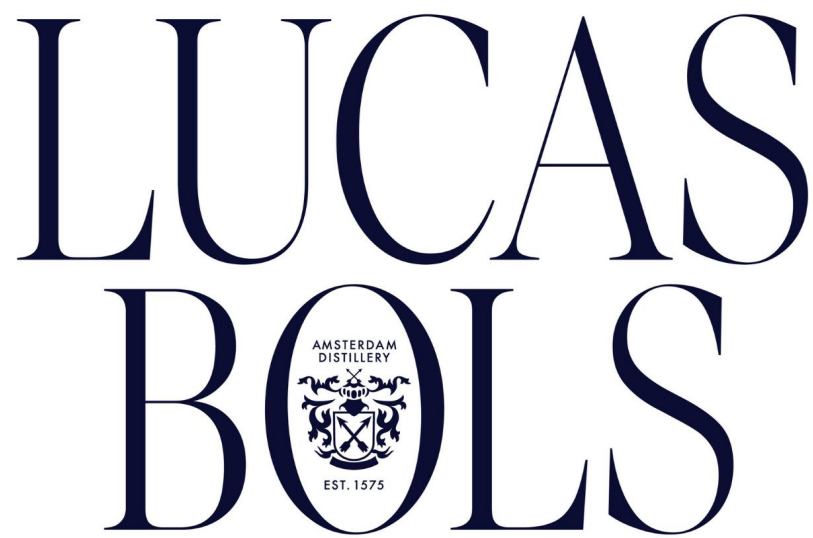




MEDIA COVERAGE

June 2026





OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 35

Online: 28

Print: 1

Newsletter: 5

Podcast: 2

TOTAL POTENTIAL AUDIENCE: 21,403,710

Online: 21,137,291

Print: 40,000

Newsletter: 206,419

Podcast: 22,000

Passoã Unveils New Bottle Design as Tropical Cocktail Culture Continues to Surge



Passoã Passion Fruit Liqueur is bringing new energy to bars, restaurants, and retail shelves across the United States with the launch of a redesigned bottle and its new “Taste the Sunset” summer campaign. Beginning June 2026, the world’s best-selling passion fruit liqueur will roll out a striking matte black bottle featuring a signature transparent window that reveals Passoã’s vivid orange liquid—a design created to strengthen shelf and back-bar visibility while reinforcing the brand’s bold tropical identity.

The launch marks a major milestone for Passoã as the brand celebrates its 40th anniversary amid rising demand for tropical, visually engaging cocktails. As classics like Margaritas, Martinis, Mojitos, Daiquiris, and Spritzes continue to evolve with tropical flavors and eye-catching presentation, Passoã delivers bold passion fruit flavor, unmistakable color, and shareable appeal that resonates with Millennials and Gen Z consumers seeking memorable cocktail experiences.



6/1/2026

Online Visits: 10,999

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Passoã Unveils New Bottle Design as Tropical Cocktail Culture Continues to Surge



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14 Groovy Cocktails From The 1960s

Harvey Wallbanger



The Harvey Wallbanger was invented sometime within the 1950s or 1960s, but really took off in the 1970s, and soon became a staple of the disco scene. Still, this drink is representative of the late '60s shift toward the dance floor. It's made with vodka, orange juice, and Galliano L'Autentico liqueur, which has an aromatic quality. It's spare, almost a screwdriver, but with a flare of complex liqueur that elevates it to another level.

6/2/2026

Online Visits: 157,821

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Passoã unveils new design for anniversary



Passoã's new packaging highlights the liqueur's orange colour

The new design reimagines the brand's matte black bottle and features a transparent window at the bottom that showcases Passoã's vibrant orange liquid.

It will be rolled out across the US this month, accompanied by the brand's 40th anniversary 'Taste the Sunset' digital-first summer campaign.

To support both retail and on-trade execution, the new packaging will launch in a 750ml format, along with a new one-litre size specifically developed for bars and restaurants.

The launch corresponds with the growing demand for tropical flavours in cocktails, such as the Pornstar Martini.

"This new bottle reflects where cocktail culture is heading today," said Ignacio Llana, vice-president of marketing for the US and Canada at Lucas Bols. "Consumers are looking for cocktails that feel vibrant, social, and memorable, whether at brunch, rooftop occasions, aperitivo moments, or entertaining at home."

Pallini Launches New York City's First-Ever Lemon Week

PALLINI LEMON N WEEK

Week-long celebration brings Pallini Limoncello cocktails, pop-ups, tastings, and culinary workshops to more than 40 locations across the city from June 15–22

NEW YORK, June 2, 2026 /PRNewswire/ -- This June, New Yorkers won't need a passport to experience a taste of the Amalfi Coast.

From June 15–22, Pallini Limoncello will debut New York City's first-ever Lemon Week, a citywide celebration inspired by Italy's beloved limoncello tradition. More than 40 bars, restaurants, retailers, and hospitality partners will take part, offering exclusive cocktails, tastings, culinary experiences, pop-ups, and limited-time collaborations leading up to National Limoncello Day on June 22.

Pallini Launches New York City's First-Ever Lemon Week

The logo for Pallini Lemon Week, featuring the words "PALLINI", "LEMON", and "WEEK" in a bold, yellow, sans-serif font. The word "LEMON" is stylized with a yellow lemon fruit replacing the letter "O".

Week-long celebration brings Pallini Limoncello cocktails, pop-ups, tastings, and culinary workshops to more than 40 locations across the city from June 15–22

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Pallini Limoncello and Bene Mixers Launch Summer Spritz Season



Set against panoramic rooftop views and a golden California sunset, the Summer Kick-Off Aperitivo Hour brought a taste of Italy to Hollywood. Guests spent the evening enjoying spritzes, light bites, music, and an atmosphere inspired by the Italian aperitivo tradition, a social ritual centered around gathering with friends over drinks and conversation before dinner. The event celebrated the arrival of Bene Mixers to the U.S. market while also highlighting Pallini Limoncello's growing presence within the rapidly expanding spritz category. Founded in Italy in 1875, Pallini has spent more than 150 years crafting limoncello using prized lemons sourced from the Amalfi Coast. The family-owned brand remains one of the world's leading limoncello producers and has recently focused on introducing a brighter, citrus-forward alternative to traditional spritz cocktails.



6/6/2026

Online Visits: 12,150

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Lucas Bols Revamps U.S. Distribution Strategy for Growth

Lucas Bols: Betting on New Partners

In the fast-paced world of big-time spirits, Lucas Bols USA is shaking up its distribution game. If you've been watching Lucas Bols (the Dutch stalwart that's been around since 1575), their latest maneuvers in the U.S. market are a big deal. They've shuffled their distributor deck, pulling in heavy hitters like Johnson Brothers, Martignetti Companies, Reyes Beverage Group, and Southern Glazer's Wine & Spirits to bolster their presence across the country. It's a strategic overhaul that could be a real game changer.

The Distribution Shuffle

Now, let's untangle the web. Effective June 1st, they moved in with Reyes Beverage Group, followed by Johnson Brothers and Southern Glazer's Wine & Spirits a month later. Martignetti Companies came on board at the close of a deal with Republic National Distributing Company (RNDC). Lucas Bols certainly sent a clear message: they ain't messing around when it comes to growing their footprint. With RNDC having been their previous dancing partner in 24 states, it's evident Lucas Bols isn't afraid to switch lanes for what they see as better long-term gains.

Lucas Bols USA Completes Strategic Route-to-Market Overhaul, Tapping Four New Distributor Partners for National Expansion



Lucas Bols USA, the North American arm of one of the world's oldest distilled spirits companies, has selected Johnson Brothers, Martignetti Companies, Reyes Beverage Group and Southern Glazer's Wine & Spirits as its new distributor partners within various markets throughout the United States. Lucas Bols USA will transition effective June 1 with Reyes Beverage Group, July 1 with Johnson Brothers and Southern Glazer's Wine & Spirits, and lastly with Martignetti Companies at the close of the transaction from Republic National Distributing Company (RNDC). This strategic alignment with best-in-class partners follows Lucas Bols USA's amicable exit from its previous arrangement with RNDC across 24 U.S. states, and positions Lucas Bols as a platform for continued growth through partnerships, portfolio development, and strategic transactions that will create long-term value across the U.S. market.

Lucas Bols USA Completes Strategic Route-to-Market Overhaul, Tapping Four New Distributor Partners for National Expansion

i PRESS RELEASE posted by Lucas Bols USA

Jun. 8, 2026 at 9:53am (EDT)



Lucas Bols USA, the North American arm of one of the world's oldest distilled spirits companies, has selected Johnson Brothers, Martignetti Companies, Reyes Beverage Group and Southern Glazer's Wine & Spirits as its new distributor partners within various markets throughout the United States. Lucas Bols USA will transition effective June 1 with Reyes Beverage Group, July 1 with Johnson Brothers and Southern Glazer's Wine & Spirits, and lastly with Martignetti Companies at the close of the transaction from Republic National Distributing Company (RNDC). This strategic alignment with best-in-class partners follows Lucas Bols USA's amicable exit from its previous arrangement with RNDC across 24 U.S. states, and positions Lucas Bols as a platform for continued growth through partnerships, portfolio development, and strategic transactions that will create long-term value across the U.S. market.

Swap that Tired Cocktail for These Summer Spritz Recipes



Pallini Spritz

For anyone who loves limoncello, this recipe is a must try. Whether enjoyed during aperitivo hour or as a zesty final sipper at the end of a meal, it is a cocktail that feels timeless.

Ingredients:

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

WSD BRIEFS:

LUCAS BOLS NAMES NEW DISTRIBUTOR PARTNERS. Lucas Bols USA announced today that it has named Johnson Brothers, Martignetti Companies, Reyes Beverage Group and Southern Glazer's as new distributor partners across its nationwide network. Lucas Bols was previously aligned with Republic National Distributing Co. (RNDC) across 24 US states. To start, Johnson Brothers will represent the spirits company in six new markets, including IA, MN, ND, NE, SD and WI, effective July 1. Martignetti Companies will cover control states AL, ID, MI, MS, MT, NC, OH, OR, UT, WV and WY upon closing of their transaction with RNDC while continuing their existing relationship with Lucas Bols in New England (CT, MA, ME, NH and VT). Reyes Beverage Group will handle AZ, HI, LA, OK and TX, effective June 1st. Southern Glazer's will add four new markets (AK, IN, KY and WA) in addition to existing market AR, also effective July 1. Meanwhile, Breakthru Beverage Group will continue to represent Lucas Bols across CA, CO, DE, FL, IL, MD, MO, NV, PA, SC, VA and D.C.

PASSOÃ UNVEILS NEW BOTTLE DESIGN AS TROPICAL COCKTAIL CULTURE CONTINUES TO SURGE



*Passion Fruit Liqueur Celebrates 40 Years
with Bold New Packaging Launch*

World's #1 Passion Fruit Liqueur Celebrates 40 Years with Bold New Packaging and a "Taste the Sunset" Summer Campaign

Passoã Passion Fruit Liqueur is bringing new energy to bars, restaurants, and retail shelves across the United States with the launch of a redesigned bottle and its new "Taste the Sunset" summer campaign. Beginning June 2026, the world's best-selling passion fruit liqueur will roll out a striking matte black bottle featuring a signature transparent window that reveals Passoã's vivid orange liquid — a design created to strengthen shelf and back-bar visibility while reinforcing the brand's bold tropical identity.

Lucas Bols completes ‘amicable exit’ from Republic National Distribution Co tie-up in US

Lucas Bols has released details of a complete redraw of its distribution arrangements in the US that brings to an end its partnerships with Republic National Distribution Co.

The brand owner’s US division announced a raft of changes that have either taken place at the start of this month or will do at the beginning of next, for 24 states across the country. The “strategic alignment” represents what Lucas Bols USA described as the “amicable exit from its previous arrangement with RNDC”.

The transitions consist of:

- IA, MN, ND, NE, SD and WI to Johnson Brothers,
- AL, ID, MI, MS, MT, NC, OH, OR, UT, WV and WY to Martignetti Co’s (Lucas Bols already uses the distributor in CT, MA, ME, NH and VT),
- AZ, HI, LA, OK and TX to Reyes Beverage Group, and
- AK, IN, KY and WA to Southern Glazer’s Wine & Spirits (Lucas Bols already utilises the distributor in AR).

The division also noted the continuation of its arrangement with Breakthru Beverage Group in the 11 states of CA, CO, DE, FL, IL, MD, MO, NV, PA, SC and VA, plus Washington DC.

LUCAS BOLS USA COMPLETES STRATEGIC DISTRIBUTION OVERHAUL, FOUR NATIONAL PARTNERS

Lucas Bols' newest rollout shows how a heritage-driven brand is reshaping its distribution strategy for today's **premium** spirits market. It looks at how the company's 1,575-year history informs partner selection, why moving away from one Big-Four distributor toward four regionally focused wholesalers matters to operators and distributors, and what that signals for **shelf** placement and regulatory compliance.

With a \$105 billion market in 2023, the U.S. distilled spirits industry is where Lucas Bols aims to deepen its presence. Shifting from Republic National's (RNDC) 24-state reach to four specialists—Johnson Brothers in six Mid-West markets (IA, MN, ND, NE, SD, WI), Reyes in five southern markets (AZ, HI, LA, OK, TX), Southern Glazer's covering four states (AK, IN, KY, WA), and Martignetti Companies entering eleven control states (AL, ID, MI, MS, MT, NC, OH, OR, UT, WV, WY) plus Northern New England—represents a calculated move between breadth and depth.

Super-premium spirits—priced over \$25 per 750 ml—expanded at roughly 2.5 times the overall category growth rate in 2023, underscoring why Lucas Bols is positioning its high-margin brands (Galliano, Tequila Partida, Passoã, Pallini, Fluère) for accelerated shelf placement.

7 Under-The-Radar Vodka Bottles Worth Trying In 2026

Muff Irish Vodka



Muff Liquor Company launched in 2018 and has been carving out a unique place in the spirits world ever since. Founded by Irish entrepreneur Laura Bonner, the award-winning brand champions a distinctly Irish approach to distilling, producing premium potato-based spirits that celebrate the agricultural heritage of County Donegal. While the portfolio has expanded to include gin and peated Irish whiskey, vodka remains the foundation of the company's identity — a spirit that showcases both provenance and craftsmanship in equal measure.

The Latest Alcohol Industry News

LUCAS BOLS



Lucas Bols completes 'amicable exit'
from Republic National Distribution
Co tie-up in US

Herita USA, Lucas Bols Unveil U.S. Route-To-Market Changes

June 9, 2026

Lucas Bols, meanwhile, is partnering with Johnson Brothers across six new markets, including IA, MN, ND, NE, SD, and WI. It's also extending its partnership with Martignetti beyond the existing New England ties into 11 control states, while tapping Reyes Beverage Group in AZ, HI, LA, OK, and TX, and Southern Glazer's in AK, IN, KY, and WA (joining the existing partnership in Arkansas).

Lucas Bols also noted that its long-term partnership with Breakthru is continuing across CA, CO, DE, FL, IL, MD, MO, NV, PA, SC, VA, and Washington D.C. The Lucas Bols USA lineup includes Bols Liqueurs, Galliano, Tequila Partida, Passoã liqueur, Pallini limoncello, and a range of non-alcoholic spirits led by Fluère. Bols liqueurs have U.S. volume of approximately 250,000 cases, according to Impact Databank. —*Daniel Marsteller*

Mark Brown

6/9/2026

Industry News Update

Subscribers 40,000

[Click to view newsletter](#)

Lucas Bols USA Completes Strategic Route to Market Overhaul

Source: www.colangelopr.com

June 9, 2026

Lucas Bols USA, the North American arm of one of the world's oldest distilled spirits companies, has selected Johnson Brothers, Martignetti Companies, Reyes Beverage Group and Southern Glazer's Wine & Spirits as their new distributor partners within various markets throughout the United States. Lucas Bols USA has transitions effective June 1st with Reyes Beverage Group, July 1st with Johnson Brothers and Southern Glazer's Wine & Spirits and lastly with Martignetti Companies at the closing of transaction from Republic National Distributing Company (RNDC).



6/9/2026

Online Visits: 14,814

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New Distribution Deals for Lucas Bols USA

By **Melissa Dowling** - June 9, 2026



Lucas Bols USA has selected **Johnson Brothers**, **Martignetti Companies**, **Reyes Beverage Group** and **Southern Glazer's Wine & Spirits** as their new distributor partners within various markets throughout the U.S. Lucas Bols USA has transitions effective June 1 with Reyes Beverage Group, July 1 with Johnson Brothers and Southern Glazer's Wine & Spirits and with Martignetti Companies at the closing of transaction from **Republic National Distributing Company (RNDC)**.

Lucas Bols grows US distribution



Lucas Bols USA has selected Johnson Brothers, Martignetti Companies, Reyes Beverage Group and Southern Glazer's Wine & Spirits as its new distribution partners throughout the US.

Lucas Bols USA has transitions effective 1 June with Reyes Beverage Group, 1 July with Johnson Brothers and Southern Glazer's Wine & Spirits, with Martignetti Companies at the closing of transaction from Republic National Distributing Company (RNDC).

These partnerships follow Lucas Bols USA's exit from its previous arrangement with RNDC across 24 US states.

The new distribution network covers key regions:

- Johnson Brothers: six new markets including Iowa, Minnesota, North Dakota, Nebraska, South Dakota, and Wisconsin.
- Martignetti Companies: Alabama, Idaho, Michigan, Mississippi, Montana, North Carolina, Ohio, Oregon, Utah, West Virginia, and Wyoming, plus an existing relationship in Northern New England (Connecticut, Massachusetts, Maine, New Hampshire, and Vermont).
- Reyes Beverage Group: Arizona, Hawaii, Louisiana, Oklahoma, and Texas.
- Southern Glazer's Wine & Spirits: four new markets including Alaska, Indiana, Kentucky, and Washington, adding to its existing relationship in Arkansas.

Lucas Bols names new US distributors

The North American arm of Lucas Bols has partnered with four new distributors in the US as it completes its strategic market overhaul.



Lucas Bols USA is exiting its distribution agreement with RNDC

The company has selected Johnson Brothers, Martignetti Companies, **Reyes Beverage Group**, and **Southern Glazer's** as its new distribution partners in various markets across the US.

The four companies will take over Lucas Bols' distribution in the US from **Republic National Distributing Company** (RNDC), as the partnership comes to an end in 24 states.

Lucas Bols has expressed appreciation to RNDC for its years of partnership and dedication to the portfolio.

As of 1 June, Reyes Beverage Group has taken over the Dutch spirits group's distribution in five states: Arizona, Hawaii, Louisiana, Oklahoma, and Texas.

Review: Non-Alcoholic Spirits of Fluere, Complete Lineup

Fluere Botanical Review

A stand-in for gin, with coriander and lime noted on the label. Lime wholly dominates both nose and palate, showcasing a mix of zest and juice, all well sweetened to approach something akin to a lime-flavored lollipop. You have to breathe deeply to detect much of anything else, but a gentle piney quality makes an aromatic appearance, if fleetingly. There's less of that on the palate, and while the finished product is wholly pleasant, it's so one-note that I have to question its utility. On the bright side, if you mix it with tonic you won't need to add a squeeze of lime. **B [BUY IT NOW FROM AMAZON]**

Fluere Spiced Cane Dark Roast Review

That's a complex name for a faux, NA rum, but this concoction fits the bill a bit better than you'd think, thanks to a mix of cinnamon and chocolate notes that pair with a brighter Maraska cherry character underneath. Again there's no real bite here, just a gentle sweetness (particularly on the somewhat saccharine finish) that feels like it would pair best with a latte, though if you poured a shot into a glass of ginger beer, you might have an acceptable mocktail of a sort. **B [BUY IT NOW FROM AMAZON]**

Fluere Raspberry Review

It's the sole spirit in the Fluere lineup without a clever name, but at least "Raspberry" is descriptive about what you're getting in the bottle. It's certainly apt, though the raspberry flavor is less effusive than I expected, the sweetness of the beverage dialed back a lot further than you'd think. Lightly medicinal, there's a bitter-herbal character to the finish that evokes the sensation of drinking alcohol more than in most of the other expressions in the Fluere lineup, with notes of rosemary and apple cider vinegar lingering on the slightly tart finish. Makes for a reasonable Cos-no-politan. **B-** [\[BUY IT NOW FROM AMAZON\]](#)

Fluere Smoked Agave Review

Smells like mezcal, in that it is smoky and sort of fruity. Tastes like nothing. Aromas of smoked apple and some citrus are mild but not disagreeable, but on the tongue that all vanishes almost completely. There's a whiff of smoke that lingers, like when you kiss smoker who's hastily brushed their teeth, just the slightest bit ashy and, here, a tad herbal — perhaps the agave distillate in the mix showing its face. It doesn't last for long, though. In short order the whole affair has faded away save for an echo of smoke, coming across more like a bite of fresh asphalt being poured somewhere in the distance. Zero calories, by the way. **C+** [\[BUY IT NOW FROM AMAZON\]](#)

Fluere Bitter Review

Designed as an alternative to red Italian bitter liqueurs, this is (perhaps ironically) dosed with ample sugar, giving it 56 calories per serving (and 14 grams of carbs) when the rest of the lineup has 20 calories or less. Clearly the best thing going in the Fluere stable, this fits the bill pretty nicely, mimicking the bittersweet character of the category, albeit ending up on the sweeter side of the fence and touched with cinnamon and vanilla, both rather powerful. I'd have liked to see this a bit more bitter than it is, but it stands up well enough. Soda tends to wash the bitterness out even more, so go easy with a mixer (or, better yet, use tonic). **B+** [\[BUY IT NOW FROM AMAZON\]](#)

each \$33

Lucas Bols Names New Distributors

The transition from troubled **Republic National Distributing Co.** continues. This time it's Lucas Bols who announces new distributors:

- Reyes Beverage Group: Arizona, Hawaii, Louisiana, Oklahoma, and Texas
- Johnson Brothers: six new markets including Iowa, Minnesota, North Dakota, Nebraska, South Dakota, and Wisconsin.
- Martignetti Companies: Alabama, Idaho, Michigan, Mississippi, Montana, North Carolina, Ohio, Oregon, Utah, West Virginia, and Wyoming, plus an existing relationship in Northern New England (Connecticut, Massachusetts, Maine, New Hampshire, and Vermont).
- Southern Glazer's Wine & Spirits: four new markets including Alaska, Indiana, Kentucky, and Washington, adding to its existing relationship in Arkansas.

EmbellishPod

6/11/2026

Listeners: 20,000

Youtube Subscribers: 2,080

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150 Years, One Lemon: The Pallini Story



The good stuff, explored

I recently sat down with Dr. Micaela Pallini, President and CEO of Pallini S.p.A. in Rome, for a conversation about what Pallini stands for. What I got was something closer to a masterclass in family legacy, agricultural science, and the particular kind of stubbornness it takes to run a 150-year-old company without losing what made it worth keeping in the first place.



6/12/2026

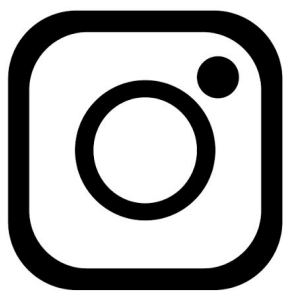
Online Visits: 27,882

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Father's Day – Raise a Glass to Dads and Father Figures

Pallini Limoncello is just right for the season. It is a natural liqueur that has been crafted by the Pallini family in Italy since 1875. The Pallini family has been making super premium liqueurs since 1875 when Nicola Pallini founded their first shop and distillery in Antrdoco. The limoncello is made from prized, Sfusato lemons, exclusive to the Amalfi coast. The handpicked lemons are infused immediately, so their freshness and flavor is delivered in every bottle. Its versatility is almost endless – enjoy it neat, on the rocks, straight from the fridge, or mixed into cocktails and food recipes.

Passoã Passion Fruit Liqueur is the world's #1 passion fruit liqueur, made with real passion fruit and no artificial flavors. Developed 40 years ago, Passoã has a full-bodied sweetness and zest on the palate and adds an attractive red hue to any cocktail. Passoã is the key ingredient in the iconic Rockstar Martini Cocktail, created by Douglas Ankrah in 2002. Low in ABV, Passoã also brings an exotic passionfruit twist to classic cocktails including the Margarita, Spritz, Mojito and Sangria. It can also be enjoyed in a refreshing easy mix with your favorite soft drink or juice.



6/15/2026

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6/15/2026

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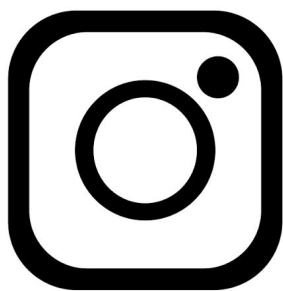


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Pallini Lemon Week #lemonweek #limoncello ...





6/15/2026

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Kicking off @pallinilimoncello Lemon Week! 🍋 #WiningHour

What better way to celebrate Italy's iconic lemon liqueur than with an afternoon dedicated to all things lemon? From refreshing Pallini Limoncello cocktails (made by @pamwiz) to vibrant lemon-infused dishes and decadent citrus desserts, every bite and sip captured the bright spirit of the Amalfi Coast.

Founded in Rome in 1875, Pallini has spent generations perfecting its celebrated Limoncello, crafted with prized Sfusato lemons from the Amalfi Coast. The result is a liqueur bursting with fresh lemon aromas, balanced

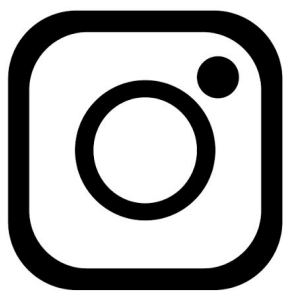


11



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June 15



6/15/2026

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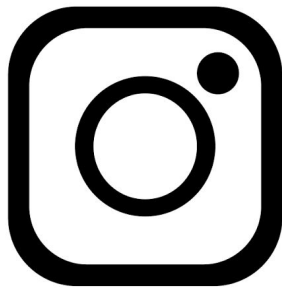
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6/16/2026

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Oof I love @pallinilimoncello



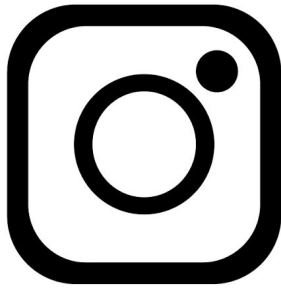
naveen.deep.5 3w
Uff ye hotness sooo much pretty and gorgeous



Reply



June 15



6/16/2026

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Managing editor and founder @nakhramag

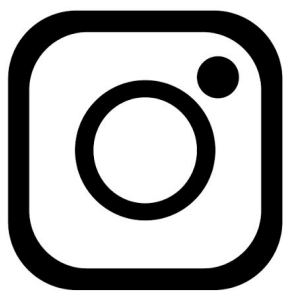
Miss Grand Arizona

Founder, Women Without Borders community (WWBC)... more

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NYC-based writer (latest  SIGNATURE COCKTAILS), music lover, broad about town. Not related to publishing co. Well... more

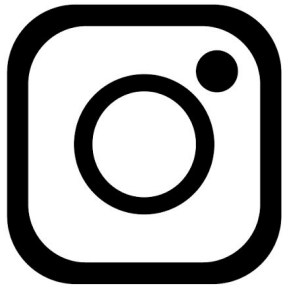
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6/16/2026

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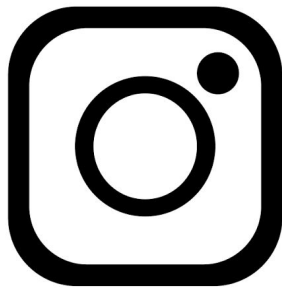
Itaylor_ ...

Lauren

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adventurous_anders

Anders | NYC & Travel he/him

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Digital creator

📍 Adventuring to pop-ups, eats, to-dos, to-sees, events, travel, & more! (NYC Native)

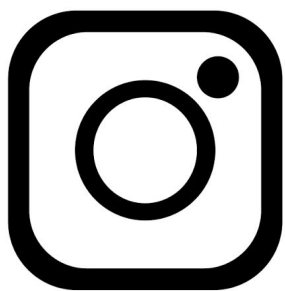
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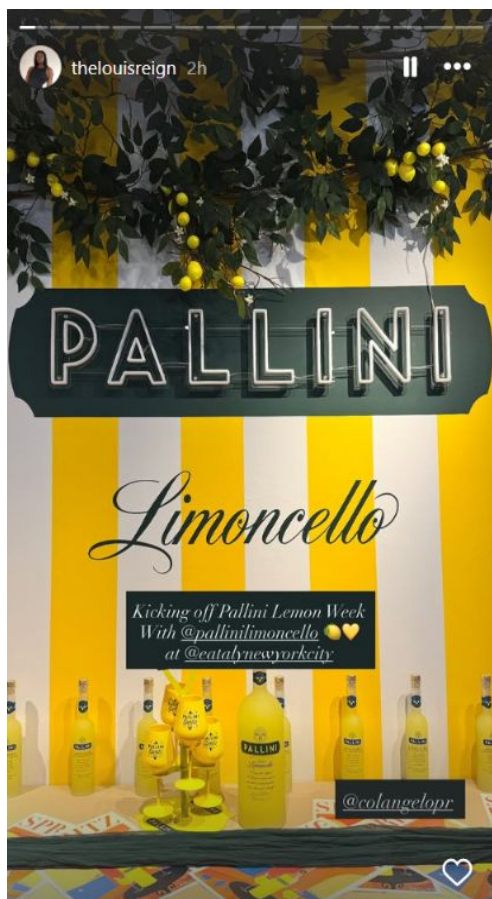
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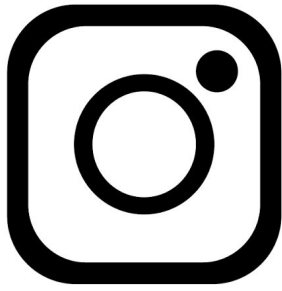
Creative Studio Owner [@concept_louis](#)

✉ : TheLouisReign@gmail.com

🌐 www.conceptlouis.com/book-us-contact and 1 more

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Alik Carter

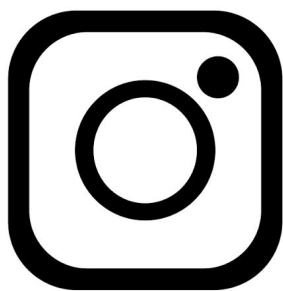
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probably decorating, hosting or cooking in my NYC apt ⚡
virtual & in-person closet edits & styling

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West Village



twinspirationalparties  Edited • 3w

[@pallinilimoncello](#) just launched the first annual Pallini Lemon Week. We kicked off at [@eatalynewyorkcity](#) and then continued with a 3-stop restaurant crawl through the West Village, where we sipped Pallini cocktails and devoured lemon courses.

Here's your guide to Pallini Lemon Week in the West Village.

 Start at [@serafinnewyork](#) and order the Carciofi & Parmigiano and a Limoncello Spritz.

 Head to [@felice.restaurants](#) and order the Mafalde al Limone and an Amalfi Spritz.



73



8



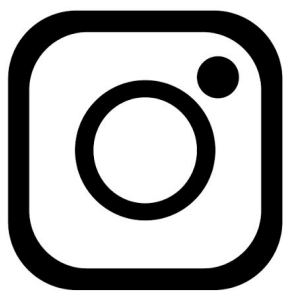
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June 16



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6/16/2026

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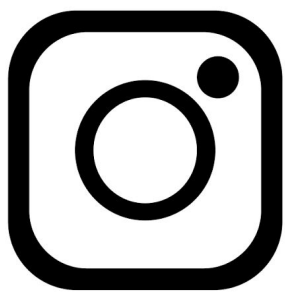
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byclaudiawilliams ...

Claudia Williams

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Digital creator

All things cozy

Writer, traveler, & old soul in Brooklyn

✉ claudia@sommersilver.com

🛒 Shop my apartment

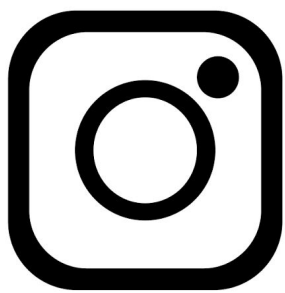
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6/16/2026

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🚗 Life in the city, small shops & neighborhood gems

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6/17/2026

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Northwest Beer Guide presents: What's on tap.

@nwbeerguide / nwbeerguide.tumblr.com



Official Tumblr site for Northwest Beer Guide. A reservoir of beverage related articles that aren't quite craft beer specific. From our thoughts on bourbon to random brewery related stories, you will find it here. Also pub-

Italian Aperitivo Culture Finds a New Home in New York

PALLINI
LEMON
WEEK



6/17/2026

Online Visits: 5,720

[Click to view article](#)

Limoncello, Spritzes & Boozy Ice Cream: National Pallini Lemon Week Comes to NYC



Summer and citrus have always gone hand in hand, but this June, New York City is taking things a step further. From June 15-22, National Pallini Lemon Week is bringing a celebration of Italian flavor, cocktail culture, and creative culinary experiences to the city, highlighting one of Italy's most beloved exports: limoncello.

For many, limoncello evokes memories of leisurely meals along the Amalfi Coast, where the bright yellow liqueur is often served chilled as a digestif after dinner. Yet in recent years, limoncello has found new life beyond the traditional after-dinner pour, becoming a versatile ingredient in refreshing cocktails, frozen treats, and modern aperitivo culture.

At the center of the celebration is Pallini Limoncello, a family-owned Italian brand that has spent generations perfecting the art of capturing the essence of sun-ripened lemons in a bottle.

Pallini's story dates back to 1875, when the family began producing spirits and liqueurs in Italy. Today, Pallini Limoncello remains one of the world's most recognizable limoncello brands, crafted using hand-selected Sfusato lemons grown along Italy's famed Amalfi Coast.

11 Gifts for the Ultimate Hot Girl Summer



Raising the Bar - Zero-Proof Cocktail Kit

The Pink Velvet box includes enough ingredients for 10-plus nonalcoholic cocktails, along with three recipes, garnishes, tools, and a themed playlist. Expect bright raspberry, citrus, grapefruit and floral flavors, with mixers and pours from brands like Hella Cocktail Co., Craftmix, Aplós, Fluère and Sip Solo. You can subscribe to future themed boxes or shop past kits individually.

COCKTAIL TIME

ON THE CRAFT & THE MAN BEHIND IT

Master Tequilero is a title that carries enormous weight in Mexico. What does a day in your life actually look like at the distillery — and what does it feel like to carry that responsibility?

Every day begins in the agave fields of the Tequila Valley, even if I am not physically there. I am thinking about the agave—how it was grown, when it was harvested, and how it will express itself in our next production.

At the distillery, I move between coordinating the team and supervising quality across every stage: cooking, milling, fermentation, distillation, aging (except Blanco), dilution, blending, filtration, and bottling.

The process is highly sensory. With more than 20 years of experience, I rely on what I see, smell, and taste—from the mature agave in the field, to the cooked agave, to the aromas of fermentation, and finally the tequila from the still and the barrels.

THE SOUL OF THE BARREL: José Valdez on Time, Agave, and the Luxury of Doing It Right

by Sherrie Wilkolaski



Tequila Partida was founded as the original additive-free tequila in 2005 — at a time when that wasn't the industry conversation it is today. What did you understand then that the market is only now catching up to?

In 2005, we believed that tequila should taste like agave—nothing more, nothing less. That clarity did not need to be explained to us; it was obvious.

Today, the conversation around additive-free tequila has grown because consumers are asking better questions. They want transparency. They want authenticity. What we understood then is what the market is now demanding: purity is not a trend—it is the foundation for me personally and for Tequila Partida.

ON THE HIGH-PROOF SINGLE BARREL PROGRAM

Only 20 barrels nationwide — that's an extraordinarily tight allocation. Walk us through why you chose to keep this program so deliberately small rather than scaling it.

Because it is not meant to be a program—it is meant to be an experience.

”





268 LUXE BEAT

The reposado is aged in custom-toasted, single-use American oak bourbon barrels.

Why bourbon barrels specifically, and how does that choice shape the vanilla, caramel and spice notes while still honoring Partida's signature clean agave character?

Bourbon barrels provide structure without overwhelming the spirit. American oak contributes notes of vanilla, caramel, maple, and gentle spice—but because the barrels are single-use and carefully toasted, they never dominate.

For us, the goal is always the same: the agave must remain at the center of the conversation. The barrel is there to frame it, not replace it.

”

All of our aged tequilas develop natural notes of oak, subtle whiskey character, and spice, creating harmony with the minerality, black pepper, and herbal notes of our Blanco base.

The proof range — 90 to 110 — gives partners real creative latitude. How does proof actually change the personality of the same barrel, and how do you guide someone who's selecting for the first time?

Proof is like adjusting the light in a room—the same space can feel completely different.

At lower proof, the tequila feels softer and more approachable, with sweetness coming forward. At higher proof, you experience more structure, intensity, and the raw character of both the agave and the barrel.

When guiding someone, I ask: How do you want your guests to feel? The answer to that question leads to the right proof.

We have observed that the more experienced the consumer, the higher the proof they tend to prefer. High-proof tequila works beautifully both for sipping and for crafting more concentrated cocktails. In any case, the experience is unique.

If you could only drink one Tequila Partida expression for the rest of your life — no wrong answers — which would it be and in what setting?

Blanco. Because it is the purest expression of the agave and our volcanic water.

What's the cocktail you find yourself making at home when the day is finally done?

My go-to cocktail at home is a Tequila Partida Negroni, served in an Old Fashioned glass.

- 1 oz Tequila Partida Blanco or Reposado
- 1 oz sweet vermouth
- 1 oz Campari

Stir all ingredients in a mixing glass with ice until well chilled. Strain over fresh ice and garnish with an orange peel.

How do you define Luxury?

Luxury is health, peace, giving love and receiving love.

Luxury is time, attention, and honesty. It is knowing where something comes from and how it was made. It is the ability to slow down and appreciate it.

For me, luxury is a well-made 100% natural tequila, shared with people you love and who understand its story.

”

Thank you, José.
Salud.



LIFE
BY 271

COCKTAIL TIME: WORLD CUP EDITION

Agua De Fruta



INGREDIENTS

- 2 oz Partida Blanco Tequila
- 1 oz orange juice
- ½ oz pomegranate juice
- ½ oz fresh lime juice
- ½ oz agave nectar
- 1½ oz Cava
- Pomegranate seeds, lime and orange wheels to garnish

Blue Buck 1575



INGREDIENTS

- 40ml Bols Blue 1575
- 15ml lime juice
- 150ml ginger beer
- Orange wedge to garnish



Passoa Spritz

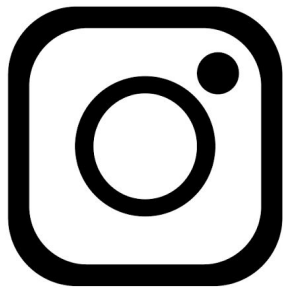
INGREDIENTS

- 2 oz Passoa Passion Fruit Liqueur
- 3 oz Prosecco
- 1 oz soda water
- Lime wedge to garnish

Summertime Sips with the “King of Cocktails”



Beverage connoisseur and influencer Paul Zahn shares his favorite drinks when Jasmine Simpkins stops by IO Rooftop at The Godfrey Hotel. What's Paul making? He shows Jasmine two of his top tastes-the Pallini Limoncello Spritz, made with non-alcoholic limoncello, and a spicy, fruit-forward libation made with Pantalones Organic Tequila. For more tempting summer sips, see the [website](#) and [Instagram](#)



6/23/2026

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Molly McArdle she/her

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Journalist

Updates Editor, @foodandwine. 🧑🏻 🧑🏻 🧑🏻

mollymcardle.com @mollymcardle



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Clear Spirits Gift Guide: High-Quality Vodka, Gin, and Rum 🍸



🍊 2) Damrak Gin

Distilled in Amsterdam, this beautiful bottle features a vibrant orange top that pays proud homage to the national color of the Netherlands and perfectly hints at the crisp, bright experience inside.



6/24/2026

Online Visits: 12,322

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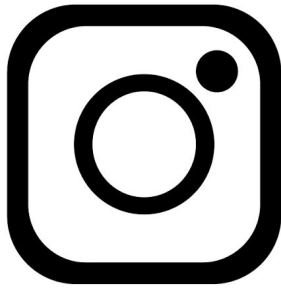
Unboxing Paltrobox #487: Spirits, Tech, Books & More

June 25, 2026 | Atlanta, Australia, Authors, California, Canada, Clothing, Comedy, Exclusives, Festivals, Film, Food & Drinks, Games, Gift Ideas, Guitar, Hall Of Famers, Happiness, Health, Horror, Interviews, Investigations, Live Coverage, Long Island, MMA, Music, Nashville, New Jersey, New York, Paltrobox, Podcasts, Producers, Songwriting, Sports, Television, Texas, The 60s, The 70s, The 80s, The 90s, Theater, Travel, UK, Van Halen, World Champions, Wrestling



Everyone needs to stay nourished, inspired, and creatively fueled — and February 2026 delivered an especially diverse range of food, beverage, music, literary, and lifestyle discoveries. From celebrity kosher wines just in time for Passover to archival rock releases, artisan baking traditions, grooming innovations, and Celtic punk veterans, this month's Paltrobox is one of the most eclectic yet.

- **Pallini Limoncello**: Crafted by the Pallini family since 1875, this is the genuine taste of the Amalfi Coast. Learn more at pallini.us and check out their [Lemon Week](#) programming.



6/25/2026

Followers: 2,866

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paltrowitz ...

Darren Paltrowitz

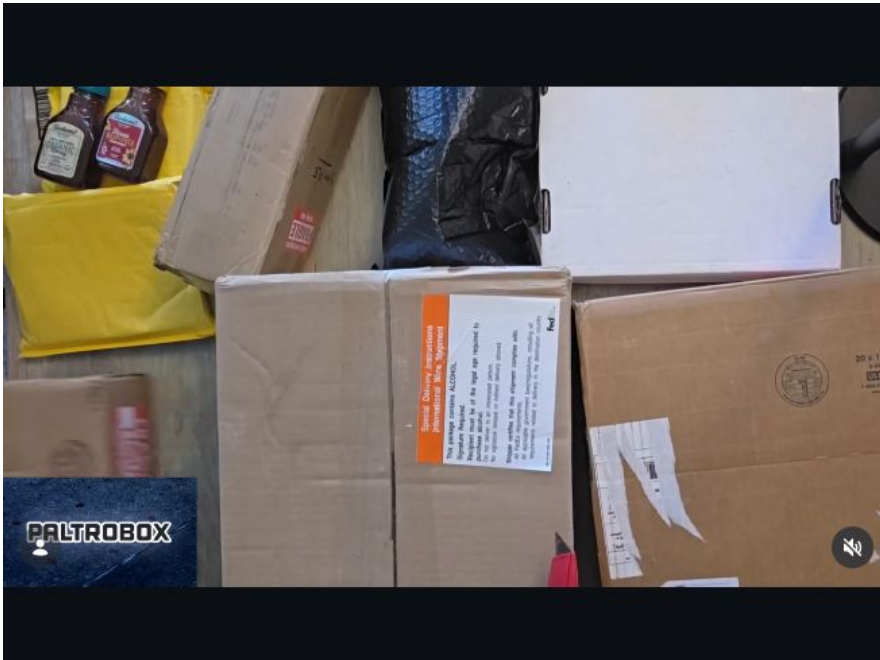
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Unboxing Paltrobox #487! 🍷🌟 From the authentic taste of Pallini Limoncello and Bradshaw Bourbon to the latest in phone tech with Casekoo and a deep dive into the world of Marilyn Monroe and Beck, this box is a winner. Catch the full unboxing via the link in my bio!
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4



June 25



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6/25/2026

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Darren Paltrowitz is a Long Beach, New York resident and licensed Private Investigator with...more

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Paltrobox #487 Unboxing: Israeli Wine, Pallini, Bradshaw Whiskey, Casekoo & More

