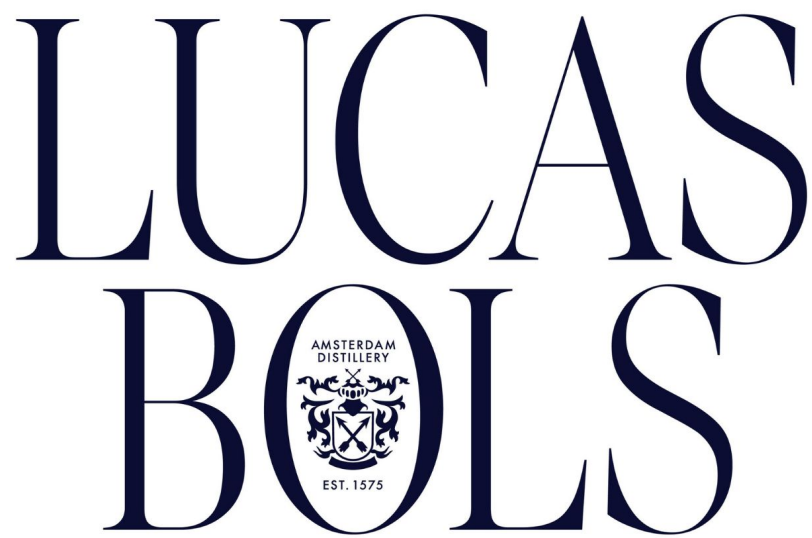




MEDIA COVERAGE

January 2026





Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: **24**

ONLINE: 21

PRINT: 2

NEWSLETTER: 1

TOTAL POTENTIAL AUDIENCE: **17,028,951**

ONLINE: 16,892,951

PRINT: 86,000

NEWSLETTER: 50,000

Pallini extends US distribution agreement with Lucas Bols



Italian liqueur group Pallini has added another five years to its tie-up with Lucas Bols for its namesake brand's distribution in the US.

The family-owned company, whose portfolio is led by Pallini Limoncello, confirmed late last month that Lucas Bols' US unit will retain distribution rights, an arrangement that took effect in late 2020. As well as distributing the full liqueur range, Lucas Bols USA will also continue to handle marketing and trade activation, with "a focus on expanding awareness across key US markets and driving both on-premise and off-premise growth".

According to Lucas Bols' group CEO, Frank Cocx, who assumed the position in October, the two companies share the same ambition "to champion heritage brands that continue to innovate and inspire today's cocktail culture and community".

The Netherlands-based company's MD for North America, Brett Dunne, added: "In our five years together, ... we have grown Pallini's volume in the US by over 50% since January 2021."

In October 2023, Netherlands compatriot The Nolet Group acquired full ownership of Lucas Bols, building on its pre-existing 30% stake. The transaction, which valued the company at EUR269.5m (then-US\$285.2m), resulted in its delisting.



Sunday Shop: My January Shopping Cart

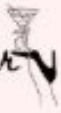
Morgan Hines seeks out the best in not only food and drink but style, housewares, and more. Welcome to Appetito's Sunday Shop!

Happy New Year!

I'm kicking off a new sub-series within Sunday Shop this weekend. In December, I curated a holiday shopping cart dump that was well-received. So, I've decided to share a semi-random, semi-curated selection of my figurative shopping cart(s) at the start of each month. Each will include a selection of what I've been browsing—and some of what I've been loving (not everything has been tested, for transparency). Prices and purposes will vary in a categorized, bulleted list with links.

Food/Drink

- [Pallini - Pallini Limonzero](#)
- [Trader Joe's - Protein Pancakes](#)
- [Juliet - Orange](#)

Getting Dressed for Dinner 

January 4th, 2026
Online Visits: 5,000
[Click to view article](#)

Sunday Shop: My January Shopping Cart

A republishing of my weekly shopping column for Appetito.

Happy New Year!

I'm kicking off a new sub-series within Sunday Shop this weekend. In December, I curated a holiday shopping cart dump that was well-received. So, I've decided to share a semi-random, semi-curated selection of my figurative shopping cart(s) at the start of each month. Each will include a selection of what I've been browsing—and some of what I've been loving (not everything has been tested, for transparency). Prices and purposes will vary in a categorized, bulleted list with links.

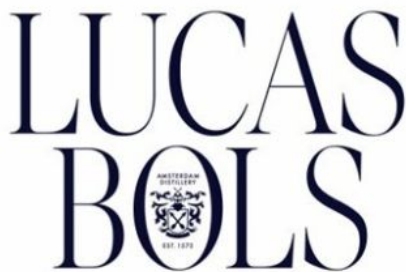
Food/Drink

- [Pallini - Pallini Limonzero](#)
- [Trader Joe's - Protein Pancakes](#)
- [Juliet - Orange](#)



December 23, 2025
Online Visits: 22,998
[Click to view article](#)

Pallini, Lucas Bols Renew Distribution Agreement

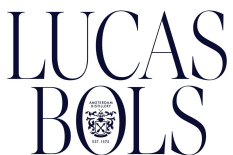


Pallini S.p.A., the family-owned producer of the world's No. 1 Limoncello, and Lucas Bols USA, Inc., the U.S. subsidiary of the world's oldest distilled spirits company Lucas Bols, announced the renewal of their U.S. distribution agreement for an additional five years.

Pallini achieved record growth and visibility across the United States during the successful collaboration with Lucas Bols that began late 2020. The renewed partnership builds on this growth, which was fueled by the rise of the Pallini Limoncello Spritz and the broader spritz cocktail trend. Both continue to captivate consumers nationwide.

The renewal coincides with two landmark anniversaries: Pallini's 150th and Lucas Bols' 450th anniversary. Together, these milestones represent six centuries of craftsmanship, authenticity, and family legacy in fine liqueur making.

"This renewal reaffirms the strength and shared vision of our partnership," Micaela Pallini, CEO of Pallini S.p.A. and fifth-generation member of the Pallini family, said 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."





BEVNET[®]

January 5th, 2026
Online Visits: 106,671
[Click to view article](#)

Pallini and Lucas Bols USA Renew Exclusive Distribution Partnership for Five More Years

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PALLINI

Pallini S.p.A., the family-owned producer of the world's #1 Limoncello, and Lucas Bols USA, Inc., the U.S. subsidiary of the world's oldest distilled spirits company Lucas Bols, are proud to announce the renewal of their U.S. distribution agreement for an additional five years.

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Today's Must-Read on Global Drinks Intel



Pallini extends US distribution
agreement with Lucas Bols

The Best Non-Alcoholic Spirits for Dry January and Beyond

Booze-free spirits and canned mocktails have come a long way



Fluère

This Netherlands-based brand expands the concept of being alcohol-free with these distilled botanical bottles. 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.



Pallini Limonzero

The world's first non-alcoholic limoncello, Limonzero is made with the same Sfusato lemons from the Amalfi Coast as the brand's core products. It's easy to see why this is an award-winner — it's bright, sweet and full of intense lemon/citrus flavor. It lacks a boozy bite, but it seems ideal for a low- or no-ABV spritz.

Hustle, and Russell Crowe: The Story Behind Laura Bonner and The Muff Liquor Company



In this episode of Booze Newz, Hudson Lindenberger sits down with the founder of The Muff Liquor Company, Laura Bonner to talk about how a family tradition turned into a modern Irish spirits brand—with a few unexpected turns along the way, including backing from Russell Crowe. We get into her grandfather's poitín, the real story behind Muff's medicine-style bottles, and what it's actually like building a craft spirits business today without leaning on overblown origin myths. It's an honest conversation about heritage, hustle, and how authenticity still matters—even when Hollywood gets involved. For more information on Laura, her story and The Muff Liquor Company, go to <https://themuffliquorcompany.com/>. Stay tuned for new Booze Newz episodes coming up as part of the ROAR Podcast Series on WGN Radio and read Hudson Lindenberger in Forbes at <https://www.forbes.com/sites/hudsonlindenberger/>



January 7th, 2026
Online Visits: 22,130
[Click to view article](#)

8 Zero-Proof Drinks for Dry January 2026

Dam Winter Punch

Course Drinks
Keyword apple cider, Apple cider vinegar, cinnamon tea, Damrak gin, honey syrup, orange juice

Ingredients

- 2 parts Damrak Virgin NA gin
- 2 parts Fresh orange juice
- 2 parts Cinnamon tea
- 5 parts Apple cider
- 1 part Honey syrup or ½ part honey
- 2 tsps. Apple cider vinegar
- Seasonal spices: star anise cloves, cinnamon, orange zest

Instructions

1. Mix all ingredients in a pitcher.
2. Let rest for 1 hour before serving.
3. Garnish with seasonal spices.

Notes

The mixologists at Damrak created this recipe.



Print Pin



January 9th, 2026
Online Visits: 11,129
[Click to view article](#)

6 Great Non-Alcoholic Cocktail Recipes for Dry January That Don't Feel Like a Compromise

Fluère Negroni



Fluère's botanical and bitter blends recreate the structure and intensity of the classic Negroni, delivering bitterness, spice and depth without alcohol.

Served over a large cube with a citrus twist, this drink is evidence that Dry January doesn't mean giving up on bold, spirit-forward drinks.

[Click here](#) to find the full recipe and instructions.

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10 Low-Sugar Non-Alcoholic Drinks To Sip When You're Skipping Booze

Fluère Botanical Blend



Not all non-alcoholic spirit alternatives make the cut, but when they are crafted carefully with a focus on botanicals, the effect can be quite pleasant. Fluère manages to capture this balance seamlessly, offering a variety of options in its lineup. Although distinct from an alcoholic version, it uses a distillation process called hydro-steaming that can extract a maximum amount of botanical flavors. Distilled individually, they are then blended to create the optimal balance of flavors and aromas.

Fluère's Botanical Blend features floral and crisp citrus notes, mimicking the flavor profile of gin. Made with coriander seeds, lime peel, lavender, and juniper, it expresses all the aromas characteristic of the best gins. Since it's not quite as harsh as the real deal once the alcohol is absent, you could sip it and experience the botanical blend in its purity.

Alternatively, get inspired by the website's numerous recipes, including classics like gin and tonic, gimlet, and dry martini, as well as basil smash or pornstar martini. Fluère Botanical Blend contains 0.6 grams of sugar per 2 ounces, leaving you a bit of leeway if you want to mix it with something slightly sweetened.



tastings

January 10th, 2026
Online Visits: 33,384
[Click to view article](#)

Full Review

BUY IT NOW



tastings

Bols Genever Original

Category: Genever
Date Tasted: 12/18/2025
Country: Netherlands
Alcohol: 42%

92 Points

Gold Medal
Exceptional

\$36



Clear color. Aromas and flavors of raisin bran in sweet cream, barley malt, juniper and black cardamom, and buckwheat honey with a dry full body and a warming, complex, medium-length finish manifesting notes of pumpernickel, toasted almonds, and cinnamon custard pie. Bold and rich for full throttle cocktails and fascinating Old Fashioneds.



Tasting Info

	Style:	Spicy & Complex
	Aroma:	raisin bran in sweet cream, barley malt, juniper and black cardamom, and buckwheat honey
	Flavor:	Same as aromas with notes of pumpernickel, toasted almonds, and cinnamon custard pie
	Smoothness:	Warming
	Enjoy:	Enjoy in cocktails
	Cocktails:	Old Fashioned, Fog Cutter, French 75
	Bottom Line:	Bold and rich for full throttle cocktails and fascinating Old Fashioneds.

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CULTIVATE YOUR MESSAGE



CHICAGO'S VERY OWN
WGN9

January 15th, 2026
Viewership: 131,837
[Click to view video](#)

New Year, New You Must-Have Items



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CULTIVATE YOUR MESSAGE

Behind the Cocktail – NA Maple & Smoke at Upstairs at The Kimberly Hotel



Photo by The Kimberly Hotel

NON-ALCOHOLIC

Maple & Smoke

by Upstairs at The Kimberly Hotel — Midtown East, Manhattan, NYC

Ingredients

- 🍷 2 oz. Fluère Spiced Cane
- 🍷 ¼ oz. Pure Maple Syrup
- 🍷 2 dashes Non-Alcoholic Aromatic Bitters
- 🍷 Orange Peel
- 🍷 Maraschino Cherry (for garnish)
- 🍷 Cherry Wood Smoke

Preparation

1. Combine Fluère Spiced Cane, maple syrup, and bitters in a mixing glass with ice.
2. Stir gently until chilled and slightly diluted.
3. Strain into a rocks glass over a large ice cube.
4. Express an orange peel over the glass to release its oils, then garnish with a maraschino cherry.
5. Finish by trapping cherry wood smoke under a cloche or dome for a few seconds before serving—allowing the smoke to gently infuse the drink with an aromatic depth.

Distillery^{modern} Age

January 16th, 2026
Online Visits: 50,000
[Click to view article](#)

Pallini & Lucas Bols USA Renew Distribution Partnership

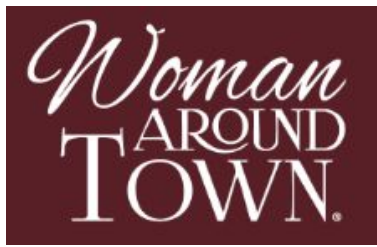
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"It is an honor to extend our collaboration with Pallini, a brand that perfectly embodies authenticity, elegance and timeless appeal," said Frank Cocx, CEO of the Lucas Bols Company. "Our partnership with Pallini is built on the same mission: to champion heritage brands that continue to innovate and inspire today's cocktail culture and community."



January 17th, 2026
Online Visits: 10,838
[Click to view article](#)

National Irish Coffee Day – January 25, Celebrate With These Top Recipes

Muff Irish Coffee

Ingredients:

- 1 oz **Muff Irish Whiskey**
- 0.5 oz **Galliano Espresso Liqueur**
- 6 oz Freshly Brewed Hot Coffee
- 1-2 tsp Brown Sugar
- Heavy Cream (for topping)
- Garnish: Cocoa Powder

Method: Brew a strong cup of hot coffee. In a heatproof glass, add all ingredients. Pour the hot coffee into the glass and stir gently to mix. Top with Cream: Carefully pour heavy cream over the back of a spoon to float it on top of the coffee Sprinkle cocoa powder on top for garnish.





January 24th, 2026
 Online Visits: 1,472,208
[Click to view article](#)

10 Classic Cocktails That Ruled '70s Dinner Parties

Harvey Wallbanger



One of the most iconic cocktails from the 1970s, the Harvey Wallbanger is easy to prepare, as the ingredients are simply layered with no shaking or stirring required. Fill a tall glass with ice and start with a shot of vodka, followed by three ounces of orange juice. Then, float just half an ounce of Galliano liqueur on top before adding an orange wedge and maraschino cherry as garnish. Ultimately, this cocktail is a riff on a screwdriver with the addition of Galliano. This spirit was a hit in the 1970s thanks to a clever viral marketing campaign featuring a cartoon surfer with the namesake "Harvey Wallbanger." The cocktail was encouraged as an alternative to a Bloody Mary for brunch and Galliano ended up becoming the most imported liqueur in the United States at the time.

Sold in an eye-catching long and slender bottle, Galliano features notes of vanilla as well as an unusual blend of spices such as star anise, juniper, lavender, and cinnamon. After investing in a bottle, why not also whip up a Harvey Wallbanger cake? Adding the same signature blend of vodka, orange juice, and Galliano to a [boxed cake mix](#) results in a '70s dessert staple.

3 cozy coffee cocktails to kick off National Irish Coffee Day

3 delicious Irish Coffee recipes to warm your day

Muff Irish Coffee



Muff Irish Whiskey

Enjoy a balanced Irish coffee where Muff Irish Whiskey and Galliano create depth, complexity, and a lingering finish. The experts at Muff Irish Whiskey recommend lightly whipping the heavy cream until frothy and pourable and remember not to overwhip. A whisk, shaker (no ice), or milk frother works well.



January 2nd, 2026
Online Visits: 1,392,000
[Click to view article](#)

Winter Olympics watch party drinks



The 10 Best Nonalcoholic Drinks That Are Anything but Boring

Relax with these refreshing libations

Fluère Non-Alcoholic Distilled Spirit



Crafted in the Netherlands, Fluère replicates the world's most storied alcoholic spirits, from gin and whiskey to a smoky mezcal. By mimicking the distilling techniques of spirits makers, the company is able to create a drink that tastes just like a real spirit; if you're a cocktail fan looking for a nonalcoholic beverage, this option is for you.



January 28th, 2026
Online Visits: 11,129
[Click to view article](#)



About This Cocktail

The Fluere Negroni is a non-alcoholic negroni built around Fluere's non-alcoholic botanical spirit and bitters.

Ingredients

US Standard Metric

1 oz Fluère Botanical Blend

1 oz Fluère Bitter

1 oz Non-Alcoholic Sweet Vermouth

1 peel Lemon

Instructions

- 1 Add all ingredients to a mixing glass with ice and stir.
- 2 Strain over a single large cube in an Old Fashioned glass.
- 3 Garnish with a lemon twist.

Valentine Libations: Love in a Glass

Online bonus cocktails



Pink Paloma

2 ounce Partida Blanco Tequila

1 ounce Ruby Red Grapefruit Juice

0.5 ounce Fresh Lime Juice



Fluère Raspberry Collins

You can be the designated driver and not feel like you are missing out with this simple but elegant non-alcoholic cocktail that looks as good as it tastes. Photo credit to Fluere.

2 ounces Fluère Raspberry (Zero Proof Pink Gin alternative)

Valentine's Day Gifting Guide 2026



NUVO Sparkling Liqueur - \$24.99 - [Sparklingnuvo.com](#)

Crafted with ultra-premium French vodka, a touch of delicate sparkling white wine and infused with their proprietary blend of fruit nectars, NUVO is as delicious as it is luxurious. NUVO's ultra-premium bottle stands out on any

table or at home and makes the perfect gift for someone special.



Fluère Raspberry Blend - \$34.99 - [Flueredrinks.com](#)

This pink gin alternative has floral, piney notes from the Juniper and a zing of citrus from Lime peel, combined with the sweetness of the fresh raspberry.

Muff Irish Vodka - \$37.99 - [Themuffliquorco.com](#)

This Vodka begins with carefully selected potatoes, which are mashed with water and enzymes and gently steam-heated to convert starches into fermentable sugars before yeast is added for fermentation. The resulting mash is distilled six times to achieve exceptional purity, reaching over 96% ABV, then cut with pure water to 40% ABV and meticulously filtered. The result is a premium vodka with a clean, crisp flavor and a smooth, well-balanced finish, ideal for sipping neat or as a versatile cocktail base.



Valentine's Day

**Gift Guide
2026**

**Over 30 Items
I Recommend**

By: Scott Holland

The day of Love is once again upon us as Valentine's Day is only a few days away. Below, find over 30 items that I am sure you or your loved ones would appreciate. If you are single, treat yourself and buy some. I wish everyone a fantastic Valentine's Day!

NUVO Sparkling Liqueur - \$24.99 - Sparklingnuvo.com
Crafted with ultra-premium French vodka, a touch of delicate sparkling white wine and infused with their proprietary blend of fruit nectars, NUVO is as delicious as it is luxurious. NUVO's ultra-premium bottle stands out on any table or at home and makes the perfect gift for someone special.

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January 30th, 2026
Online Visits: 93,969
[Click to view article](#)

The Best Elderflower Liqueur – 8 Bottles Tasted, 1 Winner



4. Bols Elderflower Liqueur

Made in the U.S., this is a budget option with unclear ingredients, though the online errata does cite that it's made from the blossoms of the elder tree. Light gold in color and notably lower in abv than the standard 40 proof in this category, it's quite floral and perfumed, though it manages to stay shy of becoming soapy. Sweetness is surprisingly moderated, with layers of lychee tempered by honey, vanilla, and some lemon custard. Agreeable on its own and in a spritz. 34 proof. **B+ / \$16 [BUY IT NOW FROM RESERVEBAR]**

ARTISAN SPIRIT

Winter 2026 Issue
Circulation: 20,000
[Click to view article](#)

The history of RTDs is much longer than it may appear

Ready for a Long Time

WRITTEN BY RICH MANNING /// PHOTOS PROVIDED BY BOLS

History hasn't repeated when it comes to RTD, but it certainly has rhymed.

In 1921, Bols launched Blue, a blue-hued gin and sugar cream RTD cocktail. The drink, which was later renamed the Blue Car cocktail, was initially inspired by the brand's blue curaçao and the desire to put a blue drink on the market. Blue curaçao didn't end up in the drink, and there is a bit of a mystery around the rest of its specs. "My guess was that there was probably no acidity in the cocktail, maybe because there were concerns over the acidity causing discoloration," explained Bols Global Education Manager Ivar de Lange. "Hopefully, one day we'll find the original recipe."

What is known about the RTD (and the others they subsequently released, like the Side Car RTD) is the context surrounding its presence, which carries a few fascinating parallels. Bols launched the RTD two years after the Spanish flu, the original global pandemic that shut the world down. It also hit the market when people were trying to figure out how to enjoy cocktails at home and be social in a post-pandemic environment. "In the 1920s, cocktail parties were a new, fancy, and almost avant-garde thing to do," de Lange stated. "We do know that Bols saw this trend developing in the market, and they started to think of what they needed to do to reach these people and help them out at home. They were coming up with a solution to a new challenge."

This should sound familiar. COVID's shutdown compelled cocktail enthusiasts to make drinks at home, and the impetus behind those fancy cocktail parties of yore — that is, inviting friends over for drinks — thrives in a post-pandemic world. The formula for RTD success isn't all that different from when Bols hit the market with their Blue drink 104 years ago.

These parallels remain somewhat hidden from the American market due to timing. Since Bols launched the drink during American Prohibition, it's not exactly a

known commodity over here. In retrospect, this wasn't as big of a deal as it sounds. "Honestly, World War II ended up being a much bigger issue for us than Prohibition," de Lange said.

RTDs in the Time of COVID

The modern chapter of RTD history began writing itself a few years before COVID. When the pandemic hit, the category's burgeoning success inspired some distilleries to hop on board the trend. This altered the drinks landscape for the better, as it ultimately ended up giving consumers more choice. However, the journey taking brands from Point A to Point B wasn't always smooth.

Aria Gin in Portland, Oregon, launched their Gin & Tonic RTD in 2021 but quickly ran into problems. "Our first batch sold quickly," said Aria owner and distiller Erik Martin. "With the second batch, the calls and emails started coming in."

The messaging informed Martin the cans were leaking and leaving shelves half-full. The culprit was the cans. According to Martin, the manufacturer's equipment applied a protective layer of lacquer inside the cans haphazardly, and these gaps allowed the RTD's citric acid to eat through the aluminum. "We had whole palates that melted down," Martin said. "We had no choice but to suspend the product."

Martin admits the episode caused Aria's reputation to take a hit. Fortunately, they successfully re-launched the RTD with cans that kept the juice where it belongs, and so it's been embraced by its loyal fan base. This recovery speaks to the importance of craft brands developing strong connections with consumers. It also highlights how unwavering the public's interest is when it comes to RTDs. "There is a desire for ease of use, which RTDs fill," Martin said. "You can make cocktails at home, of course, but people don't always want to make a mess to get to the candy sweet prize that is the cocktail."



An Eye Toward the Future

Neal Cohen never had one of Hueblin's Club Cocktails before they phased out of the marketplace, but he was indeed familiar with them. "I had some understanding of what they were," said Cohen, co-founder and Chief Brand Officer of the Atlanta-based Tip Top Proper Cocktails. "It's fun to see some of the old ads they used to run in print."

Like the OG RTD, Tip Top's 100mL cans feature a wide range of



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