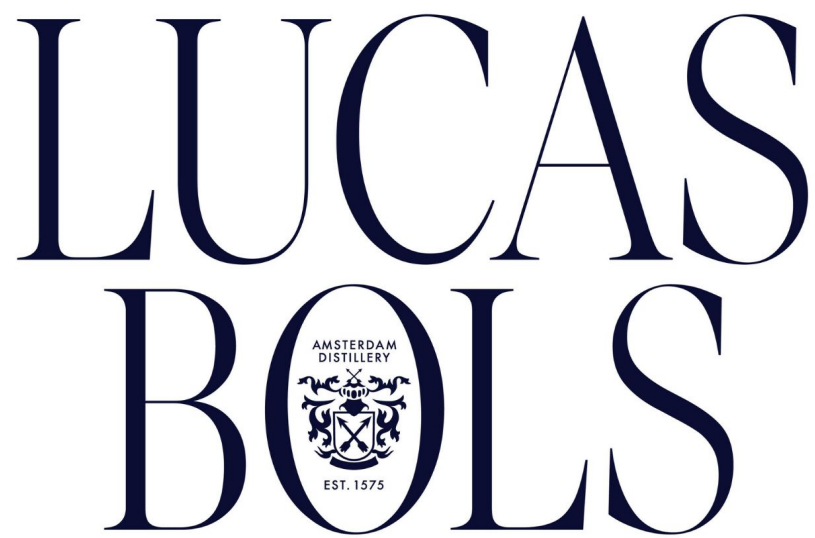




MEDIA COVERAGE

November 2025





2025 Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 18

ONLINE: 17

NEWSLETTER: 1

TOTAL POTENTIAL AUDIENCE: 556,178,681

ONLINE: 556,128,681

NEWSLETTER: 50,000



Pallini Limoncello Holiday Gift Pack

Celebrate 150 years of Italian tradition with Pallini Limoncello's Holiday Gift Pack—vibrant citrus flavor paired with timeless craftsmanship in a beautifully presented keepsake set.

PURCHASE NOW



BOLS BLUE 1575

A tribute to the original cura ao recipe, this vibrant blue liqueur delivers a bright burst of orange flavor and historic Dutch craftsmanship.

PURCHASE NOW

November 5, 2025

Online Visits: 34,310

[Click to view article](#)

tastings

Full Review

BUY IT NOW



tastings

Bols Pumpkin Spice Liqueur

Category: Herb/Spice Liqueur
Date Tasted: 10/23/2025
Country: Netherlands
Alcohol: 21%

86 Points

Silver Medal
Highly Recommended

\$19



Red color. Nutty, creamy, confectioned aromas and flavors of baking spices, honeyed peanut butter, curry and garam masala, and Reese's pieces with a creamy, flat, sweet medium body and a smooth, buoyant finish that shows shades of peanut brittle, baklava, and honey. All the pumpkin pie flavors, all at the same time — fun and tasty.



Tasting Info

	Style:	Candied
	Aroma:	baking spices, honeyed peanut butter, curry and garam masala, and Reese's pieces
	Flavor:	Same as aromas with shades of peanut brittle, baklava, and honey
	Smoothness:	Smooth
	Enjoy:	in cocktails
	Cocktails:	Hot Buttered Rum, Pimm's Cup, Boulevardier
	Bottom Line:	All the pumpkin pie flavors, all at the same time — fun and tasty.

The Producer

Lucas Bols USA, Inc.



445 Hamilton Ave Ste 1200
White Plains, NY 10601
USA
1 212-213-1701
www.lucasbols.com

Herb-Spice Liqueur



Serve in a Copita
About
Herb/Spice Liqueur

Herb/spice liqueurs are alcoholic beverages that contain added flavor from the addition of spices, herbs, barks or roots. There are many famous herbal liqueurs in Europe, some of them produced by monks or other religious orders; some of these contain more than 100 herbs as part of the recipes!

These liqueurs are most often served neat, although some are mixed with water and/or ice. Most have an alcoholic range between 35%-55%.

Their Portfolio

- 88 • Bols Vodka 40% (Netherlands) \$13.00.
- 88 • Bols Elderflower Liqueur 17% (Netherlands) \$17.00.
- 91 • Bols Melon Liqueur 17% (USA) \$12.00.
- BR • Bols Orange Curacao Liqueur 30% (USA) \$12.00. - Bronze Medal
- 86 • Bols Pumpkin Spice Liqueur 21% (Netherlands) \$19.00.
- 85 • Bols Creme De Banana Liqueur 17% (USA) \$16.00.
- 88 • Damrak Virgin Non-Alcoholic Spirit 0% (Netherlands) \$29.00.
- 88 • Fluère Spiced Cane Dark Roast Non-Alcoholic Spirit 0% (Netherlands) \$34.00.

November 5, 2025

Online Visits: 34,310

[Click to view article](#)

tastings



tastings

Bols Creme De Banana Liqueur

Category: Fruit Liqueur
Date Tasted: 10/21/2025
Country: USA
Alcohol: 17%

85 Points

Silver Medal
Highly Recommended

\$16

Straw color. Fruity aromas and flavors of banana, saltwater taffy, banana bread, and circus peanuts with an soft, very sweet medium body and a smooth, captivating, crisp finish displaying shades of circus peanut, banana laffy taffy, and 'nilla wafers. Old school banana and 'nilla wafers drive the bus in this fun liqueur to incorporate into your rum cocktails.

Tasting Info

	Style:	Candied
	Aroma:	banana, saltwater taffy, banana bread, and circus peanuts
	Flavor:	Same as aromas with shades of circus peanut, banana laffy taffy, and 'nilla wafers
	Smoothness:	Smooth
	Enjoy:	in cocktails
	Cocktails:	Beach at Night, Pimm's Cup
	Bottom Line:	Old school banana and 'nilla wafers drive the bus in this fun liqueur to incorporate into your rum cocktails.

The Producer

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Fruit Liqueur



Serve in a Copita
About
Fruit Liqueur

Fruit liqueurs are produced by two main methods, either purely with fruit juices or sometimes with fruit that has been steeped in alcohol. Numerous fruits are used in the production of fruit liqueurs, such as cherry, strawberry, raspberry, cassis and blackberry. Alcoholic content ranges from 15% to 30%.

These types of fruit liqueurs are produced throughout Europe, from France and Italy to Germany and Denmark. There are also some produced from the Caribbean, namely coconut liqueur.

While many of these fruit liqueurs are medium-sweet or even sweeter, there are some that are quite dry with a light bitterness. Most are meant for consumption on their own, sometimes before a meal, sometimes after.

This is an extremely popular category the world round, as many fruit liqueurs serve as the base of numerous cocktails.

Their Portfolio

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88 • Flûre Spiced Cane Dark Roast Non-Alcoholic Spirit 0% (Netherlands) \$34.00.
90 • Flûre Smoked Agave Non-Alcoholic Spirit 0% (Netherlands) \$34.00.
94 • Flûre Ritter Non-Alcoholic Spirit 0% (Netherlands) \$34.00.



November 5, 2025

Online Visits: 5,000

[Click to view article](#)

New Reviews for November 5, 2025



Bols Melon Liqueur

Brilliant, striking green color. The nose offers clean, pure scents of freshly cut honeydew melon with hints of green apple and tropical fruit juice. The palate echoes the nose, delivering a ripe, honeydew melon-driven core with accents of citrus zest, Mutsu apples, and a touch of honey. Medium-bodied and pleasingly balanced with just enough sugar to lift the fruit flavors. \$16.95 – **4 Stars**



Bols Orange Curacao

Brilliant, deep amber color. The nose is complex and generous with candied orange and orange peel in the lead, supported by notes of tangerine and a touch of Rum. The palate echoes the nose, delivering a rich, orange-driven core with accents of kumquat and honey, complemented by a touch of vanilla. Medium-bodied and wonderfully vibrant, with a drier-than-expected finish. A fantastic value. \$13.95 – **4.5 Stars**



Bols Blue 1575 Curacao

Brilliant, electric blue color. The nose is quite floral, with notes of orange peel, candied orange, and tropical fruits leading the way, accompanied by a generous dose of sweet Rum. The palate is in full accord with the nose, delivering a sweet, orange-driven core with accents of baking spices and vanilla-accented tropical fruits. Medium-bodied and unapologetically sweet with a vicious core and finish. Use in cocktails — not a sipper. \$35 – **4 Stars**



Passoã Passion Fruit Liqueur

Slightly hazy, ruby color. The nose offers bold scents of ripe passion fruit with hints of strawberry and sweet tart candies. The palate is in complete agreement with the nose, delivering a sweet and tart passion fruit-driven core with accents of citrus, red berries, and a touch of pomegranate. Medium-bodied and nicely balanced, with just enough sweetness to enhance the fruit flavors. \$25.99 – **4 Stars**



Heated Affair

2 oz. Tequila Partida Anejo
6 oz. apple cider (spiced and hot)
Heavy cream

Combine tequila and hot apple cider in a glass mug. Float heavy cream on top and garnish with grated nutmeg.

Why So Many Tequila Labels Just Changed, and What It Means for Producers and You

Tequila's 'additive-free' fight is changing how small brands remain transparent.



“Unfortunately, some are taking advantage of that buzz without doing the work. Cutting corners in the name of transparency hurts everyone who’s committed to real, honest production.”

— GILLES BENSABEUR, MARKETING DIRECTOR, TEQUILA PARTIDA

“We had to destroy 40,000 ElVelo labels and reprint them,” says Cummins, noting the brand also changed retail shelf talkers and marketing materials to remove its “no additives” language.

As consumers become more informed, they can buy spirits based on what’s in the bottle, not just based on packaging and marketing, explains José Valdez, the master tequilero of [Tequila Partida](#). “They can distinguish quality within the product itself, developing an appreciation for tasting tequila rather than just drinking it as a shot or in cocktails.”

That’s a great thing for the category, adds Partida marketing director Gilles Bensabeur, but it’s also created a rush of brands that want to cash in on the additive-free movement. “Unfortunately, some are taking advantage of that buzz without doing the work,” says Bensabeur. “Cutting corners in the name of transparency hurts everyone who’s committed to real, honest production.”

17 Thanksgiving Cocktails That Deserve A Spot Next To The Turkey

Pumpkin Spice Espresso Martini

De Lange shares that this cocktail is a grown-up twist that combines two popular beverage trends: the espresso martini and pumpkin spice. “The espresso and spirits give it a rich, bold flavor, while the Bols pumpkin spice adds a touch of seasonal warmth,” says de Lange.

Ingredients:

- 1.5 oz Bols vodka
- 0.75 oz Galliano espresso liqueur
- 0.5 oz Bols pumpkin spice liqueur
- 1 oz fresh espresso
- 0.25 oz simple syrup

Add ingredients to a cocktail shaker with ice. Shake and strain into a cocktail glass. Garnish with three coffee beans and grated nutmeg.



This pumpkin spice espresso martini was developed to be a grown-up twist combir ... [More](#)
 COURTESY OF BOLS VODKA

17 Thanksgiving Cocktails That Deserve A Spot Next To The Turkey

Heated Affair

This cocktail was crafted to feel like autumn and winter in a glass, says Ivar de Lange, the global education manager and master bartender at liqueur and spirits producer Lucas Bols.

“Partida Añejo Tequila adds warmth, depth and a natural agave touch, spiced apple cider brings seasonal spice, and a float of cream with fresh nutmeg makes it comforting and approachable,” he shared via email. “It’s a cozy, festive cocktail, perfect for warming up on crisp nights during the cuffing season.”

Ingredients:

- 2 oz Partida añejo tequila
- 6 oz apple cider (hot and spiced)
- Heavy cream

In a small, warm wine glass, add tequila and hot apple cider. Float heavy cream.

Garnish: Grate fresh nutmeg over cream.



The Heated Affair is billed as a cozy, festive cocktail, perfect for warming up on crisp ... [More](#)
 COURTESY OF [PARTIDA AÑEJO TEQUILA](#)



November 13, 2025

Online Visits: 23,631,422

[Click to view article](#)

Why So Many Tequila Labels Just Changed, and What It Means for Producers and You

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Spirits & Liqueurs

Gift Guides / Holiday Gift Guide (2025)



Pallini Limoncello Holiday Gift Pack

Celebrate 150 years of Italian tradition with Pallini Limoncello's Holiday Gift Pack—vibrant citrus flavor paired with timeless craftsmanship in a beautifully presented keepsake set.

PURCHASE NOW

8 Essential Añejo Tequilas for Every Kind of Whiskey Lover

For Unpeated Scotch Lovers – Partida Tequila Roble Fino Añejo



Tequila Partida has hit the ground running with some exceptional single-barrel releases over the past few months. For our money, though, the brand's Roble Fino Añejo remains the reigning champ. The expression begins with a tequila aged 18 months in American oak casks that previously held Jack Daniels, before resting an additional five months in ex-single malt, sherry-seasoned casks widely rumored to have been sourced from Macallan. What results is a potent, almost overwhelmingly sherry-forward spirit. Gobs of dried fruit, sour cherries and cream soda cloud the nose, luring you in for a sip that leans surprisingly close to cognac territory. Expect flavors of grape, peach rings, apple cider, cocoa nibs and brown butter, followed by a smack of cloves and vanilla that crescendos on the finish. This showstopper of an añejo more than justifies its \$150 price tag.

8 Essential Añejo Tequilas for Every Kind of Whiskey Lover

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Holiday Gift Guide 2025: The Coolest Liqueurs And Amari For Home Bars



NUVO Sparkling Liqueur

Champagne's historical know-how and modern technology come together to create this bright and effervescent liqueur. [NUVO is the world's first sparkling liqueur](#), crafted with ultra-premium French vodka, a touch of sparkling white wine and a proprietary blend of fruit nectars. It boasts aromas of tropical fruits, citrus, and floral notes, with a slightly sweet taste profile and a crisp bubbly finish.

NUVO is bottled at 15% ABV and contains 69 calories per serving. The elegant blush-pink bottle takes cues from luxury lipstick and designer fragrances, making it an attractive hostess gift or for that special lady on your list.

Holiday Gift Guide 2025: The Coolest Liqueurs And Amari For Home Bars



Pallini Italian Liqueurs

The Pallini Family has been crafting world-famous liqueurs in Rome since 1875 and are renowned for their limoncello, made from pesticide-free, hand-picked Sfusato lemons exclusively grown on Italy's Amalfi Coast. The liqueur develops a spicy, tangy, and refreshingly natural taste that's perfect to enjoy in cocktails or by itself.

Aside from their famous flagship, Pallini also makes a Peachello from Emilia Romagna's white peaches, and Raspicello with blueberries and black currants from the Abruzzi region. The company also developed the world's first non-alcoholic Limoncello, Pallini Limonzero, winner of the prestigious Double Gold Medal at WSWA in 2024. It's the perfect gift for those who prefer a little cocktail indulgence without the booze.

7 Delicious Thanksgiving Cocktails To Serve Before The Turkey Comes Out



Heated Affair
PARTIDA AÑEJO TEQUILA

Heated Affair

Ingredients:

- 2 oz Partida Añejo Tequila
- 6 oz Apple Cider (Hot and spiced)
- Heavy Cream
- Garnish: Grated Nutmeg

Method:

In a small warm wine glass add Tequila and hot apple cider. Float heavy cream. Garnish: grate fresh nutmeg over cream.



November 25, 2025

Online Visits: 655,219

[Click to view article](#)

Did Bols Just Release a Blue Liqueur That's Actually, Well, Good?

Blue drinks remain perma-trending on social media, but the blue liqueurs behind them are often just for show. Mindless cocktail arm candy — looks great in the photo opp, but can't hold a conversation.

“For a long time, blue Curaçao was perceived as just blue dye for a drink, something that would create a visual effect but not bring anything fundamental in terms of flavor,” says Lukas Suchánky of Aqua Caffé in Nové Zámky, Slovakia, a town about halfway between capital city Bratislava and Budapest.

But Dutch spirits powerhouse Bols may have finally cracked the code, and the brand did it by creating a modern-minded blue Curaçao recipe tailor-made for cocktails. “Suddenly, a blue cocktail is not only photogenic, but also interesting in taste, sophisticated, and modern,” Suchánky says. “This shift in perception is important in my opinion — it shows that even classic liqueurs can have a new concept if they are approached with an emphasis on quality, ingredients, and craft.”



LUCAS
BOLS



November 26, 2025

Online Visits: 5,000

[Click to view article](#)

New Reviews for November 26, 2025

Muff Peat Smoked Blended Irish Whiskey

Brilliant, light golden straw color. The aromatics are very intense, presenting aromas of toffee, orange blossom, and banana bread with supporting notes of baked apple, Sherry, nutmeg, campfire, and vanilla bean. The palate is in full accord with the nose, delivering a butterscotch-driven core with flavors of baked apple, sultanas, honey, and crème brûlée. The finish is long and lingering. Medium to full-bodied and nicely balanced with a velvety texture. \$37.99 – **4 Stars**



November 26, 2025

Online Visits: 655,219

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Did Bols Just Release a Blue Liqueur That's Actually, Well, Good?

Words: *Jake Emen*

Illustration: *Marcello Bevilacqua*

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Low-ABV Recipes



Photo & recipe: Pallini
Limoncello

Pallini Floral Cloud

Ingredients:

1.5 oz Gin Mare

0.75 oz Pallini Limoncello

0.5 oz Lemon Juice

0.5 oz Crème de Violette

Directions:

1. Shake on ice.
2. Strain into a chilled wine glass.
3. Top with a hibiscus, rose, and orange blossom “cloud.”