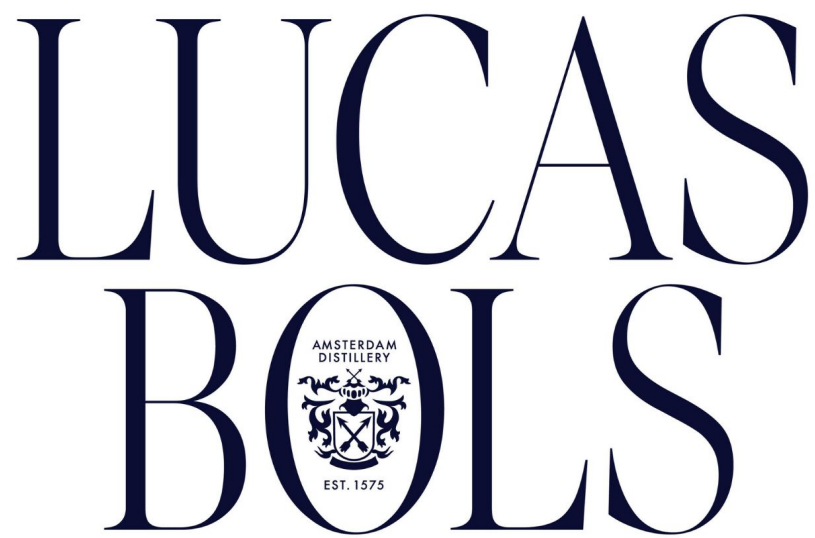




MEDIA COVERAGE

May 2026





OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 74

ONLINE: 60

PRINT: 4

NEWSLETTER: 10

TOTAL POTENTIAL AUDIENCE: 955,252,671

ONLINE: 954,804,761

PRINT: 170,866

NEWSLETTER: 277,044

The 50 Best Bottles of Tequila for Cinco de Mayo



Tequila Partida Roble Fino Reposado

Tequila Partida

Partida

Partida is an additive-free tequila and touts itself as the “highest-rated tequila in the world.” Their Roble Fino reposado release is fascinating: A tequila from Mexico aged in ex-bourbon barrels from the U.S. along with a finish in ex-single malt, sherry seasoned casks (taking it one step further, there’s also a Cristalino variation). And it somehow works. You can read a larger overview of the brand [here](#).



April 29, 2026

Online Visits: April 29, 2026

[Click to view article](#)

Syndication from Insidehook

Cocktails for Cinco De Mayo: 18 Drinks That Celebrate the Spirit of Mexican Culture



El Diablo by Partida

Partida's reposado plus ginger beer plus crème de cassis - it's the highball your buddies didn't know they were going to like more than the margaritas.

Ingredients

- 1.5 oz Partida Reposado Tequila
- 0.5 oz fresh lime juice
- 4 oz ginger beer
- 0.5 oz crème de cassis
- Lime wedge (garnish)

Chocolate. Grapefruit. Cinnamon.

If those aren't flavor notes you associate with tequila, you need to broaden your agave horizons. Start here: with [our list of the 50 best bottles of tequila](#), recently updated by Kirk Miller in anticipation of Cinco de Mayo.

I hear you through the screen already: *Wait, 50? My local liquor store doesn't even carry that many options.* Well, the recent tequila boom certainly justifies the number. But more importantly, Kirk's wide-ranging picks mean you'll find an ideal bottle no matter what's most important to you, be it price, flavor profile, aging style or distillery ethos. And if you just want a better Margarita? He's got a tequila for you, too.

Drink of the Week: The Reset Margarita



NON-ALCOHOLIC

The Reset Margarita

Ingredients

-  2 oz Fluère Smoked Agave
-  ¾ oz agave syrup
-  ½ oz fresh lime juice
-  Optional: jalapeño slices for spice

Preparation

1. Add all ingredients to a shaker with ice.
2. Shake well until chilled.
3. Strain into a rocks glass over fresh ice.
4. Garnish with a lime wheel or jalapeño slice, if desired.

Tequila Partida Celebrates 20 Years of Additive-Free Tequila with Launch of Limited High-Proof Reposado Single Barrel Program



As consumer demand for transparency, provenance, and additive-free tequila continues to accelerate, Tequila Partida is marking a major milestone with a program designed for the category's most discerning accounts.

Tequila Partida, the original additive-free tequila founded in 2005 and part of The Lucas Bols Company, announces the U.S. debut of its High-Proof Reposado Single Barrel Program, a tightly allocated release celebrating 20 years of additive-free tequila craftsmanship while offering leading bars, restaurants, and retailers access to rare, fully customizable expressions crafted at the distillery.

The program, which began rolling out in March 2026, is limited to just 20 barrels nationwide, with early allocations already secured by top-performing accounts ahead of the official announcement, highlighting strong demand for distinctive, additive-free tequila offerings in the premium segment.

Tequila Partida Celebrates 20 Years of Additive-Free Tequila with Launch of Limited High-Proof Reposado Single Barrel Program

 PRESS RELEASE posted by Tequila Partida

May. 4, 2026 at 11:04am (EDT)



As consumer demand for transparency, provenance, and additive-free tequila continues to accelerate, Tequila Partida is marking a major milestone with a program designed for the category's most discerning accounts.

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May 5, 2026

Online Visits: 5,087

[Click to view article](#)

Tequila Partida Launches Limited High-Proof Reposado Single Barrel Program



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The program, which began rolling out in March 2026, is limited to just 20 barrels nationwide, with early allocations already secured by top-performing accounts ahead of the official announcement and highlighting strong demand for distinctive, additive-free tequila offerings in the premium segment.

May 5, 2026

Online Visits: 5,600

[Click to view article](#)

Elevate Your Cinco de Mayo with Craft Tequila Cocktails

La Rosa



Ingredients:

2 oz Partida Blanco Tequila

1.5 oz Guava Nectar

0.5 oz Strawberry Purée

0.5 oz Fresh Lime Juice

Top with Sparkling Rosé

Garnish: Upward Cut Strawberries



May 5, 2026

Online Visits: 47,474

[Click to view article](#)

CASSIUS Presents Our 2026 Cinco De Mayo Drinks Roundup



El Diablo

Ingredients:

1.5 oz [Partida Reposado Tequila](#)

0.5 oz Fresh Lime Juice

Top with 4 oz Ginger Beer and 0.5 oz Crème de Cassis

Garnish: Lime Wedge



Smokey Margarita (NA)

Ingredients:

2 oz [Fluere Smoked Agave](#)

0.75 oz Agave Syrup

0.5 oz Fresh Lime Juice

Garnish: Lime Wheel

Directions: Add all ingredients to a cocktail shaker with ice. Shake and strain into a cocktail glass. Garnish with a lime wheel.

Syndications from Cassius

	May 5, 2026 Online Visits: 97,063 Click to view article
	May 5, 2026 Online Visits: 5,000 Click to view article
	May 5, 2026 Online Visits: 12,143 Click to view article
	May 5, 2026 Online Visits: 52,000 Click to view article
	May 5, 2026 Online Visits: 8,885 Click to view article
	May 5, 2026 Online Visits: 7,999 Click to view article



May 5, 2026

Online Visits: 5,087

[Click to view article](#)

Cinco de Mayo: The Real Story Behind the Celebration (and the American version!)



Partida Añejo Spiced Old Fashioned

Partida Añejo tequila is intense golden color with tones of bronze. Clean and full bodied. Refined aromas of oak, chocolate, dry fruits and butter. A pleasant spice at the tongue, it has flavors of black and green pepper, white oak, vanilla, and maple honey. Although it has 18 months of aging the flavor of agave is still present. This cocktail is not for the faint of heart!

- 2 ounces Partida Añejo
- 2 Barspoons of Maple Syrup
- 2 Slices of Fresno Chilis
- Dash of Angostura Bitters
- Garnish: Orange peel, chili slice

In a glass, muddle chili slices, bitters and maple syrup. Add ice, Partida Añejo, and stir. Garnish with an orange peel and chili slice.



"What's really driven consumer interest is our lifestyle approach," says Lalo González, co-founder and maestro tequilero.

DISTILLED SPIRITS RESILIENT BRANDS (000 9-Liter cases)

Brand	Supplier	2023	2024p	'23/'24 % Chg
Don Q Reserva 7	Serrallés USA	3,821	4,383	14.7%
Angel's Envy	Bacardi USA	299	317	6.0%
Patron Reposado	Bacardi USA	242	261	7.9%
Appleton	Campari America USA	209	245	17.2%
Grey Goose Flavored Vodka	Bacardi USA	96	128	33.3%
Codigo 1530	Pernod Ricard USA	89	94	5.6%
Patron Citronge	Bacardi USA	54	83	53.7%
Ron Barcelo	Shaw-Ross Int'l Importers	80	82	2.5%
Illegal Mezcal	Bacardi USA	64	71	10.9%
Drumshanbo Gunpowder Irish Gin	Palm Bay International	65	69	6.2%
Haku	Suntory Global Spirits	47	49	4.3%
Don Q Coco Rum	Serrallés USA	42	43	2.4%
Pollini Limoncello	Lucas Bols Company	36	40	11.2%
Beluga Vodka	Noblewood Spirits	26	30	15.4%

(p) Preliminary. (+/-) Greater than 100%.

Tres Agaves Tequila, which took home a Fast Track award, acted similarly in 2025 to much success.

"Key trends shaping the business include premiumization within tequila, growing consumer interest in clean-label and organic products, and the continued importance of cocktail culture and experiential discovery, especially on premise," explains Brie Wohld, VP marketing for Trinchero Family Wine & Spirits, which owns the tequila brand.

"Consumers are increasingly trading up for brands that align with their values, and Tres Agaves is well-positioned as both approachable and premium," she adds. "Our Agave Nectar, in particular, has seen significant growth as consumers seek natural sugar alternatives."

A category pioneer that has helped shape the modern premium tequila market, Patrón continues to help define the industry standard. The Bacardi-owned brand garnered a pair of Resilient Brands from its 2025 sales numbers.

"Patrón succeeded over the past year by staying true to who we are, while showing up in culture in bold ways, such as turning a potential crisis into a creative opportunity," says Roberto Ramirez-Laverde, global SVP, Patrón Tequila. "When we launched our '100% Additive-Free' campaign — highlighting that our tequila



is made with just three natural ingredients — it sparked pushback from the CRT (Consejo Regulador del Tequila, the regulatory body that oversees tequila production and certification in Mexico), which temporarily evoked Patrón Tequila's export certificate and halted U.S. imports for four days. Instead of backing down, we responded with our bold 'Censored Truth' campaign, using redactions and bleeps to creatively communicate our commitment to transparency while generating curiosity and conversation."

SOCIAL MEDIA MATTERS

Naturally, those conversations spilled into social media, where consumers increasingly spend most of their time (and money). Here, Patrón leaned into its Censored Truth campaign, as well as a different program centered around a beloved filmmaking celebrity.

"One of the stand out marketing efforts for us is the launch of our new global brand campaign with the debut of The Perfect Pour, a cinematic short film created in collaboration with acclaimed director Guillermo del Toro," says Ramirez-Laverde. "What we set out to do was build on the momentum of 'Censored Truth', but tell our story in a more emotional, cinematic way."

"At its core, the campaign is built around a very simple idea: a pour of tequila," he adds. "But for us, that pour is really a metaphor. What Guillermo captured so beautifully is the idea that something which appears effortless on the surface actually requires tremendous care, precision and craftsmanship



May 8, 2026

Online views: 603,228

[Click to view article](#)

Taking Stock of the Best Tequilas of 2026



News Briefs for May 5, 2026

•**Tequila Partida**, part of Lucas Bols, is launching a new High-Proof Reposado Single Barrel Program, aimed at offering leading bars, restaurants, and retailers access to rare, fully customizable expressions from the distillery. Limited to 20 barrels nationwide, each barrel in the program yields approximately 240–282 bottles (750ml) and can be bottled between 90 and 110 proof. The reposado is aged a minimum of six months in custom-toasted, single-use American oak barrels previously used for Bourbon.



Mix Your Way to Amsterdam in the Bols Cocktail Battle

The Bols Cocktail Battle offers more than a title. It's the door to a global bartending experience.

For bartenders, opportunity doesn't always come with a plane ticket. But in the case of the **Bols Cocktail Battle**, it does. At the center of this year's competition is a prize that goes far beyond recognition: a fully immersive trip to Amsterdam, the birthplace of Bols and one of the most creatively charged cocktail cities in the world.

May 6, 2026

Online Visits: 10,030,000

[Click to view article](#)

Drink Options for May Festivities



DAYTIME CHICAGO

Drink Options for May Festivities

May is a busy month between Mother's Day this weekend, Memorial Day in a few weeks and those outdoor patio parties and brunches. You know what you need for these may occasions? Drinks!

Entertaining expert, Paul Zahn stopped by to share some drink options for your may parties.

Lucas Bols launches North American leg of global ‘Cocktail Battle’



Open to bartenders across the US and Canada, the initiative invites entries inspired by a “Neon Nights” theme, reflecting what the company describes as growing demand for “shareable, high-energy drinking occasions” across on-trade menus and social platforms.

Participants are tasked with developing original serves using the Bols liqueurs portfolio, with entries judged on innovation and visual appeal. Three winners will be selected across North America — two from the US (by region) and one from Canada — before progressing to the global stage.

José Valdez - Tequila Partida Maestro Tequilero

Elevated Magazines: You've spent over 20 years perfecting Tequila Partida — what does it mean to you personally to be the Maestro Tequilero behind what is considered the world's highest-rated additive-free tequila, and how has your philosophy evolved over those two decades?

José Valdez: Being the Maestro Tequilero behind Tequila Partida has been both a personal and professional fulfillment. It is incredibly rewarding to see decades of dedication reflected in the brand's prestige and recognition for quality and consistency.

What brings the greatest pride is not only the growth of the brand, but also the growth of the people behind it. This journey has required resilience, discipline, and continuous learning, but it has also delivered meaningful achievements—especially establishing a strong presence in the U.S. and expanding globally with the support of our home, Lucas Bols.



1575 Daquiri



Ingredients:

40ml **Bols** [Blue 1575 Liqueur](#)

20ml White Rum

50ml Fresh Lime Juice

15ml Simple Syrup

Garnish: Lime Wheel

Directions: Add all ingredients to a cocktail shaker with ice. Shake and strain into cocktail glass and garnish with a lime wheel.

No Ginlet



Ingredients:

2 oz [Damrak Virgin](#)

0.5 oz Lime Juice

0.25 oz Simple syrup

Garnish: Basil Leaves and Dehydrated Orange Wheel

Directions: Add all ingredients to a cocktail shake with ice. Fine strain the cocktail into a pre-chilled coupe glass.

Harvey Wallbanger



Ingredients:

0.5 oz [Galliano L'Autentico](#)

2 oz Vodka

4 oz freshly squeezed orange juice

Garnish: Orange Slice

Directions: Build all ingredients into an ice-filled glass. Garnish with an orange slice.

Pallini Spritz



Ingredients:

2 oz [Pallini Limoncello Liqueur](#)

3 oz [Maschio Prosecco](#)

1 oz Soda Water

Garnish: Lemon Peel

Directions: Add all ingredients to a spritz glass with ice. Stir and garnish with a lemon peel.

Syndications from Cassius

	May 8, 2026 Online Visits: 21,991 Click to view article
	May 8, 2026 Online Visits: 12,143 Click to view article
	May 8, 2026 Online Visits: 52,000 Click to view article
	May 8, 2026 Online Visits: 7,404 Click to view article
	May 8, 2026 Online Visits: 26,079 Click to view article
	May 8, 2026 Online Visits: 5,000 Click to view article

Syndications from Cassius

	May 8, 2026 Online Visits: 30,920 Click to view article
	May 8, 2026 Online Visits: 19,179 Click to view article
	May 8, 2026 Online Visits: 8,885 Click to view article

May 8, 2026

Online Visits: 157,821

[Click to view article](#)

Top cocktail recipes for May 2026

Partida Paloma Blanco



Another recipe for World Paloma Day. You know what to do.

Ingredients:

- 50ml Tequila Partida Blanco
- 15ml Fresh lime juice
- Top up with grapefruit soda

Method: Fill a glass with ice cubes and pour in Tequila Partida and lime juice. Top up with grapefruit soda and garnish with a lime wheel.

Royal Blue Spritz



This Spritz is like diving off a yacht into the ocean, but in the form of a cocktail.

Ingredients:

- 60ml Bols Blue 1575
- 90ml Prosecco
- 30ml Soda water

Method: Build over ice in a wine glass and garnish with an orange twist and lemon slice.

Porn Star Martini



Make one of the world's most popular modern cocktails as it was originally intended by its inventor, Douglas Ankrah, in the early 2000s.

Ingredients:

- 40ml Passoã
- 30ml Vodka
- 10ml Vanilla syrup
- 15ml Lime or lemon juice
- Pulp of one fresh passionfruit

Method: Double shake all ingredients in a shaker filled with ice. Double strain and serve in a fancy pre-chilled coupe or Martini glass. Garnish with one passionfruit half and serve with a shot of Prosecco or Champagne.

UNICORN

May 8, 2026

Online Visits: 92,414

Newsletter: 5,000

[Click to view article](#)

The Best Tequila For Whiskey Fans to Drink on Cinco De Mayo—Or Any Day of the Year

Partida Roble Fino Añejo Tequila (\$150)

Partida's Roble Fino Añejo starts with 18 months in ex-bourbon barrels before a five-month finish in sherry-seasoned single-malt casks, and the result is one of the most layered añejos in this lineup. Dried fruit, toasted oak, chocolate, and cooked agave drive the nose, with a line of pepper and a faint smokiness. It's reminiscent of [Highland Park 18](#)—a lightly smoky, sherry-rich scotch where dried fruit, chocolate, spice, and gentle smoke accent a punchy core.

Bols Blue Martini

Our Drink of the Week is the **Bols Blue Martini**. Electric in color and tropical in flavor, the Bols Blue Martini is a modern crowd-pleaser that brings a vibrant twist to a classic format.



LIQUEUR, MEZCAL, VODKA

Bols Blue Martini

Ingredients

-  1 oz Bols Blue 1575
-  1/2 oz Vodka or Mezcal
-  1/4 oz simple syrup
-  1 oz pineapple purée

Kingdom

May 8, 2026

Newsletter: 20,000

[Click to view article](#)



Matters of Taste

Different strokes for different folks. It's an adage that sums up this week's collection of noteworthy finds, from bespoke barrel selections of tequila to aftermarket golf



Personalized Pours

Cinco de Mayo may be over, but our taste for tequila lives on, thanks in part to Tequila Partida. The brand just launched a single-barrel program for enthusiasts looking to acquire a high-proof *reposado* crafted to their personal preferences.

LEARN MORE



May 11, 2026

Online Visits: 15,242

[Click to view article](#)

Our 2026 Spirits Growth Brands Awards Winners

DISTILLED SPIRITS RESILIENT BRANDS (000 9-Liter cases)

Brand	Supplier	2023	2024p	'23/'24 % Chg
Don Q Reserva 7	Serrallés USA	3,821	4,383	14.7%
Angel's Envy	Bacardi USA	299	317	6.0%
Patron Reposado	Bacardi USA	242	261	7.9%
Appleton	Campari America USA	209	245	17.2%
Grey Goose Flavored Vodka	Bacardi USA	96	128	33.3%
Codigo 1530	Pernod Ricard USA	89	94	5.6%
Patron Citronge	Bacardi USA	54	83	53.7%
Ron Barcelo	Shaw-Ross Int'l Importers	80	82	2.5%
Illegal Mezcal	Bacardi USA	64	71	10.9%
Drumshanbo Gunpowder Irish Gin	Palm Bay International	65	69	6.2%
Haku	Suntory Global Spirits	47	49	4.3%
Don Q Coco Rum	Serrallés USA	42	43	2.4%
Pallini Limoncello	Lucas Bols Company	36	40	11.2%
Beluga Vodka	Noblewood Spirits	26	30	15.4%

(p) Preliminary. (++) Greater than 100%.

Not Your Grandfather's Gin: How a Once-Dusty Spirit Became a Power Player for Modern Bars

At the heart of gin's evolution is a redefinition of its flavor profile. While juniper remains foundational, it is no longer the defining characteristic in the eyes of many producers and consumers.

"Over the past 10 to 15 years, gin has evolved from a juniper-dominated spirit typically served with tonic and a lemon slice into a versatile product used in mixes and cocktails worldwide," explained Ivar De Lange, global education and engagement director at **Lucas Bols**, a leading global cocktail and spirits player. "New-style gins, such as Damrak Gin and Muff Gin, have expanded the range of botanicals used, giving bartenders around the globe more opportunities to craft the perfect flavor for their cocktails.."

Drink the Bottles

May 11, 2026

Online Visits: 5,087

[Click to view article](#)

A Mother's Day Worth Savoring: Elevated Cocktails, Thoughtful Moments



Harvey Wallbanger

- 0.5 oz Galliano L'Autentico
- 2 oz top-shelf vodka
- 4 oz freshly squeezed orange juice
- Garnish: Orange slice

Build over ice in a highball glass. Stir gently and garnish.



1575 Daiquiri

- 1.5 oz Bols Blue 1575 Liqueur
- .75 oz white rum
- 1.75 oz fresh lime juice
- .50 oz simple syrup
- Garnish: Lime wheel



Pallini Spritz

Pallini Spritz

- 2 oz Pallini Limoncello
- 3 oz prosecco
- 1 oz soda water
- Garnish: Lemon peel

Build in a stemmed wine glass over ice. Stir gently and express the lemon peel over the top.



May 13, 2026

Online Visits: 22,835

[Click to view article](#)

Tequila Partida Launches U.S. Barrel Program



Tequila Partida announced the U.S. debut of its High-Proof Reposado Single Barrel Program—a tightly allocated release celebrating 20 years of crafting traditional valley Tequila while offering leading bars, restaurants, and retailers access to rare, fully customizable expressions crafted at the distillery.

The program, which began rolling out in March 2026, is limited to just 20 barrels nationwide, with early allocations already secured by top-performing accounts ahead of the official announcement—highlighting strong demand for authentic offerings in the premium segment.

Each barrel yields approximately 240–282 bottles (750ml) and can be bottled between 90 and 110 proof, allowing partners to tailor their selection to their clientele. Every barrel develops its own unique flavor profile, creating a one-of-a-kind expression that supports premium positioning, storytelling, and repeat consumer engagement.

“Our philosophy is simple: ‘Great tequila starts with great agave—and our job is to let that character come through with clarity, balance, and authenticity,’” José Valdez, Master Tequilero at Tequila Partida, who has led tequila production at Partida since its founding, said in a news release.

“Through careful agave selection, precise fermentation, meticulous distillation and thoughtful barrel aging, we let the natural character of the agave shine. This high-proof single barrel release is one of the purest expressions of that approach.”

The program builds on the success of Partida’s previous single barrel releases, which sold out across more than 25 barrels and saw particularly strong demand for high-proof selections among leading on- and off-premise accounts.

“High-proof, single barrel tequila gives top accounts a powerful way to differentiate—not just on quality, but on experience,” Brett Dunne, Managing Director, USA & Canada, Lucas Bols, said. “It creates a story behind the bar, drives trade-up, and gives consumers a reason to come back. This program is built to deliver both margin expansion and long-term customer engagement.”

From a brand perspective, the program reflects a broader shift in how consumers engage with tequila.

“Today’s tequila consumer is increasingly seeking transparency, provenance, and individuality,” Gilles Bensabeur, Brand Director, Tequila Partida, said. “Single barrel and high-proof expressions speak directly to that mindset—they offer something more personal, more expressive, and ultimately more memorable. This program allows our partners to bring that experience to life in a way that feels truly exclusive.”

The reposado is aged a minimum of six months in custom-toasted, single-use American oak barrels previously used for bourbon, developing layered notes of vanilla, caramel, and spice while maintaining Partida’s signature traditional agave profile.



May 13, 2026

Online Visits: 15,242

[Click to view article](#)

Memorial Day Weekend Cocktails for 2026

Swimming Pool

 **Course**

Drinks

 **Keyword**

coconut cream, coconut liqueur, orange liqueur, Pineapple Juice, rum

Ingredients

- ½ oz. Bols Blue 1575 orange liqueur
- 1 ⅓ oz. Rum
- 1 ¾ oz. Coconut cream
- ¾ oz. Bols Coconut liqueur
- 1 oz. Pineapple juice

Instructions

1. Put all ingredients in a blender, except for the Bols Blue 1575.
2. Add ice and blend for 20 seconds.
3. Pour in a highball glass.
4. Float Bols Blue 1575 on top.
5. Garnish with pineapple wedge and mint sprig.



 Print  Pin



May 17, 2026

Online Visits: 44,828,867

[Click to view article](#)



HEADLINES 18-YEAR-OLD RIVERSIDE COUNTY MAN ARRESTED FOR 10 FREEWAY SHOOTING THAT WOUNDED WOMAN IN BANNING

Memorial Day hosting tips with entertaining expert Paul Zahn

Memorial Day weekend is just around the corner. Hosting a BBQ? Entertaining expert Paul Zahn has the tips and tricks.

Syndications from CBS Los Angeles

	May 20, 2026 Online Visits: 44,872,004 Click to view article
	May 20, 2026 Online Visits: 30,808,828 Click to view article

May 11, 2026

Newsletter: 26,000

[Click to view](#)

The Spirits Business Daily News



Lucas Bols targets cocktail occasions in US

Dutch company Lucas Bols has introduced a new cocktail solutions platform in the US called Stock Your Home Bar.

[Read more...](#)

A Platform for Discovery: Inside the Bols Cocktail Battle



The structure is built to support that visibility. The competition kicks off with Discovery Events across the U.S., where bartenders can explore the full Lucas Bols portfolio—more than 30 liqueurs spanning fruit, spice, and botanical flavors—before submitting their original cocktails through Difford's Guide. From there, entries move through regional selections—East and West—ultimately leading to two U.S. winners and one Canadian winner advancing to represent North America globally.



Bartenders: Here's Why You Should Enter the Bols Cocktail Battle

A national stage, a bold “Neon Nights” theme, and a real opportunity to be seen. This is what today’s cocktail competitions are all about. And the **Bols Cocktail Battle** is leaning directly into that shift.

More than just a contest, the program is designed as a platform for bartenders to showcase their creativity, connect with the wider industry, and push their work beyond the bar.

The structure is built to support that visibility. The competition kicks off with Discovery Events across the U.S., where bartenders can explore the full Lucas Bols portfolio—more than 30 liqueurs spanning fruit, spice, and botanical flavors—before submitting their original cocktails through Difford’s Guide. From there, entries move through regional selections—East and West—ultimately leading to two U.S. winners and one Canadian winner advancing to represent North America globally.

This year’s theme, “Neon Nights,” reflects where cocktail culture is heading.

“Today, drinks don’t just need to taste great—they need to be shared,” Llaneza explains.



May 26, 2026

Online Visits: 7,465,000

[Click to view article](#)



SOUTH FLORIDA LIVE · MAY 21, 2026 1:09 PM

Paul Zahn brings us the Memorial Day drinks!

10 Summer Cocktails To Kick Off And Enjoy Throughout The Season



Tequila Partida Blanco
TEQUILA PARTIDA

Ponche Caballero

Tamarind and pineapple are widely used in Mexican cuisine and drinks, so this refreshing cocktail is perfect for a Mexican-inspired meal, or as a festive welcome drink for guests.

- 2 oz Tequila Partida Blanco
- 1.5 oz Tamarind nectar or soda
- 1.5 oz Pineapple juice
- 0.5 oz Agave nectar
- 0.5 oz Fresh lime juice
- 2 dashes Angostura Bitters

Shake and strain into a rocks glass over ice. Garnish with a fresh pineapple wedge and pineapple leaves.

Syndications from Forbes



M May 26, 2026

Online Visits: 379,895,392

[Click to view article](#)

China's cocktail moment with Lucas Bols

As one of the world's leading cocktail companies, Lucas Bols is building a new chapter across China's booming on-trade by deploying Bols, Passoã, Galliano and Tequila Partida through a disciplined and scalable strategy.



Lucas Bols is building a new chapter across China's booming on-trade

China's cocktail scene is currently one of the most exciting in the world. In cities like Shanghai, Beijing, and Shenzhen, a new generation of drinkers is discovering the pleasure of well-crafted cocktails.

At the same time, bartenders serving the cocktails are eager for knowledge, brands, and creative tools to meet the growing demand. For a company with the right portfolio, cocktail expertise, and a commitment to investing in relationships, the opportunities are significant.

May 27, 2026

Online Visits: 12,148

[Click to view article](#)

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

New York, NY – May 27, 2026 – [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.

According to NielsenIQ, the passion fruit liqueur segment is growing +8% versus prior year, reflecting rising demand for tropical, flavor-forward cocktails and visually compelling serves. The brand’s vivid color and tropical flavor profile naturally align with the rise of visually shareable cocktails across social media. As the original ingredient behind the iconic Passion Martini (Pornstar Martini), recognized by Difford’s Guide as the world’s #1 cocktail, Passoã naturally sits at the center of this growing cultural and cocktail movement.



Passoã Unveils New Bottle Design with Matte Black Exterior

Passoã — the world's best-selling passion fruit liqueur — has unveiled a new bottle design featuring a matte black exterior with a transparent window that showcases the liquid's vivid orange color. The release of this new packaging design coincides with the brand's 40th anniversary and a broader trend of rising demand for tropical, visually striking cocktails.



Passoã's new passion fruit liqueur bottle rolls out in both a 750ml size for retail and a one-litre format for bars and restaurants. The venture is supported by a summer digital campaign called 'Taste the Sunset,' which highlights rooftop gatherings, brunch occasions, beachside moments, and at-home entertaining.

All in all, Passoã's redesigned bottle is intended to make it easier for shoppers to spot the passion fruit liqueur on crowded liquor store shelves.

An Expenses-Paid Trip to Amsterdam? Here's What the Bols Cocktail Battle Really Offers Bartenders

For bartenders, competitions aren't just about winning—they're about opportunity. And the [Bols Cocktail Battle](#) delivers both.

Beyond the chance to showcase creativity on a global stage, finalists earn something more valuable: exposure, experience, and a direct connection to the bar community.

What makes this competition different?

It's not just about winning—it's about visibility. Finalists and winners are featured across industry platforms, putting their work in front of a global audience.

For bartenders looking to grow their careers, expand their network, and push their creativity, the opportunity is real. Enter the [Bols Cocktail Battle](#) and take your shot at Amsterdam. Deadline May 31, 2006.

Lucas Bols Co gives Passoã 40th-anniversary refresh



Lucas Bols Co has unveiled a new-look bottle for passion fruit-flavoured liqueur brand Passoã.

The update, which rolls out to all markets starting with the US next month, hopes to “strengthen shelf and back-bar visibility while reinforcing the brand’s bold tropical identity”, the brand’s owner said today (29 May). Most prominent in the refresh is the addition of a transparent window in the black bottle that allows consumers to see the liqueur’s orange hue.

The change, which takes place in the brand’s 40th-anniversary year, will be joined by the addition in the US of a 1-litre bottle pack, which has been designed specifically for the country’s on-premise channel, to sit alongside the 75cl.

“From a commercial perspective, the new Passoã bottle strengthens shelf and back-bar visibility while reinforcing the brand’s role in some of today’s highest-demand cocktail occasions,” said Lucas Bols’ US & Canada MD, Brett Dunne. “Passoã gives operators and retailers an opportunity to premiumise familiar serves while driving incremental sales and consumer engagement.”

Galliano L'Autentico Harvey Wallbanger

[Galliano L'Autentico](#) is a legendary Italian sweet herbal liqueur, created in 1896 by Tuscan distiller Arturo Vaccari in Livorno and named after Italian war hero Giuseppe Galliano, featuring a vibrant golden-yellow hue (from caramel and tartrazine) in its iconic tall, fluted bottle inspired by Roman columns, crafted through multiple macerations and distillations of over 30 natural botanicals including star anise, Mediterranean anise, juniper berries, musk yarrow, lavender, peppermint, cinnamon, ginger, nutmeg, citrus, and its signature Madagascar vanilla, blended with neutral alcohol, vanillin, sugar, and glucose syrup for a complex, aromatic profile at 42.3% ABV (84.6 proof) that bursts with anise and peppermint up front, followed by explosive fresh herbs, warm spices, and zesty citrus, finishing with a lingering smooth vanilla sweetness and refreshing spice—perfect as a digestif on the rocks, in classic cocktails like the Harvey Wallbanger or Golden Cadillac, or as a sophisticated sipping liqueur embodying Italy's dolce vita heritage.



GALLIANO L'AUTENTICO

HARVEY WALLBANGER

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Harvey Wallbanger Ingredients:

Ingredients:

0.5 oz Galliano L'Autentico

2 oz Vodka

4 oz freshly squeezed orange juice

Garnish: Orange Slice

Directions: Build all ingredients into an ice-filled glass. Garnish with an orange slice.



Passoa Passion Fruit Liqueur Pornstar Martini

[Passoa](#) is the world's #1 passion fruit liqueur, made with real passion fruit and no artificial flavors. Developed 40 years ago, Passoa has a full-bodied sweetness and zest on the palate, and adds an attractive red hue to any cocktail. Passoa is the key ingredient in the iconic Rockstar Martini Cocktail, created by Douglas Ankrah in 2002. Low in ABV, Passoa 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.



Southside Sips: Cerulean Martini



Remember the cerulean blue speech? Allow us to remind you:

"You think this has nothing to do with you?... You go to your closet and you select, I don't know, that lumpy blue sweater, for instance, because you're trying to tell the world that you take yourself too seriously to care about what you put on your back. But what you don't know is that sweater is not just blue. It's not turquoise. It's not lapis. It's actually cerulean. And you're also blithely unaware of the fact that in 2002, Oscar de la Renta did a collection of cerulean gowns... and then cerulean quickly showed up in the collections of eight different designers. And then it filtered down through the department stores and then trickled on down into some tragic, casual corner where you no doubt fished it out of some clearance bin. However, that blue represents millions of dollars and countless jobs."

Oof! Withering. We can't get enough of it. Or this lovely cocktail, an ode to the above Priestly speech (although, we'd imagine, she might take issue with the color; it's really more of a turquoise) and certainly a lovely thing to kick off the weekend, friends. Cheers to you and your devils.

May 29, 2026

PASSOÃ LIQUEUR DEBUTS NEW BOTTLE AND CAMPAIGN.

Passoã Passion Fruit Liqueur, part of Lucas Bols portfolio, announced this week that it is launching a redesigned bottle and a “Taste the Sunset” summer campaign. Starting in June, the brand will roll out a new matte black bottle with a transparent window at the bottom revealing the liqueur’s vibrant orange color. The new packaging will launch in a 750ml format and a new 1L size. Alongside the new look, the brand is rolling out its “Taste the Sunset” platform, a digital-first summer campaign celebrating summer moments like “rooftop gatherings, beachside occasions, brunch culture, aperitivo moments, and backyard entertaining,” per release. The campaign will roll out across digital, social media, retail and on-premise activations.

News Briefs for May 29, 2026

May 29, 2026

•**Passoã Passion Fruit Liqueur**, part of the Lucas Bols USA portfolio, is launching a new bottle design alongside the debut of its new “Taste the Sunset” summer campaign, marking the brand’s 40th anniversary. The refresh is intended to boost shelf presence and back-bar visibility, leveraging the brand’s tropical cues and feel. The “Taste the Sunset” campaign is running across digital, social, retail, and on-premise activations throughout the summer. Passoa (20% abv) is looking to pick up on rising demand for visually engaging and shareable cocktail experiences among Millennial and Gen Z consumers.

WEEKLY REVIEW

Top News Briefs:

- [Bacardi and entrepreneur Jaÿ-Z have announced a new limited edition bottling of D'Ussé Cognac celebrating the 30th anniversary of Reasonable Doubt, Jaÿ-Z's debut album.](#)
- [Passoã Passion Fruit Liqueur, part of the Lucas Bols USA portfolio, is launching a new bottle design alongside the debut of its new "Taste the Sunset" summer campaign, marking the brand's 40th anniversary.](#)
- [Bardstown, Kentucky's Heaven Hill has announced Rittenhouse United States 250th Anniversary Commemorative Edition, a new 10-year-old rye whiskey released to celebrate the nation's semiquincentennial.](#)
- [Jesse Bongiovi's Lily Pond Group has inked a new partnership with Four Walls Irish American Whiskey, bringing the brand incubator's sales, distribution, and marketing know-how to the whiskey brand founded by Rob Mac, Charlie Day, and Glenn Howerton of It's Always Sunny in Philadelphia.](#)

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



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