

LUCAS BOLS



MEDIA COVERAGE

June 2025





2025 Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 27

ONLINE: 21

PRINT: 2

NEWSLETTER: 1

PODCAST: 3

TOTAL POTENTIAL AUDIENCE: 80,452,462

ONLINE: 79,987,888

PRINT: 384,574

NEWSLETTER: 50,000

PODCAST: 30,000



May 8, 2025

Online Visits: 51,265

[Click to view article](#)

DISTIL  **ER**

OUR TOP POTATO VODKA PICKS

Unflavored vodka is a bit of a misnomer when it comes to potato vodkas. Though subtle, the flavor profile is on the earthy and creamy side. Vodka fans should try in martinis or on the rocks to get the full flavor experience.



MUFF IRISH POTATO VODKA

4.25 ★★★★★ (1)

Founded in 2018, The Muff Liquor Company is an 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)

LUCAS
BOLS



CULTIVATE YOUR MESSAGE



June 2, 2025

Online Visits: 7,851

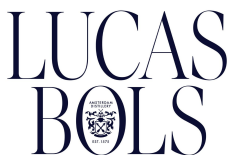
[Click to view article](#)

Spirited Stock: Bars and Restaurants Shine the Spotlight on Gin

For Kevin Doherty, owner and operator of the New York City-based **Tara Mór** restaurant and its sister bar, **Tara Rose**, “Gin is in.”

Doherty’s establishments offer elevated cocktails, inventive food, and stylish vibes. Their current gin selection ranges from Aviation American Gin, Barr Hill, Monkey 47, and Sipsmith, to the classics, such as Hendrick’s Gin, Bombay Sapphire, Tanqueray, and Beefeater. Their focus is Irish craft gins, and they’re currently featuring Glendalough Wild Botanical Irish Gin, Drumshanbo Gunpowder Irish Gin and Brazilian Pineapple, and Dingle, but their favorite is The Muff Liquor Company’s Irish Gin.

“Want a taste of a different culture but still very approachable? Gin is it,” said Doherty. “Cocktails have been on the rise for the last 20 years, and gin is typically the clear liquor of choice, with more flavor than vodka and more versatility than tequila. It works in booze-forward cocktails like a Hanky Panky and super refreshing cocktails like a Bramble.”





REFRESH YOUR SUMMER MENU WITH A BOLS MARGARITA TRIO



With summer on the horizon, Lucas Bols is serving up a vibrant twist on a warm-weather classic: *the Margarita*. Think bold colors, unexpected flavors, and seriously sip-worthy refreshment.

These three seasonal recipes reimagine the iconic Margarita through the lens of Bols' distinctive liqueurs—perfect for summer menus, patio parties, or at-home cocktail inspiration.

- **Bols Melon Margarita** – Juicy, playful, and perfectly sweet, this Margarita gets a vibrant twist with **Bols Melon (SRP: \$12.95)**, delivering a lush burst of summery melon flavor. It's ideal for brunch menus, day parties, or poolside lounging.
- **Bols Elderflower Margarita** – A floral-forward take that captures the essence of summer in bloom. **Bols Elderflower (SRP: \$17.49)** adds a delicate aromatic lift and a crisp citrus finish to the Margarita, making it an ideal pairing for brunches or warm evenings on the patio.
- **Bols Blue Margarita Azul** – A striking electric blue cocktail crafted with the newly launched **Bols Blue 1575 (SRP: \$35)**, bursting with vibrant orange citrus and botanical notes. This zesty, refreshing twist on the classic Margarita, perfect for beachside enjoyment.

BOLS MELON MARGARITA



- 1 oz Bols Melon
- 1 oz Partida La Familia Blanco
- 1 oz Fresh lime juice
- 0.5 oz Agave syrup
- Shake and serve over ice in a rocks glass & garnish with lime wedge

BOLS ELDERFLOWER MARGARITA



- 1 oz Bols Elderflower
- 1 oz Partida La Familia Blanco
- 1 oz Fresh lime juice
- 0.25 oz Triple sec (optional for extra citrus depth)
- Shake with ice and strain into a coupe or rocks glass. Garnish with a lime wheel.

LUCAS
BOLS





- 1 oz Bols Blue 1575
- 1 oz Partida La Familia Blanco
- 1 oz Fresh lime juice
- 0.5 oz Simple syrup
- Shake with ice and strain into a rocks glass over fresh ice & garnish with lime wheel

Cheers!

LUCAS
BOLS



June 3, 2025

Online Visits: 81,942

[Click to view article](#)

BEVNET

Pallini Limoncello Celebrates 150 Years with 'Taste of a Kiss' Campaign



Pallini Limoncello, the world's #1 limoncello, proudly announces the launch of its new global campaign, "*Taste of a Kiss*." Timed to coincide with the brand's 150th anniversary, this sensory-led campaign invites consumers to rediscover the magic of limoncello - crafted with passion, kissed by the Amalfi sun, created for both timeless enjoyment and modern mixology.

The campaign's creative centerpiece, "What Does a Kiss Taste Like," will run throughout 2025 and will be brought to life through digital storytelling, influencer collaborations, and curated lifestyle content that celebrates Italian passion and flavor.

Pallini, founded in 1875, remains a proudly family-owned company and is now led by CEO Micaela Pallini, a fifth-generation member of the founding family. With more than 15 years at the company, she previously served as Director and Head of Production. Micaela, who holds a Doctoral Degree in Chemistry, is the first woman to lead the company and is honored to guide Pallini through this historic milestone.

LU
BOLS



"This campaign is a love letter to our Italian roots," said Micaela Pallini. "It reflects everything Pallini stands for - joy, beauty, togetherness, and timeless taste. Sharing our 150th anniversary as the world's leading limoncello is both humbling and exhilarating." The campaign was developed by Luther DSGN, a rising Rome-based agency known for its creative expertise in lifestyle branding, visual storytelling, and experiential design.

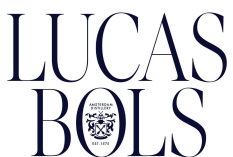
At the heart of the campaign is the **Pallini Spritz**—now among the top three spritz-style cocktails served in the U.S. Elegant, light, and refreshingly simple (3 parts Prosecco, 2 parts Pallini, 1 part water, served over ice in a large wine glass), the cocktail is quickly becoming a seasonal favorite across bars, rooftops, and at-home occasions. Pallini is supporting this momentum with retail cross-merchandising initiatives, encouraging consumers to bring the spritz ritual home.

Pallini Limoncello is distributed across the U.S. by Lucas Bols, the Dutch spirits company known for nurturing heritage cocktail brands. "Pallini is a rare brand that blends craftsmanship, legacy, and modern appeal," said Brett Dunne, Managing Director, USA and Canada, The Lucas Bols Company. "We're excited to help expand its reach across the U.S., bringing the spirit of the Amalfi Coast to American consumers and bartenders."

Pallini Limoncello is available nationwide in fine wine and spirits retailers, as well as leading bars and restaurants across the U.S.

For More Information:

[Learn More](#)





June 3, 2025

Online Visits: 5,000

[Click to view article](#)

Syndication from BevNET





June 4, 2025

Online Visits: 47,058

[Click to view article](#)

Dad Needs a Drink!

Muff Irish Whiskey is a product of the renowned Muff Liquor Company, a female-founded and led business known for its innovative approach to traditional spirits. Showcasing unique flavor profiles in the potato-based The Muff Liquor Company Irish Gin and Vodka, as well as the peat-smoked The Muff Liquor Company Irish Whiskey, the company stands out in the craft spirits industry. Inspired by her grandad Philip McClenaghan, founder Laura Bonner is committed to preserving the craft and rich heritage of the brand. The Muff Liquor Company continues to grow, bringing a piece of Irish heritage to the global stage with each bottle with the support of high-profile celebrity investors, including comedian Jimmy Carr, actor Russell Crowe, and singer-songwriter Ed Sheeran and Ronan Keating.

Recipe: Bold & Beautiful Old Fashioned

Ingredients:

- 1 oz Muff Irish Whiskey
- 2 dashes of Orange Bitters
- ¼ oz Simple Syrup
- Garnish: Orange Peel and Cocktail Cherry

Method: Add all ingredients into a mixing glass with ice. Stir and strain into a rocks glass with a large ice cube. Garnish with an orange peel and cocktail cherry on a pick.





June 4, 2025

Online Visits: 5,000

[Click to view article](#)

Syndications from Woman Around Town





June 5, 2025

Online Visits: 5,000

[Click to view article](#)

Fathers Day Gift Guide

Over Items 25 I Recommend

By: Scott Holland

Pallini Limoncello - \$27.99 - **limoncellopallini.com**

Limoncello is a natural Italian liqueur crafted since 1875 by the Pallini family, made from prized Sfusato lemons handpicked from the Amalfi Coast and infused immediately for peak freshness. GMO-free, gluten-free, and kosher, it's perfect neat, on the rocks, or in cocktails and recipes.



LUCAS
BOLS



June 9, 2025

Podcast Listenership: 5,000

[Click to view podcast](#)

Podcast

Welcome to the Capital City Bourbon Show Podcast! This is a podcast for people who love bourbon, whiskey, and spirits in general. Join us for regular tastings, reviews, interviews with distillers and blenders, barrel pick adventures, and other social media events. Cheers Y'all!



Episode 4-5 - Partida Tequila ↻

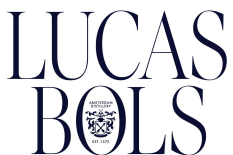
The Capital City Bourbon Show



Join us on the porch as we sit down with Jose Valdez, the GM and Maestro Tequilero for Tequila Partida! Jose teaches us about the history of the brand, the process for making and aging their spirits, and we sip on some of their delicious tequila anejo, which was aged in former Jack Daniels's barrels. Cheers y'all!

Episode 4-5 - Partida Tequila

46:17





Instagram

June 9, 2025

Followers: 11,000

[Click to view post](#)

capitalcitybourbon

Follow

Message



1,482 posts

11K followers

2,175 following

Luke Grabowski | Bourbon Whiskey | Florida

Wine/spirits

Tallahassee, FL 📍

Photos 📷

Reviews 🍷

Curated Whiskey Events 🍷

Ca... more

linktr.ee/CapitalCityBourbon



capitalcitybourbon · Follow

Original audio



capitalcitybourbon Edited · 7h
A new episode of the Capital City Bourbon Show is live!

Join us on the porch as we sit down with Jose Valdez, the GM and Maestro Tequilero for @tequilapartida ! Jose teaches us about the history of the brand, the process for making and aging their spirits, and we sip on some of their delicious tequila añejo, which was aged in former Jack Daniels' barrels.

Cheers y'all!

#bourbon #whiskey #bourbonwhiskey #rye #ryewhiskey #bourbonblog #bourbonlife #bourbonenthusiast #tallahassee #tally #florida #kentucky



9 likes

7 hours ago

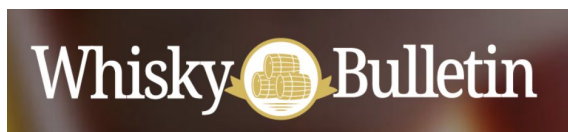


Add a comment...



LUCKY BOLS





Date: 6/9/2025

Online Visits: 5,000

[Click to view article](#)

2025 Father's Day Whisky Gift Guide

The Muff – Irish Whiskey

\$34.99

[View Product >](#)

With five separate whiskey styles in one bottle, Muff delivers layers of smoke, fruit, vanilla, and sherry depth. For dads who like their whiskey adventurous and complex.

LUCAS
BOLS



CULTIVATE YOUR MESSAGE

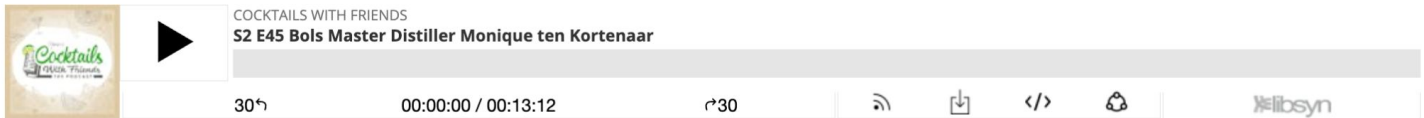


June 11, 2025

Podcast Listenership: 5,000

[Click to view podcast](#)

S2 E45 Bols Master Distiller Monique ten Kortenaar



Jun 6, 2025

S2 E45 Bols Master Distiller Monique

Bob Cutler interviews Monique ten Kortenaar, the Master Distiller at Lucas Bols, about the creation of Bols Blue 1575—a new liqueur celebrating the brand’s FOUR HUNDRED FIFTY-YEAR legacy. Developed over more than a year, this limited-edition update to their popular blue curaçao adds depth with botanicals and Jamaican rum. The episode explores Monique’s journey, her cocktail preferences, and the role Bols plays in shaping cocktail culture across the globe.

Key Topics

The Craft of Distilling at Bols

Monique shares how her role involves not just production, but also research, innovation, and collaboration with the R&D team to continually refine and evolve Bols’ world-renowned liqueurs.

Creating a Modern Blue Curaçao with Depth

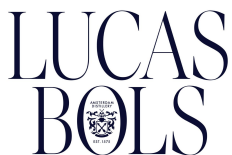
The development of Bols Blue 1575 highlights a deliberate move toward complexity, with added botanicals like cardamom and a touch of Jamaican rum bringing warmth and sophistication to a traditionally sweet category.

Women in Distilling Leadership

As the first female Master Distiller at Bols, Monique’s journey reflects both her expertise and the broader shift in the spirits industry toward recognizing and empowering talented women in roles once dominated by men.

Episode Index

- 1:08 – Monique explains her role as Master Distiller and how she became the first woman in that position at Bols.
- 3:40 – She reveals how Bols Blue 1575 builds on the original blue curaçao with botanicals like cardamom and Jamaican rum.
- 6:53 – The innovation process is a team effort, not a solo act—collaboration is key to developing new liqueurs.
- 8:14 – The recipe and design for the 1575 bottle took roughly a year and a half to complete.
- 10:27 – Monique prefers orange-based liqueurs like triple sec or the new blue for their versatility in cocktails.





June 14, 2025

Online Visits: 280,690

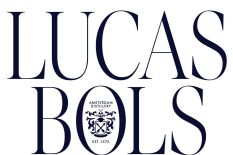
[Click to view article](#)

How to make the perfect Old Fashioned: Cleveland bartenders weigh in

Bold & Beautiful Old Fashioned

- 2 ounces [Muff Irish Whiskey](#)
- 4 dashes orange bitters
- 0.5 ounces simple syrup
- Garnish with orange peel and cocktail cherry

Add ingredients into a mixing glass with ice. Stir and strain into a rocks glass with a large ice cube. Garnish with the peel and cocktail cherry on a pick.





Cassius

Date: 6/14/2025

Online Visits: 32,310

[Click to view article](#)

Father's Day 2025 Is Here & We've Got Some Bottles That'll Make Great Gifts

33. The Muff



Source: The Muff

The Muff is a blend of five Irish malts and grain whiskies, each with distinct maturing methods. The result is a whiskey with plenty of character and mixability.

Learn more [here](#).

LUCAS
BOLS



	<p>Date: 6/14/2025</p> <p>Online Visits: 5,000</p> <p>Click to view article</p>
	<p>Date: 6/14/2025</p> <p>Online Visits: 24,715</p> <p>Click to view article</p>
	<p>Date: 6/14/2025</p> <p>Online Visits: 10,172</p> <p>Click to view article</p>

Syndications from Cassius



Date: 6/16/2025

Online Visits: 1,227,877

[Click to view article](#)

6 Firework-Worthy Cocktails for July 4th

Get in the patriotic spirit with these 6 cocktail recipes.

Margarita Azul

Ingredients:

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



Alabama Slammer

Ingredients:

- 0.5 oz Bols Amaretto
- 0.5 oz Sloe gin
- 1.0 oz Southern Comfort
- 2.0 oz Orange juice
- 1.0 oz Fresh lemon juice
- 0.2 oz Sugar syrup



LUCAS
BOLS



CULTIVATE YOUR MESSAGE



Top 10 spirits launches in May

Lucas Bols sings the blues with Curaçao



Amsterdam-based Lucas Bols launched **Bols Blue 1575**, a premium version of its blue Curaçao liqueur.

In 1912, the original blue liqueur was launched by the company as a 'world-first', and this updated version, enhances its flavour by combining distilled orange peels with a botanical spiced rum base, layered with island-inspired ingredients including vanilla, grains of paradise, and cardamom.

The liqueur has an ABV of 29.5% and was developed in partnership with bartenders, and also to mark Lucas Bols' 450th anniversary this year. It is available in the US for US\$35, and in the UK where it is distributed by Maverick Drinks for a suggested retail price of £30.95.



**bar &
restaurant
news**

Date: 6/18/2025

Online Visits: 7,851

[Click to view article](#)

4th of July Cocktail Recipes



Photo & recipe: Bols

Blue Hawaiian

Ingredients:

1.0 oz Bols Blue Curacao

1.0 oz Bols Vodka

0.5 oz Fresh Lime Juice

0.3 oz Sugar Syrup

2.0 oz Pineapple Juice

Garnish: Pineapple Wedge and Fronds

Directions:

1. Add all ingredients to a cocktail shaker with ice.
2. Shake and strain into a chilled highball glass with ice.
3. Garnish with a pineapple wedge and fronds.

LUCAS
BOLS




Date: 6/21/2025

Online Visits: 51,236

[Click to view article](#)

91
EXCELLENT



AÑEJO
TEQUILA
PARTIDA

Partida Tequila Roble Fino Añejo

DISTILLER:	BOTTLER:	ABV:	AGE:	PRICE:
Autentica Tequilera	Partida	40%	NAS	\$100 to \$199.99

Debuted in 2020, this añejo is part of Partida's "Roble Fino" catalog that notches up the age statement and ABV of its flagship expressions. The tequila is distilled at Autentica Tequilera in Jalisco, Mexico, using lowlands agaves. It begins with the brand's core añejo tequila, aged for 18 months in American oak casks that previously held Jack Daniel's, and is then rested for an additional five months in ex-single malt, sherry-seasoned casks. (Rumored to be Macallan, though the brand doesn't explicitly say so.)

BUY
SHARE

AGGREGATE REVIEWS
HOUSE REVIEW

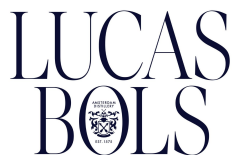
NOSE:
Very sherry-heavy. Heaps of dried fruit, sour cherries, banana, vanilla, cinnamon and cream soda. Floats of out the glass with a sticky sweetness that clings to nostrils. Reminds me of a fresh baked tart slathered with more than enough jam.

TASTE:
A darkly sweet, cognac-like vibe takes center stage. Grapes, prunes, peach rings and apple cider play ball against dense flavors of cocoa nibs, brown butter and barrel spice, particularly cloves. It's decadently sweet, almost overwhelmingly so after a few sips. But it stops just short of tipping too far. Lots of oak character and a dry, tannic bite tie it all together.

FINISH:
Oak crescendos on the backend alongside bittersweet flavors of anise, black pepper, crackers, vanilla bean and florals. While the palate was dark and buttery, the finish is decidedly brooding.

OVERALL:
This is potent stuff, about as sweet as an aged tequila can get before it veers into additive-laced territory. It may have only been rested in sherry casks for five months, but it tastes like it easily could have been a full two years. That said, I'd recommend this wholeheartedly to anyone who knows what they're getting into. If the lovechild of agave, sherry and fortified wine sounds like a winner, then this is absolutely worth the splurge.

SCORE:
88





Date: 6/21/2025

Newsletter Subscription: 50,000

This Week's Top Pour



Partida Roble Fino Añejo

Partida's high-end "Roble Fino" lineup hides a neat bag of surprises. The brand's Añejo, finished for five months in ex-sherry casks (rumored to be Macallan), is a cornucopia of all things sticky and sweet, stuffed to the brim with cherry, grape, brown butter and cinnamon flavors right at home in a luxurious candy store.

MSRP: \$150.

[Read Our Full Review](#)



Date: 6/22/2025

Online Visits: 13,903

[Click to view article](#)

Summer Cocktails – A Dozen Refreshers Easy to Mix

PASSOÃ Frozen Margarita

Ingredients (party serve):

- 24.5 oz **Passoã**
- 10.5 oz **Bols Triple Sec**
- 40 oz Tequila silver
- 24.5 oz lime juice
- 21 oz sugar syrup
- 52 oz cold water

Method: Mix in a blender Passoã, tequila, triple sec, and fresh lime juice with lots of ice. You can also add the pulp of a fresh passion fruit as an option.

Pallini Bellini

Ingredients:

- 1 part **Pallini** Peachcello
- 3 parts prosecco

Method: Build in a flute and give a light stir. Garnish with a fresh peach slice.

Cosmopolitan

Ingredients:

- 1 1/2 oz **Bols Vodka**
- 3/4 oz **Bols Triple Sec**
- 3/4 oz Fresh Lime Juice
- 1/2 oz Cranberry Juice
- Orange Peel

Method: Add all ingredients to a cocktail shaker with ice. Shake and strain into a chilled martini glass and garnish with an orange peel.





Blue Hawaiian

Ingredients:

-1.0 oz **Bols Blue Curacao**

-1.0 oz **Bols Vodka**

-0.5 oz Fresh Lime Juice

-0.3 oz Sugar Syrup

-2.0 oz Pineapple Juice

Pineapple Wedge and Fronds

Method: Add all ingredients to a cocktail shaker with ice. Shake and strain into a chilled highball glass with ice and garnish with a pineapple wedge and fronds.



Date: 6/22/2025

Online Visits: 26,975

[Click to view article](#)

Syndication from Woman Around Town





Date: 6/24/2025

Listenership: 20,000

[Click to view podcast](#)

The image shows a podcast player interface. On the left is a thumbnail image of Monique ten Kortenaar in a distillery setting, with a bottle of Blue 1575 liqueur. The text on the thumbnail reads "Crafting Legacy: Monique ten Kortenaar Master Distiller at the Lucas Bols Distillery". To the right of the thumbnail is a large green play button icon. Further right, the text "3 days ago" is displayed above the main title "Crafting Legacy: Monique ten Kortenaar Master Distiller at Lucas Bols Distillery". Below the title are three icons: a heart for "Likes", a download icon for "Download", and a share icon for "Share".

Join us in this episode of The Embellish Pod as we dive into the fascinating world of spirits with Monique ten Kortenaar, the master distiller at Lucas Bols. With a legacy spanning over 450 years, Bols is renowned for its exceptional liqueurs, including the newly launched Blue 1575, a modern twist on the classic Blue Curacao.

In this episode, we explore:

Monique's unique journey to becoming the head distiller of such a historic company.

The creative process behind crafting the Blue 1575, including the innovative botanicals and flavor profiles that set it apart.

Insights into the distillation process and the importance of quality control in maintaining consistency across batches.

The role of sustainability in production and how Bols is adapting to modern consumer preferences.

The significance of educating both employees and consumers about the spirits industry.

Whether you're a cocktail enthusiast, a spirits aficionado, or simply curious about the art of distillation, this conversation is packed with valuable insights and stories from the heart of Amsterdam's distilling scene.

Don't forget to subscribe for more episodes and check out our social media on TikTok and Instagram @embellishpod!

Links:

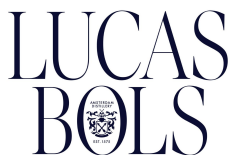
Lucas Bols Website: <https://bols.com/collections/bols-products>

Instagram: @bolscocktailsusa

Podcast Website: www.embellishpod.com

Email: embellishpod@gmail.com

Enjoy the episode!





Date: 6/24/2025

Followers: 1,660

[Click to view video](#)



Embellish Podcast

@embellishpodcast · 1.68K subscribers · 420 videos

<https://www.embellishpod.com/> ...more

[instagram.com/embellishpod](https://www.instagram.com/embellishpod) and 3 more links



Crafting Legacy: Monique tn Kortenaar Master Distiller at Lucas Bols Distillery



Embellish Podcast
1.68K subscribers

Subscribe

0



Share

Download

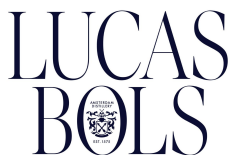
Clip

Save



83 views Jun 24, 2025 [EmbellishPod](#)

Join us in this episode of The Embellish Pod as we dive into the fascinating world of spirits with Monique ten Kortenaar, the master distiller at Lucas Bols. With a legacy spanning over 450 years, Bols is renowned for its exceptional liqueurs, including the newly launched Blue 1575, a modern twist on the classic Blue Curacao.





Date: 6/26/2025

Online Visits: 78,108,059

[Click to view article](#)

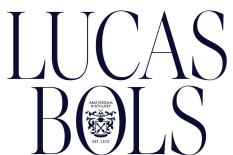
How Does A 450-Year-Old Alcohol Brand Relaunch Its Signature Product?

The historic Lucas Bols' distillery has released a more premium, bartender-friendly version of its blue curacao liqueur.



Lucas Bols' Bols Blue 1575 is a premiumized version of vacation drink staple blue curacao liqueur.
BOLS

The Lucas Bols company makes a full rainbow of products, from tangerine-colored passionfruit liqueurs to glowing green peppermint liqueurs. But what they're often best known for is Bols Blue Curacao.





It's orange in flavor but blue in hue. Bartenders love it for the glowing blue color but also the citrus flavors it adds to drinks, like the aptly-named Blue Lady, Blue Lagoon, and Blue Hawaii.

Lucas Bols first started distilling liqueurs in 1575 - mixing and blending ingredients into drinkable tinctures. By 1679, they had opened a small distillery in the heart of Amsterdam near Dam Square. Genever started flowing.

In 1912, the company launched the world's first blue Curacao liqueur, born from oranges grown on the island of Curacao. By 1937, the liqueur was popping up in recipes at the world's best bar, most notably William J. Tarling's Cafe Royal Cocktail Book – his *Blue Lady* cocktail called for a full ounce and a half of the azure liqueur.

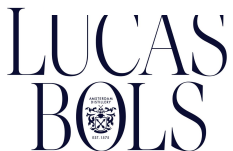
In the 40s and 50s, blue curacao became a Tiki darling, appearing in Coladas and Blue Hawaiis. Now, it's everywhere. Modern classics include the mezcal-based Gun Metal Blue, created by Nicholas Bennett at Porch Light. Corpse Reviver No. Blue, an azure take on the Corpse Reviver, was invented by Jacob Briars in 2007.

To celebrate the distiller's 450th year of spirits production, Bols wanted to reimagine and relaunch one of its iconic products. So they went back to the drawing board, to find a way to reinvent blue curacao.

But how do you rethink such an iconic liqueur? Do you update the recipe? Change the bottle? Will bartenders revolt? What will drinkers think?

Bols decided to roll out a second bottle: a souped-up, super-premium version of their classic Blue Curacao.

They started by looking back on Bols history. They found hundreds of different types of blue curacao, documented in notebooks preserved by the family. 1912's edition was *Creme de Ciel*, *cream of the sky*. By the 1930s, Bols was turning out all sorts of alternative Curacaos. But by 2025, only one had survived.





To celebrate 450 years, Bols pulled out the best recipes from the archives. Other recipes, scrawled notebooks still owned by the Bols team. They trialed and tested them, riffing on the recipes to find out what consumers would be excited about.

To decide on the final blend, they packaged the bottle and sent it to bartenders around the world, asking them to tinker and play with the spirit to see how it shone in cocktails. One version from the cutting room floor had cloves—big, biting and spicy.

They landed on Bols Blue 1575, based on Lahara orange, tweaked with botanicals like cardamom for a hint of spice, grains of paradise for notes of black pepper, and vanilla for a soft sweetness. Rum is added, then the botanicals are macerated in the mixture like a tea. It's high alcohol (29.5% ABV) and high flavor, meant to shine brighter in higher-end cocktails.

“Try it with Coca-Cola, it turns it beautifully blue,” says Ivar de Lange, the brand's master bartender. “And Blue Curacao with Guinness is honestly good!”

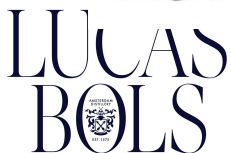
The bottle itself is designed with mixology in mind. It's 30% lighter than most bottles on the market. “That helps lower the risk of repetitive wrist injuries for bartenders,” says de Lange.

It's slender enough to fit into a shaker, so flair bartenders can flip and toss to their heart's desire.

This innovation is a part of an influx of change for the Bols group. Last October, Frank Cocx was named CEO, following his predecessor's 20-year run.

As part of Cocx's new role, he's focused on the super-premium tier – higher-priced products, greater back-bar presence, and more premium formats. Cocx dreams of making Bols Blue 1575 the 'hero brand' of blue liqueurs.

“It's at a totally different price point to the old version,” says Cocx, in a press release. “It's a unique bottle that comes only with this drink. We're not going to make a new range with the same bottle for other products.”





June 2025 Issue

Print Circulation: 47,058



Tequila's ADDITIVE- FREE Movement



“The shift toward additive-free Tequila is evident in market trends, with this segment growing over 50% while the overall category remains flat or slightly declining,” notes Gilles Bensabeur, marketing director at Lucas Bols, owner of additive-free Partida Tequila. “When Tequila Partida was founded, it pioneered the additive-free Tequila movement—long before it became a trend. Today the additive-free Tequila space is becoming increasingly competitive, with new brands entering the market every month. The challenge lies in distinguishing authentic additive-free Tequilas from those that are not, as well as continuing to educate consumers on why choosing a high-quality, truly additive-free Tequila makes a difference. There’s still lots of room for growth for all additive-free brands as consumers switch from other Tequilas that are not.” Bensabeur adds that the company anticipates 25% growth for Partida in the next fiscal year, driven by the brand’s premium offerings, particularly the Roble Fino line of añejo, reposado, and cristalino that are aged first in American Bourbon casks, followed by secondary aging in ex-single malt Sherry oak casks.

While some brands like Lucas-Bols-owned Partida (top) have been producing additive-free Tequila for years, newer players like El Tesoro (above) are still bursting onto the scene.



PLUS
SPIRITS RTDS ON FIRE
ROSÉ REGAINS GROUND
RALEY'S UPS ITS GAME
CALIFORNIA'S TASTING ROOMS





WINE ENTHUSIAST

August/September 2025 Issue

Print Circulation: 337,516

[Click to view article](#)

WINE ENTHUSIAST BUYING GUIDE AUGUST/SEPTEMBER 2025



A beautiful home surrounded by nature in the hills

BUYING GUIDE Spirits

93 Muff Irish Gin (Ireland; Lucas Bols USA, Princeton, MN). Distilled from potatoes and flavored with botanicals including lemon, Mandarin orange and rosemary. Overall, the citrus component reads as grapefruit peel and flesh on the nose and a distinctly sweet palate, where it mingles with raspberry, pink peppercorn and candied ginger, plus a faint floral exhale. *Best Buy.*
abv: 40% **Price: \$35/700ml**



THIS MONTH		
20	ITALY	69 CALIFORNIA
41	FRANCE	96 OREGON
57	PORTUGAL	112 WASHINGTON
59	SPAIN	122 IDAHO
63	GERMANY	122 MINNESOTA
67	ENGLAND	123 MICHIGAN
68	HUNGARY	123 TEXAS
68	BULGARIA	123 NEW YORK
68	GEORGIA	125 NEW JERSEY
69	LEBANON	125 MARYLAND
		125 VIRGINIA
		126 NORTH CAROLINA
		127 AMERICA
		127 ARGENTINA
		127 AUSTRALIA
		129 NEW ZEALAND
		132 SPIRITS

MAURIZIO MARCATO/GETTY IMAGES



FOR ADDITIONAL RATINGS AND REVIEWS, VISIT WINEENTHUSIAST.COM/RATINGS

