

LUCAS BOLS



Monthly Sampling Report

August 2025

Presented By:

Sampling Program Results Pallini- August 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles Sold (ALL)	Conversion Rate
Los Angeles, CA	1	80	60	60	9	15%
Massachusetts	1	500	400	400	0	0%
San Jose, CA	2	59	57	57	16	28%
Totals	4	639	517	517	25	43%



Sampling Program Analysis Pallini Analysis- August 2025

- Total Number of Events Executed: **4**
- Total Consumers in Attendance: **639**
- Total Consumer Interactions: **517**
- Total Consumers Sampled: **517**
- Total Bottles Sold: **25**
- Conversion Rate: **43%**



Sampling Program Results Partida Events August 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles Sold (ALL)	Conversion Rate
Connecticut	1	46	40	18	2	11%



Sampling Program Partida Events Analysis- August 2025

- Total Number of Events Executed: **1**
- Total Consumers in Attendance: **46**
- Total Consumer Interactions: **40**
- Total Consumers Sampled: **18**
- Total Bottles Sold: **2**
- Conversion Rate: **11%**





Event Photos



Consumer Comments

- "The Blanco is so smooth, this is a fantastic tequila." – Partida Blanco
- "This has a great balance of smooth and sweet." – Partida Reposado
- "This is a perfect summertime drink!" – Pallini Limoncello
- "I love lemon flavor is so delicious!" – Pallini Limoncello
- "This would be a perfect tequila to make a margarita with." – Partida Blanco
- " This is smooth and refreshing. Perfect for summer!" – Pallini Limoncello



LUCAS BOLS



Monthly Sampling Report

July 2025

Presented By:

 NextLevelMarketing

Sampling Program Results Muff Liquor Company- July 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles Sold (ALL)	Conversion Rate
Louisiana	10	341	291	200	31	16%



Sampling Program Results Pallini July 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles Sold (ALL)	Conversion Rate
Massachusetts	1	200	200	200	12	6%
San Jose, CA	2	80	80	76	11	14%
Totals	3	280	280	276	23	8%



Sampling Program Analysis Pallini - July 2025

- Total Number of Events Executed: **3**
- Total Consumers in Attendance: **280**
- Total Consumer Interactions: **280**
- Total Consumers Sampled: **276**
- Total Bottles Sold: **23**
- Conversion Rate: **8%**



Sampling Program Results Partida July 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled
Los Angeles, CA	2	480	323	240
Orange County, CA	3	528	411	206
Totals	5	1,008	734	446



Sampling Program Analysis Partida - July 2025

- Total Number of Events Executed: **5**
- Total Consumers in Attendance: **1,008**
- Total Consumer Interactions: **734**
- Total Consumers Sampled: **446**



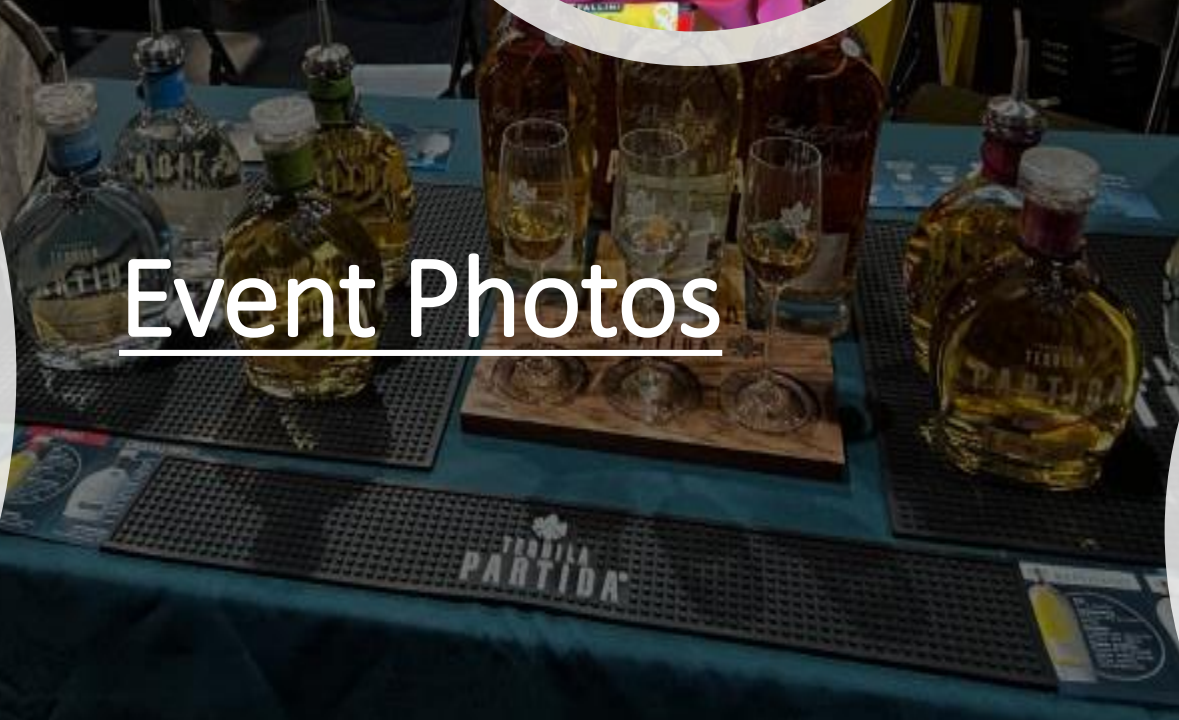


Event Photos





Event Photos



Consumer Comments

- "Sweet and creamy starts with a strong warmth all the way down... a lovely vodka to drink neat!!" – Muff Irish Vodka
- "Love have having robust flavors! This is my new favorite." – Muff Irish Whiskey
- "My favorite drink here, very refreshing!" – Pallini Limoncello
- "Spicy margaritas are my favorite! WOW, it's so smooth!" – Partida
- "The Verde margarita made with Partida, and green Tabasco is next level! It has this unique kick that sets it apart from any margarita I've had before. One of a kind - I absolutely love it." – Partida
- "The Vodka is easy going down. This makes a nice summer drink sitting by the pool mixed with lemonade." – Muff Irish Vodka



LUCAS BOLS



Monthly Sampling Report

June 2025

Presented By:

Sampling Program Results Muff Liquor Company- June 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles Sold (ALL)	Conversion Rate
Louisiana	10	502	422	226	67	30%



Sampling Program Analysis Muff Liquor Company Analysis- June 2025

- Total Number of Events Executed: **10**
- Total Consumers in Attendance: **502**
- Total Consumer Interactions: **422**
- Total Consumers Sampled: **226**
- Total Bottles Sold: **67**
- Conversion Rate: **30%**



Sampling Program Results Multi Brand Event June 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles Sold (ALL)	Conversion Rate
New York	1	45	45	30	5	17%



Sampling Program Analysis Multi Brand Event Analysis- June 2025

- Total Number of Events Executed: **1**
- Total Consumers in Attendance: **45**
- Total Consumer Interactions: **45**
- Total Consumers Sampled: **30**
- Total Bottles Sold: **5**
- Conversion Rate: **17%**



Sampling Program Results Galliano June 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles Sold (ALL)	Conversion Rate
San Jose, CA	1	26	26	26	9	35%



Sampling Program Results Pallini June 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles Sold (ALL)	Conversion Rate
San Jose, CA	1	77	77	77	8	10%



Sampling Program Analysis Pallini Analysis- June 2025

- Total Number of Events Executed: **1**
- Total Consumers in Attendance: **77**
- Total Consumer Interactions: **77**
- Total Consumers Sampled: **77**
- Total Bottles Sold: **8**
- Conversion Rate: **10%**



Sampling Program Results On-Premise Events – June 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled
Colorado	4	2,700	2,100	1,470
Dallas, TX	1	350	325	270
Los Angeles, CA	1	100	50	50
Massachusetts	1	400	400	400
San Jose, CA	1	48	48	48
Totals	8	3,598	2,923	2,238





'CELLU Bar

Event Photos

PALLINI





Event Photos

Consumer Comments

- "Love the smoothness and that hint of smokiness!" – Muff Irish Whisky
- "The best gin I've ever had. Better than Hendricks." – Muff Irish Gin
- "This is so smooth, and I love the great price!" – Partida Blanco
- "Refreshing! Perfect for summer sipping or after dinner. This reminds me of being in Italy, it's the real deal." – Pallini Limoncello
- "Really juicy and fragrant. I'd pour this over ice cream or into a Bellini!" – Pallini Peachello
- "This is very different. I definitely wasn't expecting that flavor." – Muff Irish Whiskey



LUCAS BOLS



Monthly Sampling Report

March 2025

Presented By:

Sampling Program Results Muff Liquor Company- March 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles Sold (ALL)	Conversion Rate
Connecticut	4	338	234	114	10	9%
New Jersey	10	594	543	356	51	14%
New York	10	507	441	245	29	12%
Upstate New York	2	95	70	40	4	10%
Totals	26	1,534	1,288	755	94	12%



Sampling Program Analysis Muff Liquor Company Recaps- March 2025

- Total Number of Events Executed: **26**
- Total Consumers in Attendance: **1,534**
- Total Consumer Interactions: **1,288**
- Total Consumers Sampled: **755**
- Total Bottles Sold: **94**
- Conversion Rate: **12%**



Sampling Program Results Pallini - March 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled
Dallas, TX	1	250	200	125
Massachusetts	1	200	200	175
Totals	2	450	400	300



Sampling Program Analysis Pallini- March 2025

- Total Number of Events Executed: **2**
- Total Consumers in Attendance: **450**
- Total Consumer Interactions: **400**
- Total Consumers Sampled: **300**



Sampling Program Results On-Premise Event – March 2025

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled
Totals	1	350	200	175



Sampling Program Analysis On-Premise Event- March 2025

- Total Number of Events Executed: **1**
- Total Consumer Attendance: **350**
- Total Consumer Interactions: **200**
- Total Consumers Sampled: **175**





Event Photos





Event Photos



Consumer Comments

- "Would make a great cocktail, also taste great on the rocks. Not clumpy, doesn't bite too hard has a thicker texture, smooth, has a great smell!" – Muff Irish Gin
- "The smokiness to the whiskey is great! I like when it has those interesting notes." – Muff Irish Whiskey
- "Refreshing, smooth, and perfect for the summer!" – Pallini Spritz
- "This whiskey is smooth and light, and I like the smokiness." – Muff Irish Whiskey
- "I like the sleek packaging, the anejo is very smooth!" – Partida Anejo
- "Pleasant, warm feeling and a gentle buzz with no aftertaste. This is a good Irish whiskey and very good for sipping straight."
– Muff Irish Whiskey



LUCAS BOLS



Monthly Sampling Report
November 2024
Presented By:

Sampling Program Results Bols RTE Recaps- November 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
Connecticut	2	65	65	48	20	42%
Massachusetts	2	95	80	65	76	117%
Totals	4	160	145	113	96	85%



Sampling Program Results Pallini - November 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
New York	1	350	150	100	5	5%



Sampling Program Analysis Pallini- November 2024

- Total Number of Events Executed: **1**
- Total Consumers in Attendance: **350**
- Total Consumer Interactions: **150**
- Total Consumers Sampled: **100**
- Total Bottles Sold: **5**
- Conversion Rate: **5%**



Sampling Program Results Partida – November 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
Connecticut	6	392	285	173	22	13%
San Antonio, TX	3	100	89	72	7	10%
Totals	9	492	374	245	29	12%



Sampling Program Analysis Partida- November 2024

- Total Number of Events Executed: **9**
- Total Consumer Attendance: **492**
- Total Consumer Interactions: **374**
- Total Consumers Sampled: **245**
- Total Bottles Sold: **29**
- Conversion Rate: **12%**



Event Photos



Consumer Comments

- "Delicious, really good for an RTD!" – Bols RTE Espresso Martini
- "I really like the sweet lemon aromas but also the distinctive alcohol smell in this." – Pallini
- "Love the bottle and the taste! What a great buy!" – Partida Blanco
- "The Anejo is dangerously smooth." – Partida Anejo
- "I really like the smoke flavor in this one!" – Partida Cristalino



LUCAS BOLS



Monthly Sampling Report
October 2024
Presented By:

Sampling Program Results Bols RTE Recaps- October 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
Massachusetts	2	95	80	70	68	97%



Sampling Program Analysis Bols RTE Mixed Recaps- October 2024

- Total Number of Events Executed: **2**
- Total Consumers in Attendance: **95**
- Total Consumer Interactions: **80**
- Total Consumers Sampled: **70**
- Total Bottles Sold: **68**
- Conversion Rate: **97%**



Sampling Program Results Partida – October 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
Connecticut	1	70	59	22	5	23%
San Antonio, TX	2	25	25	15	2	13%
Totals	3	95	84	37	7	19%



Sampling Program Analysis Partida- October 2024

- Total Number of Events Executed: **3**
- Total Consumer Attendance: **95**
- Total Consumer Interactions: **84**
- Total Consumers Sampled: **37**
- Total Bottles Sold: **7**
- Conversion Rate: **19%**



Sampling Program Bols On-Premise Results - October 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled
Orlando, FL	1	300	255	230



Event Photos



Consumer Comments

- "Can't believe this is only 7.99! Great price and taste!" – Bols RTE Espresso Martini
- "Great for gifts, early stocking stuffer ideas." – Bols RTE Margarita
- "I love this Blanco- perfect for margaritas." – Partida Blanco
- "This is so smooth- there is no harsh burn afterwards! Perfect for sipping!" – Partida Anejo
- "This is very fresh tasting! A little bit sweet and very espresso tasting!" – Bols RTE Espresso Martini



LUCAS BOLS

Monthly Sampling Report
September 2024
Presented By:

Sampling Program Results Bols RTE Recaps- September 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
Massachusetts	3	113	93	73	32	44%
New York	1	80	50	40	3	8%
Totals	4	193	143	113	35	31%



Sampling Program Analysis Bols RTE Recaps- September 2024

- Total Number of Events Executed: **4**
- Total Consumers in Attendance: **193**
- Total Consumer Interactions: **143**
- Total Consumers Sampled: **113**
- Total Bottles Sold: **35**
- Conversion Rate: **31%**



Sampling Program Results Pallini - September 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
New York	1	74	57	51	2	4%



Sampling Program Analysis Pallini- September 2024

- Total Number of Events Executed: **1**
- Total Consumers in Attendance: **74**
- Total Consumer Interactions: **57**
- Total Consumers Sampled: **51**
- Total Bottles Sold: **2**
- Conversion Rate: **4%**



Sampling Program Results Partida – September 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
Dallas, TX	1	45	45	40	2	5%
Houston, TX	6	225	190	158	15	9%
San Antonio, TX	1	40	40	25	5	20%
Totals	8	310	275	223	22	10%



Sampling Program Analysis Partida- September 2024

- Total Number of Events Executed: **8**
- Total Consumer Attendance: **310**
- Total Consumer Interactions: **275**
- Total Consumers Sampled: **223**
- Total Bottles Sold: **22**
- Conversion Rate: **10%**

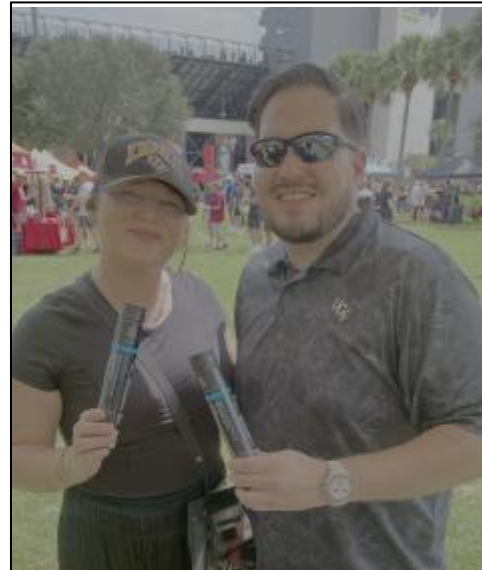


Sampling Program Bols On-Premise Results - September 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled
Connecticut	2	260	180	180
Indiana	1	120	120	65
Massachusetts	1	300	225	180
Orlando, FL	1	1000	500	480
Totals	5	1,680	1,025	905



Event Photos



LUCAS BOLS



Monthly Sampling Report

August 2024

Presented By:

Sampling Program Results Bols RTE Recaps- August 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
Massachusetts	4	260	215	171	46	27%
Miami, FL	1	100	75	40	10	25%
Missouri	1	35	22	10	5	50%
Nevada	8	381	330	264	78	30%
New York	1	103	105	47	2	4%
Totals	15	879	747	532	141	27%



Sampling Program Analysis Bols RTE Mixed Recaps- August 2024

- Total Number of Events Executed: **15**
- Total Consumers in Attendance: **879**
- Total Consumer Interactions: **747**
- Total Consumers Sampled: **532**
- Total Bottles Sold: **141**
- Conversion Rate: **27%**



Sampling Program Results Pallini - August 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
New York	1	47	29	19	5	26%



Sampling Program Analysis Pallini- August 2024

- Total Number of Events Executed: **1**
- Total Consumers in Attendance: **47**
- Total Consumer Interactions: **29**
- Total Consumers Sampled: **19**
- Total Bottles Sold: **5**
- Conversion Rate: **26%**



Sampling Program Results Pallini x Freixenet - August 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
Arizona	3	135	105	52	7	13%



Sampling Program Results Partida – August 2024

Market	Event Count	Consumers Attendance	Consumer Interaction	Consumers Sampled	Total Bottles/Cocktails Sold (ALL)	Conversion Rate
Austin, TX	1	30	30	20	0	0%
Dallas, TX	6	293	274	196	28	14%
El Paso, TX	2	104	96	69	10	14%
Houston, TX	2	39	39	39	10	26%
San Antonio, TX	3	181	137	113	11	10%
Totals	14	647	576	437	59	14%



Sampling Program Analysis Partida- August 2024

- Total Number of Events Executed: **14**
- Total Consumer Attendance: **647**
- Total Consumer Interactions: **576**
- Total Consumers Sampled: **437**
- Total Bottles Sold: **59**
- Conversion Rate: **14%**



Event Photos



Consumer Comments

- "Love these bottles! The taste feels like I'm in a bar." – Bols RTE Espresso Martini
- "A bit of a bite but love the smoothness! Perfect amount of flavor and great with a mixer." – Partida Blanco
- "These are delicious, you would never know these are premade!" – Bols RTE Margarita
- "This is so smooth; I love the citrus notes! This is a great value." – Partida Blanco
- "It's so refreshing! I love the tartness. It's not overpowering!" – Pallini Limonzero

