

# LUCAS BOLS



## MEDIA COVERAGE

November 2024





2024 Media Coverage

# OVERVIEW OF COVERAGE

**TOTAL NUMBER OF CLIPS: 24**

ONLINE: 16

PRINT: 2

SOCIAL MEDIA: 5

NEWSLETTER: 1

**TOTAL POTENTIAL AUDIENCE: 228,021,914**

ONLINE: 227,832,334

PRINT: 120,000

SOCIAL MEDIA: 19,580

NEWSLETTER: 50,000



October 30, 2024

Online Visits: 10,276

[Click to view article](#)

## 5 Easy Cocktails For Halloween Parties

### Spicy Honey Paloma



This is a great way to serve a cocktail, in a punch bowl so you are not behind the bar mixing all night long.

Following Halloween is Día de los Muertos (Day of the Dead) on November 1st and 2nd this year. This holiday is a Mexican tradition, a time to honor and remember our dearly departed loved ones.

Families create “Sus Altares de Muertos” (Day of the Dead altars) at home, filled with offerings that represent the things their loved ones cherished in life. It’s a time to gather, share stories, enjoy homemade dishes like mole, and, of course, raise a glass with Mexico’s agave-based spirits.

2 ounces Partida Reposado

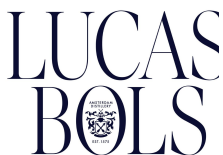
0.5 oz Lime Juice

0.5 oz Spicy honey AKA Hot Honey



4 oz Grapefruit Soda

Garnish: Citrus Fruit Wheel

Build ingredients over cubed ice. Top up with grapefruit soda and garnish with a Citrus fruit wheel.





	<p>October 30, 2024</p> <p>Online Visits: 5,000</p> <p><a href="#">Click to view article</a></p>
	<p>October 31, 2024</p> <p>Online Visits: 16,819</p> <p><a href="#">Click to view article</a></p>

**Syndication from WJPT-FM (Estero, FL)**



November 1, 2024

Print Circulation: 50,000

# modern Distillery Age



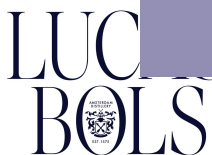
## Tequila Partida Single Barrel Añejo Program

Tequila Partida, an additive-free tequila from The Lucas Bols Company, has released its first Single Barrel Añejo Program. Partida's Master Tequilero José Valdez has made 30 barrels of Partida Añejo (40% ABV), which are now available for purchase nationwide to select bars, restaurants and retail stores. Each single barrel will have its own tasting notes, making each one special and collectible for tequila aficionados. The single barrels are being released to celebrate Partida Roble Fino Añejo's recent recognition as "the best tequila under \$150" by *Wine Enthusiast*.

The Partida Single Barrel Añejo Program will offer two experiences for barrel buyers.

Experience #1: For purchasing a minimum of two barrels, buyers will have the opportunity to visit the Partida team in Tequila Valley and choose their own single barrels. The tour begins with a walk through of the agave fields where jimadors demonstrate the harvesting of the agave plant piñas. Next will be a guided tour of the distillery to witness the tequila production. The tour will end with a visit to the aging room where Partida's Master Tequilero José Valdez will guide the buyers through the art of barrel selection.

Experience #2: For purchasing a minimum of one barrel, buyers will have the opportunity to choose their own single barrel via a sample kit. A Lucas Bols sales manager will present a sample kit with ten different single barrel samples. There will then be the opportunity to taste the samples and choose the hand selected barrel they like best.





# SHANKEN NEWS *Daily*

November 4, 2024  
Newsletter Subscription: 50,000  
Online Visits: 5,721  
[Click to view article](#)

## News Briefs

• **Tequila Partida**, part of the Lucas Bols Company, is kicking off a new program offering single barrel Añejo Tequilas. Available to bars, restaurants, and retailers, the new initiative is starting with 30 barrels, with each yielding roughly 330 750-ml. bottles. Businesses that purchase two or more barrels will be invited to visit Partida in Tequila for a hands-on tour of the agave fields and the distillery before meeting with Master Tequilero José Valdez to select individual barrels. For those looking for one barrel, the selection process will happen through tasting kits offered by Lucas Bols' sales managers. Partida's single barrel Añejo Tequila is bottled at 40% abv and carries a suggested price of \$59 a 750-ml.





November 4, 2024

Online Visits: 614,430

[Click to view article](#)

## Tequila Partida is launching its first single barrel añejo program

Popular in the whiskey world, this is sure to be a hit among tequila fans



istock/AlexPro9500

Tequila Partida recently announced that it was launching its first ever single barrel añejo program. The famed additive-free tequila brand's Master Tequilero José Valdez selected thirty barrels of Tequila Partida's award-winning añejo tequila. Each is available for purchase by restaurants, bars, and retail liquor stores.

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## What is a single barrel program?



El Cristiano / El Cristiano

For those unaware, a single barrel program is precisely what it seems. Fans of a particular spirit or expression (in this case, Tequila Partida Añejo) select a single barrel or cask from a select group for purchase. It's bottled for you (or a store, bar, or restaurant).

Tequila Partida's single barrel program features hand-selected casks featuring specific, unique aromas and flavors. Well-known in the whiskey world, this program is sure to be popular among tequila fans.

## The Partida Single Barrel Añejo Program



Tequila Partida

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While all single barrel programs differ depending on the distillery and spirit, Partida Tequila's program consists of two experiences. Experience #1 consists of purchasing at least two full barrels. The experience begins with a trip to Partida in Jalisco, Mexico. It will feature a walk through the agave fields, a demonstration by jimadors harvesting agave piñas, a tour of the tequila production in the distillery, and a tour of the aging room followed by sampling and barrel selection with Partida's Master Tequilero José Valdez.

Experience #2 is slightly less immersive. It involves purchasing only one barrel. A Lucas Bols (the brand's parent company) sales manager will bring a sample kit with ten different tequila samples. Then, there will be a tasting and barrel selection.

This is not a program with tequila newbies. Each barrel will yield around 330 750ml bottles. Each bottle sells for a retail price of \$59. You can do the math yourself to figure out how much this will set you back. Each bottle features a gold label with the account name that purchased the barrel. Those who purchased will also receive two branded barrel heads.





November 4, 2024

Online Visits: 122,001,325

[Click to view article](#)

## Syndication from The Manual





November/December 2024 Issue

Print Circulation: 70,000



# Publisher's PICKS

WITH MINDEN MILL FOLEY



**Tequila Partida Roble Fino Añejo, Mexico (\$149)** Mesmerizing aromas of orange peel and mango are wrapped in sassafras and pound cake. A heat wave begins with jalapeño-spiced tropical fruit on the palate, but it soon dissipates and smooths out, unveiling mandarin orange and dried mango before the finish of black pepper, tobacco leaf, and sweet tea. Dynamic! 90 proof. 96

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November 5, 2024

Subscribers: 10,500

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# The Tequila Hombre

@TheTequilaHombre · 10.5K subscribers · 729 videos

A Tequila Lover sharing his passion and love for the great spirit of Tequila and other agavi ...more  
[youtube.com/channel/UC3dakT8Zb8Soa-Wl8hK1Npw?sub\\_confirmation=1](https://youtube.com/channel/UC3dakT8Zb8Soa-Wl8hK1Npw?sub_confirmation=1) and 2 more links

**Subscribe** Join



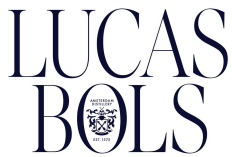
## Tequila Partida Roble Fino Añejo Review - The Tequila Hombre



The Tequila Hombre  
10.5K subscribers

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November 6, 2024

Online Visits: 5,000

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## New Reviews for November 6, 2024

### Spirits Reviews

#### Galliano Espresso Coffee Liqueur

Brilliant, dark mahogany color, being nearly opaque. The nose is filled with scents of dark roasted espresso beans with supporting notes of dark chocolate, brown sugar, and vanilla bean. The palate echoes the nose adding a lovely anise note that marries perfectly with the dense espresso and mocha notes, finishing strong with mint and roasted nuts. Full-bodied and generous with espresso and supporting flavors in perfect harmony — ideal for cocktails. \$24.99

– 4.5 Stars

#### Pallini Limoncello

Cloudy, looking akin to freshly squeezed lemon juice. The nose is filled with the scents of candied lemon zest with accents of cane sugar, much like a homemade lemonade, albeit more intense. The palate echoes the nose, delivering a bright, sweet lemon-driven core with a refreshing dose of lemon zest oils and just enough sugar to give it body and soften the tart flavors. Medium-bodied with vibrant lemon flavors broadened by a mildly viscous sugar syrup. \$29.99

– 4 Stars



November 11, 2024

Online Visits: 94,326,403

[Click to view article](#)

# 8 Thanksgiving Cocktails To Warm Your Holiday

## Galliano Espresso Martini

### Ingredients:

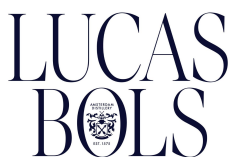
- 1.5 oz Vodka
- 1 oz Galliano Espresso
- 1 oz Espresso

### Directions:

Blend together and enjoy!



Galliano Espresso Martini | GALLIANO





November 12, 2024

Online Visits: 1,276,678

[Click to view article](#)

## 11 Fall-Inspired Cocktails for Thanksgiving

Bring flavors of apple, cranberry, pomegranate & more to your Thanksgiving table.

### Galliano Espresso Martini

#### Ingredients:

1.5 oz Vodka

1 oz Galliano Espresso

1 oz Espresso

#### Instructions:

Blend together and enjoy!





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November 12, 2024

Followers: 3,989

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davidthomastao

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3,989 followers

1,000 following

David Thomas Tao he/him

davidthomastao

Spirits Writer @vinepair, @forbes, etc.

Producer @allinbroadway @holdontomedarling @ohmaryplay

Host of Stoop Dri... more

[vinepair.com/articles/best-bourbon-from-every-state](https://vinepair.com/articles/best-bourbon-from-every-state)



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November 12, 2024

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3,371 followers

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Rashaun Hall/Bar Time Stories he/him

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Journalist

The best part of going to a bar are the stories. 📸 : @foodbeast, @thewhiskeylifestyle & more!

🌐 [www.bartimestories.com](http://www.bartimestories.com) + 2



# LUCAS BOLS



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November 12, 2024

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644 posts

1,522 followers

1,987 following

Kirk Miller

📍 kirkmiller25

Editor and spirits aficionado at InsideHook. Brooklyn resident. Appreciates free drinks.

🌐 [www.insidehook.com/author/kmiller](http://www.insidehook.com/author/kmiller)

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# WICKED Inspired Cocktails Through & Through Partida Pink Paloma



## Ingredients:

- 2 oz **Partida Blanco**
- 1 oz Ruby Red Grapefruit Juice
- 0.5 oz Fresh Lime Juice
- 0.5 oz Simple Syrup
- 1.5 oz Grapefruit Soda

**Directions:** Add ingredients to a cocktail shaker with ice. Shake and strain into a chilled highball glass over ice, add soda, and stir.

Garnish with a grapefruit wedge.



## Fleuere Raspberry Collins



### **Ingredients:**

60 ml **Fleuere Raspberry Blend**

20 ml Simple Syrup

30 ml Lemon Juice

Top with soda water

Garnish: Raspberries and Fresh Mint Leaves

**Directions:** Add all the ingredients into a chilled highball glass with ice. Add Soda Water last, stir and garnish with raspberries and fresh mint leaves.

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**COOL MATERIAL**

November 20, 2024

Online Visits: 187,283

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# The 10 Best Espresso Cocktails

There's so much more to coffee cocktails than the good old espresso martini.

## Mariah's Mocha

I recently visited Mariah Carey's Black Irish Holiday Bar pop-up at Virgin Hotels New York City, where the Queen of Christmas's Irish cream brand is featured in several seasonal cocktails. With its velvety smooth texture and taste, I thought, this would be perfect for a boozy iced mocha drink. I then got my hands on some Galliano Espresso, and with strong notes of chocolate and almost a syrupy viscosity, I knew I was onto something. It made sense to mix it with Diplomatico Reserva Exclusiva Rum, yet another spirit with notes of cocoa. Beware of this one; this recipe is pure booze, and dangerously smooth!

### Ingredients:

1.5 oz Diplomatico Reserva Exclusiva Rum  
2 oz Black Irish Original Irish Cream Liqueur  
1 oz Galliano Espresso

### Garnish:

Chocolate syrup  
Whipped cream  
Chocolate sprinkles

Pour all ingredients into a shaker and shake. Line the inside of a mason jar with chocolate syrup and fill with ice. Strain drink into mason jar over ice. Top with whipped cream, chocolate syrup, and chocolate sprinkles.

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November 21, 2024

Online Visits: 80,493

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# STUPIDDOPE

## Shake Up Thanksgiving with the Galliano Espresso Martini



Thanksgiving is all about food, family, and finding creative ways to stay awake after that third helping of turkey. Enter the *Galliano Espresso Martini*, your new favorite holiday cocktail that's here to rescue you from the inevitable post-dinner slump. With its rich coffee flavor and a dash of vodka-powered energy, this drink is equal parts pick-me-up and indulgence.

### The Recipe

Crafting the *Galliano Espresso Martini* couldn't be simpler—because let's face it, no one wants to stress over cocktail-making on Thanksgiving. Here's what you'll need:





## The Recipe

Crafting the *Galliano Espresso Martini* couldn't be simpler—because let's face it, no one wants to stress over cocktail-making on Thanksgiving. Here's what you'll need:

### Ingredients:

- 1.5 oz Vodka
- 1 oz Galliano Espresso
- 1 oz Espresso

### Instructions:

1. Combine all ingredients in a shaker with ice.
2. Shake like you mean it—this is where that perfect frothy texture comes from.
3. Strain into a chilled martini glass.
4. Sip, savor, and repeat (responsibly).

## Why It's the Perfect Thanksgiving Cocktail

The *Galliano Espresso Martini* is more than just a drink; it's a lifesaver for anyone battling a turkey-induced food coma. The espresso provides a much-needed caffeine kick, while the Galliano Espresso adds a rich, velvety flavor that feels like dessert in a glass. And let's not forget the vodka—it's the holiday spirit that keeps on giving.

### Pro Tip: Make It Fancy

Want to impress your guests? Garnish your martini with a few espresso beans or a sprinkle of cocoa powder. Not only does it look chic, but it also adds a touch of extra flavor that pairs perfectly with pumpkin pie.



## When to Serve

This cocktail shines as a post-dinner treat, but it's equally at home during your pre-meal mingling. Pair it with appetizers or serve it as a finale to your Thanksgiving feast—it's versatile, delicious, and guaranteed to be a crowd-pleaser.

## Where to Find Galliano Espresso

Not familiar with [Galliano Espresso](#)? It's a coffee liqueur that combines deep espresso flavor with hints of vanilla and chocolate. You can find it at most liquor stores or online.

Give your Thanksgiving menu the upgrade it deserves with the *Galliano Espresso Martini*. Cheers to caffeine, [cocktails](#), and surviving family dinner in style!



## GOOD SPIRITS NEWS

November 21, 2024

Online Visits: 5,000

[Click to view article](#)

### GSN Review: Partida Anejo Tequila



**Tequila Partida is an authentic, all-natural, estate-grown premium tequila, made from 100% blue agave in the heart of Mexico's historic Tequila Valley region.**

From cultivation and harvest to cooking, distillation and aging, Partida maintains exceptional standards of quality and consistency, making Partida “the finest tequila that money can buy,” according to F. Paul Pacult, the leading spirits authority in America.

Partida Añejo is aged for at least 18 months and distilled from 100% blue Weber agave and aged in barrels not to exceed 600 liters.

**GSN's Remarks:** Nice oaked nose with a deep and enticing agave base. Round, open, buttery blend of wood and fresh veg perfume. Exquisitely smooth entry on the tongue with a richly flavored profile. The wood has smoothed out any potential rough edges, while the tannins add a crisp dryness to the front of the palate. The body is medium-light, and the finish is extensive, ending on a slightly peppery note. A true gem that highlights the spirit of Mexico. **GSN Rating:** A+

For more information go to: [Partida Tequila](#)

#PartidaTequila

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November 21, 2024

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Blair Frodelius

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Food & Drink

Blair Frodelius is a professional full-time musician, an award-winning mixologist, USBG Spirits Professional, and... more

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Tequila Partida is an authentic, all-natural, estate-grown premium tequila, made from 100% blue agave in the heart of Mexico's historic Tequila Valley region. From cultivation and harvest to cooking, distillation and aging, Partida maintains exceptional standards of quality and consistency, making Partida "the finest tequila that money can buy," according to F. Paul Pacult, the leading spirits authority in America. ...

<https://goodspiritsnews.wordpress.com/2024/11/21/gsn-review-partida-anejo-tequila/>



tequilapartida 27m

Thank you!



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# planet grape® wine review

bringing wine down to earth

November 22, 2024

Online Visits: 5,000

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## Pallini Limonzero Italy



Pallini Italy 93

0%, 750 ml, \$30

The world's first zero alcohol Limoncello made with the Sfusato lemons from Amalfi tastes nearly identical if a bit lighter in body.

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November 26, 2024

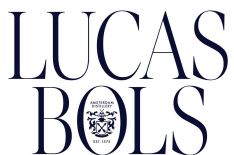
Online Visits: 9,251,860

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# For the Best White Russian Cocktail, You Have to Get the Ratios Right

Learn to make a great version of this three-ingredient cocktail.

**Patrón's XO Cafe** (another go for vegans) gives the cocktail a slightly earthy agave boost that tequila lovers may enjoy. **Galliano Espresso** liqueur (which also appears to be vegan-friendly) pushes roastier flavors forward; whether you're looking for that may depend on if you're a person who seeks out dark-roasted coffee. For both of these, you can stick with the ratio we use for Kahlúa.





# Shake Up Your Holiday: Festive Thanksgiving Cocktails to Savor and Share!

## Galliano Espresso Martini



### Ingredients:

- 1.5 oz Vodka
- 1 oz Galliano Espresso
- 1 oz Espresso

**Instructions:** Blend together and enjoy!