUVO Sparkling Liqueur.



Fluère Paloma

Ingredients:

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

Instructions:

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

Fluère Daiquiri

Ingredients:

- 2 oz Fluère Spiced Cane
- 2/3 oz Lime Juice
- 1/3 oz sugar syrup
- Garnish: Dehydrated Lime Wheel

Instructions:

Add ingredients to a cocktail shaker with ice. Shake and strain into a chilled Nick and Nora glass. Garnish with a dehydrated lime wheel.





February 2025 Issue

Print Circulation: 41,000



ROSA

2 oz. Partida Blanco
1 ½ oz. guava nectar
½ oz. strawberry purée

½ oz. fresh lime juice
1 ½ oz. sparkling rosé
3-5 fresh strawberries

Method: Muddle the fresh strawberries in a cocktail tin, and then combine all the ingredients except the sparkling rosé. Shake and strain into a wine glass. Top with the sparkling rosé and garnish with upward cut strawberries.





January 29, 2025

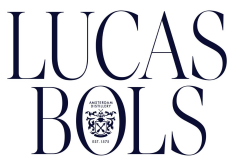
Online Visits: 88,209,424

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I'm A Spirit Enthusiast And These Spirit-Free Options Have A Permanent Place In My Home Bar

This Non-Alcoholic Limoncello And Aperitivo Belongs On Your Shelf, Too

I am fond of anything with a lemon profile, so Pallini Limonzero, the world's first zero-proof limoncello, had to find space on my shelf. It's made with Sfustato lemons (yum) from the Amalfi Coast and transports you to a coastal summer vibe. It's pretty tasty, but you can mix a cocktail like a Spritz.





Non-Alcoholic Spirits That's Worth The Hype

I was skeptical about replacing or adding non-alcoholic spirits to my home bar, mainly because they can be pricey. I didn't want a bunch of \$30 (or higher) bottles that wouldn't be used after tasting them. So, this category took a lot more consideration because spirits are the main components of my favorite drinks, and I didn't want that to change drastically. Even after reading glowing reviews, I hesitated to try out some brands. For me, these were the winners:

Fluère Spiced Cane is the perfect combination of spice and sweetness for a rum alternative. While I love a great cocktail, sometimes I just want the drink. I haven't found many great spirit alternatives as a stand-alone beverage, but this rum can be enjoyed as is.



Fluere Spiced Cane Cocktail | FLUERE

It's hard to find a good gin. For a non-alcoholic gin, look no further than **Damrak Virgin**.

Its blend of juniper, citrus, lavender, and other botanicals makes it smooth to taste. I never thought I would spring for a non-alcoholic French 75, but this does this trick!

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