

LUCAS BOLS



MEDIA COVERAGE

October 2024





2023 Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 29
ONLINE: 29

TOTAL POTENTIAL AUDIENCE: 228,179,143
ONLINE: 228,179,143



October 1, 2024

Online Visits: 99,621,955

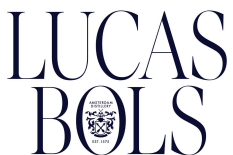
[Click to view article](#)

5 Coffee Liqueurs To Upgrade Your Espresso Martini

The espresso martini has made a remarkable comeback in recent years, becoming one of the most sought-after cocktails on the bar scene.

Galliano Espresso

Galliano Espresso offers a concentrated espresso flavor. Made with a blend of two types of dark roasted coffee beans—55% Arabica from Colombia and Brazil, and 45% Robusta from India and Kenya—it is well-suited for creating rich, intense coffee cocktails with a balanced aroma. The Arabica beans provide a creamy, delicate top note with hints of chocolate, while the Robusta adds depth and a bitter coffee undertone.



October 1, 2024

Online Visits: 48,781

[Click to view article](#)

CASSIUS

Spirit.Ed: Check Out These Crafty Cocktails For International Coffee Day 2024

11. Espresso Tonic (Boozy)



Source: Galliano Espresso

Directions:

1 oz [Galliano Espresso](#)

1 oz Espresso

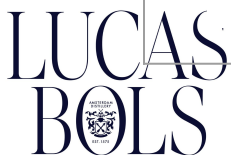
2 oz Tonic

Just 3 ingredients. Build ingredients into an ice-filled glass; start with a premium tonic. Garnish with lemon zest or wheel.

LUCAS
BOLS



	<p>October 1, 2024</p> <p>Online Visits: 49,125</p> <p>Click to view article</p>
	<p>October 1, 2024</p> <p>Online Visits: 50,539</p> <p>Click to view article</p>
	<p>October 1, 2024</p> <p>Online Visits: 160,550</p> <p>Click to view article</p>
	<p>October 1, 2024</p> <p>Online Visits: 71,803</p> <p>Click to view article</p>
	<p>October 1, 2024</p> <p>Online Visits: 5,000</p> <p>Click to view article</p>
	<p>October 1, 2024</p> <p>Online Visits: 5,000</p> <p>Click to view article</p>
	<p>October 1, 2024</p> <p>Online Visits: 49,352</p> <p>Click to view article</p>
	<p>October 1, 2024</p> <p>Online Visits: 61,284</p> <p>Click to view article</p>



Syndications from Cassius





OBSERVER

October 2, 2024

Online Visits: 641,407

[Click to view article](#)

The Spectacularly Spooky Cocktail Recipes for Halloween



El Diablo, Partida Reposado

El Diablo [🔗](#)

Ingredients:

- 1.5 oz Tequila Partida Reposado
- .5 oz crème de cassis
- .5 oz fresh lime juice
- 4 oz ginger beer
- Lime wedge, for garnish

Directions:

Add tequila and lime juice into a cocktail shaker with ice; shake and strain into a highball glass filled with fresh ice. Pour the ginger beer to drink and top with crème de cassis. Garnish with lime wedge.

LUCAS
BOLS



BEVNET.

October 7, 2024

Online Visits: 101,756

[Click to view article](#)

Passoã Partners With Superstar Jhayco For Highly Anticipated Music Video



Passoã, the original passion fruit liqueur from **The Lucas Bols Company**, is excited to partner with Puerto Rican artist, songwriter and GRAMMY-winner JHAYCO and his new hit song, 'Passoa'. The partnership includes brand integration in the song's music video, shot in Miami against a tropical luxury setting. In the video Jhayco and rising star Kapo arrive in a private yacht to a waterfront mansion and toast with their friends and enjoy Passoã "rockstar martinis" against a sunset sky. Fans of JHAYCO can now view the music video on **YouTube**.

LUCAS
BOLS

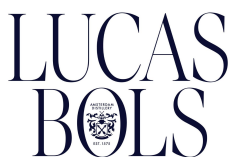




"At Lucas Bols we are thrilled to partner with Jhayco. This is the type of integration that most brands can only dream of, as it is 100% organic. We love that he named his song and included Passoã in the lyrics as a reference to a vibrant red sunset sky, which our brand is famous for. Brand and song make a perfect match," says The Lucas Bols Company VP of Marketing USA & Canada, Ignacio Llaneza. "We look forward to a great response from both his and our fans."

Passoã is the original passion fruit liqueur choice for the popular Rockstar Martini cocktail. Created over 35 years ago, Passoã is made with real passion fruit and contains no artificial flavors. The tropical sweetness and tanginess of Passoã makes it extremely versatile, and it adds an attractive red hue to any cocktail.

Jhayco is a world-renowned Puerto Rican artist. On Spotify, his song Passoa has had over 23.8 million listeners and his latest album 'Le Clique: Vida Rockstar,' [stream here](#), has received over 717.5 million streams and debuted #1 Globally on Spotify's Top Albums Debut Charts. JHAYCO began his journey in music at just 14 years old. Within two years, his work as a composer and producer on "Invincible" for Tito el Bambino earned him his first Grammy. This prestigious award at such a young age served as a springboard for his career, allowing him to collaborate with notable artists like Bad Bunny, Karol G, Feid, and Yandel, among others.





October 8, 2024

Online Visits: 71,594

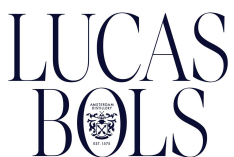
[Click to view article](#)

STUPIDDOPE

Get Spooky with an “El Diablo” Cocktail This Halloween



Looking for the perfect drink to spice up your [Halloween](#) celebrations? Enter the “El Diablo,” a cocktail that’s as devilish as it sounds. With a delicious blend of tequila, zesty lime juice, rich Crème De Cassis, and a fiery ginger beer kick, this drink is bound to be a hit at any Halloween gathering. It’s the ideal concoction for those who like their cocktails with a bit of a bite—and a lot of flair. Ready to conjure up some [cocktail](#) magic? Let’s dive into the details of how you can mix up this spooky, bold drink!





El Diablo: The Perfect Halloween Cocktail

The El Diablo cocktail takes a classic margarita base, kicks it up a notch, and adds a delightful dark twist. The combination of smooth [Tequila Partida Reposado](#), the sweet richness of Crème De Cassis, and the zing of fresh lime juice makes for a dynamic flavor profile. The ginger beer offers a refreshing, fizzy finish, adding a little bite to the mix. It's a playful drink that looks and tastes perfect for Halloween night—or any time you want to channel your inner cocktail sorcerer.

Ingredients:

- 1.5 oz [Tequila Partida Reposado](#)
- 0.5 oz Crème De Cassis
- 0.5 oz Fresh Lime Juice
- 4 oz Ginger Beer
- Garnish: Lime wedge

Directions:

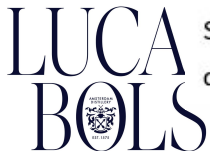
1. Add the tequila and fresh lime juice to a cocktail shaker filled with ice.
2. Shake well to mix and chill the ingredients.
3. Strain into a highball glass filled with ice.
4. Pour in the ginger beer, then carefully top off the drink with Crème De Cassis to create a layered effect.
5. Garnish with a lime wedge for that extra pop of color and flavor.

Why You'll Love This Cocktail

El Diablo isn't just about great taste—it's about the presentation. The rich dark hue from the Crème De Cassis, especially when it slowly bleeds into the fizzy ginger beer, makes it the perfect visual treat for Halloween. Plus, the zesty lime and the spiced kick from the ginger beer make this cocktail the ideal balance of refreshing and punchy. Whether you're hosting a haunted house party or enjoying a laid-back night, this drink has just the right touch of flair to impress your guests.

And don't worry if you're not a mixology master—this cocktail is easy to craft, but its complex flavors make it feel like a pro-level drink. It's a great way to elevate your Halloween drink menu without breaking a sweat.

So, gather your ingredients, throw on your best spooky playlist, and get ready to sip on something devilishly good. Cheers to a hauntingly fun Halloween with the El Diablo cocktail!



These Halloween cocktails look as good as they taste

Try out these impressive looking drinks, from a juicy tequila El Diablo to a fun Candy Corn shot

El Diablo

Ingredients:


- 1.5 oz Tequila Partida Reposado
- 0.5 oz Crème De Cassis
- 0.5 oz Fresh Lime Juice
- 4 oz Ginger Beer
- Garnish: Lime Wedge

Method:

Add tequila and lime juice into a cocktail shaker with ice. Shake and strain into a highball glass with ice. Pour the ginger beer and top with crème de cassis. Garnish with lime wedge.





	<p>October 14, 2024</p> <p>Online Visits: 125,576,242</p> <p>Click to view article</p>
---	--

Syndications from The Manual





October 16, 2024

Online Visits: 5,000

[Click to view article](#)

New Reviews for October 16, 2024

Spirits Reviews

Bols Cocktails Margarita Azul (RTD)

The color is a striking blue — not fully transparent. The nose is bold, offering scents of orange peel and orange juice with hints of lemon and mineral. The palate echoes the nose delivering a semi-tart, citrus-driven core with waves of lemon, orange, and sweet citrus punch. Medium-bodied and vibrant with a sweet and tart citrus blast that is focused on Blue Curaçao with a faint homage to the Margarita. Blue Curaçao \$2.99 – **3.5 Stars**

Bols Cocktails Pornstar Martini (RTD)

Semi-translucent atomic orange. The nose is filled with the scents of sweet, ripe tropical fruits with hints of vanilla. The palate confirms the nose delivering a sweet tropical fruit-centric core with tart passion fruit accents rising on the finish. Medium-bodied and extremely juicy. \$2.99 – **3.5 Stars**

Bols Cocktails Espresso Martini (RTD)

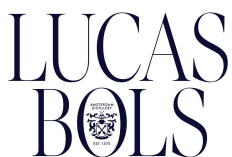
Deep, dark brown to amber being nearly opaque. The nose is filled with scents of dark roasted espresso beans with supporting notes of cocoa nibs and hints of caramel. The palate echoes the nose while being sweeter with the sugar notes adding depth to the espresso elongating the palate with hints of vanilla bean and cocoa. Medium-bodied with nice balance and length. \$2.99 – **4 Stars**

Bols Cocktails Red Light Negroni (RTD)

Brilliant, medium ruby color. The aromatics are pleasingly bold and intense, offering scents of tart red berries and cranberry with supporting notes of orange peel and juniper. The palate confirms the nose delivering a macerated red fruit-driven core with flavors of orange peel, sweet red berries, and semi-tart red fruits. The finish is soft and sweet. Medium-bodied and perfectly balanced with a vibrant texture. The look is right, the nose is spot on but the palate is a bit sweet lacking the tart accents that would make this RTD world-class. \$2.99 – **4 Stars**

Bols Cocktails Very Old Fashioned (RTD)

Brilliant, orange/amber color. The nose is wonderfully fragrant offering scents of orange peel, brown baking spices, vanilla, and barrel-aged spirit. The palate is in full agreement with the nose delivering a fruit and spice-driven core with the aged Genever rising on the mid-palate and carrying through to the finish. Medium-bodied and ideally balanced just like a perfectly made craft cocktail. \$2.99 – **4.5 Stars**



GRAZIA

October 16, 2024

Online Visits: 540,047

[Click to view article](#)

CREATIVE HALLOWEEN COCKTAILS: 10 SPOOKY SIPS FOR A FRIGHTFULLY FUN PARTY

From ghoulish greens to blood-red libations, elevate your Halloween party with these 10 delicious and festive fall cocktail recipes

EL DIABLO

Ingredients:

- 1.5 oz Tequila Partida Reposado
- 0.5 oz Crème De Cassis
- 0.5 oz Fresh Lime Juice
- 4 oz Ginger Beer
- Garnish: Lime Wedge

Instructions:

1. Add tequila and lime juice into a cocktail shaker with ice.
2. Shake and strain into a Highball glass with ice.
3. Pour the ginger beer and top with crème de cassis.
4. Garnish with lime wedge.

Recipe courtesy of Tequila Partida Reposado



PHOTOS COURTESY OF TEQUILA PARTIDA REPOSADO



THE KNOCKTURNAL

October 25, 2024

Online Visits: 28,747

[Click to view article](#)

The Knockturnal's Halloween Cocktail and Spirit Roundup

Canned Spirits

Bols, the world's first cocktail brand with nearly 450 years of expertise, brings the bar-quality experience straight to your home with its ready-to-enjoy cocktails. These RTD cocktails make it effortless to indulge – simply pour over ice, add a garnish, and enjoy. The collection includes five signature cocktails: Espresso Martini, Margarita Azul, Red Light Negroni, Very Old Fashioned, and Pornstar Martini – all crafted with natural flavors for a premium taste.



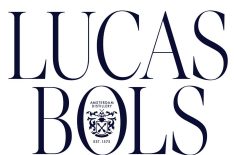
Espresso Martini: Made with iconic Galliano Espresso liqueur, this cocktail is rich and creamy with a bold espresso flavor. Best served chilled with coffee beans for garnish, making it a smooth and indulgent treat.

Margarita Azul: A tangy and refreshing margarita with a vibrant blue color. Enjoy its bold citrus flavors and smooth tequila kick, perfect for a sunny fall day.

Red Light Negroni: A bittersweet classic with a Dutch twist, blending botanicals and orange for a smooth, malty finish. Ideal for a sophisticated evening, served over ice with a twist of orange zest.

Very Old Fashioned: Sophisticated and aromatic, this cocktail features rich orange notes and warm cedarwood tones. It's perfect for sipping by a crackling fire on a cool fall night.

Pornstar Martini: Sweet and vibrant with flavors of vanilla and candied orange peel. Its eye-catching orange hue makes it a fun choice for lively gatherings.





COMPLOT

October 26, 2024

Online Visits: 5,000

[Click to view article](#)



Tequila Partida Añejo Roble Fino

26 octubre, 2024

El **Tequila Partida Añejo Roble Fino** es una manifestación excepcional del arte tequilero, comenzando su vida en barricas de bourbon antes de recibir un afinamiento adicional de cinco meses en barricas ex de malta única, sazonadas con jerez. Este proceso de envejecimiento, que en total abarca 18 meses, transforma el tequila en una obra de complejidad y profundidad extraordinarias, destacando con notas dulces de frutas secas, roble tostado, chocolate y agave cocido.

La categoría «Añejo» en tequila define aquellos tequilas que han madurado en barricas de roble durante un período de al menos un año pero menos de tres años. Este envejecimiento confiere al tequila una riqueza y una suavidad notables, intensificando los sabores y profundizando su carácter. El **Tequila Partida Añejo Roble Fino** no solo cumple con estos requisitos, sino que eleva el estándar con su acabado en barricas de sherry, lo que lo hace ideal para ser disfrutado solo y apreciado por sus finos matices.

Detrás de cada botella de Tequila Partida está la historia de una dedicación implacable a la calidad y autenticidad. Fundada en honor a Enrique Partida, un renombrado agricultor de agave, la destilería continúa su legado bajo la guía de José Valdez, el Maestro Tequilero de la casa. Valdez, un ingeniero industrial de formación, aplica un enfoque meticuloso para garantizar que cada lote de tequila Partida refleje la expresión más pura del agave. Su compromiso con la excelencia se ha solidificado aún más con la certificación de Tequila Partida como libre de aditivos por Tequila Matchmaker y su participación en la Alianza Libre de Aditivos.

El Tequila Partida Añejo Roble Fino es, por lo tanto, más que un espirituoso; es el resultado de un legado de pasión y precisión, diseñado para capturar la esencia del patrimonio tequilero mexicano y celebrar la riqueza de su terroir con cada sorbo.

LUC
BOLS

October 28, 2024

Online Visits: 71,594

[Click to view article](#)

STUPIDDOPE

Cheers to Autumn: Bols Brings Bar-Quality Cocktails to Your Doorstep



PHOTOS COURTESY OF BOLS

As the crisp air of autumn sweeps in, it's time to celebrate fall festivities with the perfect cocktail in hand. Whether you're cheering on your favorite football team, attending a homecoming event, or simply enjoying a cozy night in, Bols' ready-to-drink (RTD) [cocktails](#) are the ultimate way to elevate your fall gatherings. With nearly 450 years of expertise, Bols, the world's first cocktail brand, delivers bar-quality cocktails that are effortless to enjoy and impressively crafted.

LUCAS
BOLS



Imagine skipping the hassle of mixing drinks while still indulging in premium cocktails made with natural ingredients. Bols' collection of five signature cocktails brings bold flavors, smooth textures, and vibrant colors right to your glass. Just pour over ice, garnish, and savor the moment—it's that easy. Whether it's a laid-back evening or a lively get-together, these RTD cocktails fit every fall occasion. Plus, they make the perfect gift for any cocktail lover who enjoys a good drink without all the prep work.

Here's a look at the delicious options you can expect from the Bols RTD lineup:

Espresso Martini

Nothing beats the rich, creamy delight of an Espresso Martini. Made with the iconic Galliano Espresso [liqueur](#), this cocktail delivers bold espresso flavors that are both smooth and indulgent. Serve it chilled and top it with coffee beans for a classic garnish, making it the ultimate choice for coffee lovers craving a little extra kick.

Margarita Azul

Bright, tangy, and refreshing, the Margarita Azul is a vibrant take on the classic margarita. With bold citrus notes and a smooth tequila base, it's the ideal cocktail for those sunny autumn days. Its striking blue color adds a touch of fun and flair, making it perfect for outdoor fall festivities.

Red Light Negroni

For those who enjoy a bittersweet classic with a twist, the Red Light Negroni offers a Dutch-inspired spin on the traditional Negroni. Infused with botanicals and orange, it delivers a smooth and malty finish. Serve it over ice with a twist of orange zest, and you've got yourself a sophisticated cocktail for any evening.

Very Old Fashioned

Sophisticated and aromatic, the Very Old Fashioned is perfect for sipping by a crackling fire on a cool autumn night. With rich orange notes and warm cedarwood undertones, it's a classic cocktail that brings comfort and style to any cozy evening in.



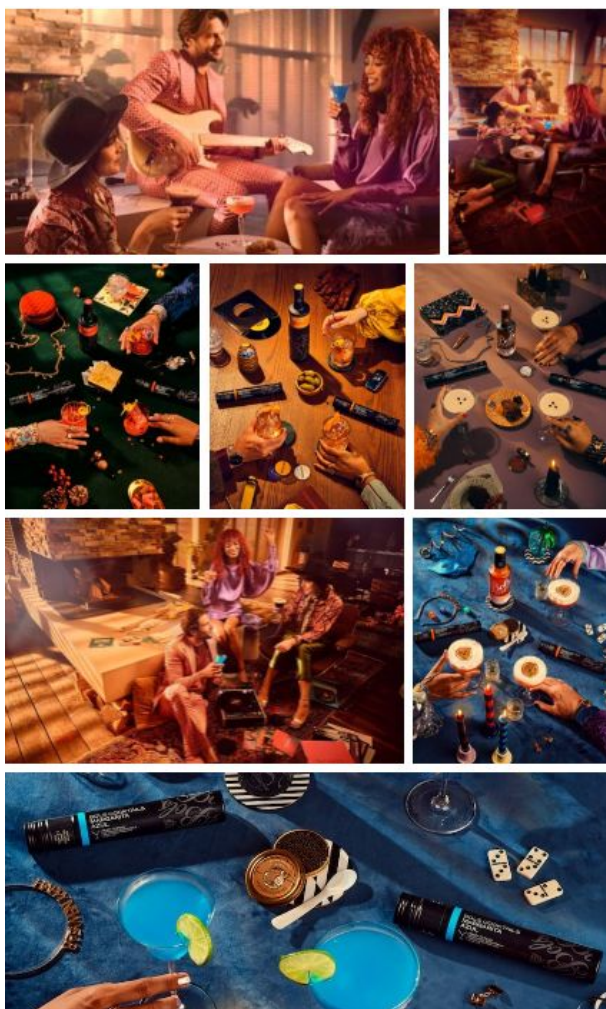
Pornstar Martini



Sweet, vibrant, and oh-so-fun, the Pornstar Martini is an eye-catching cocktail that bursts with flavors of vanilla and candied orange peel. Its bold orange hue makes it a fantastic choice for lively gatherings, adding a splash of color and excitement to your next fall celebration.

Each cocktail comes in convenient packaging—either 200ml tubes (ideal for one or two servings) or 375ml bottles (perfect for sharing with friends, as they serve up to four). These compact sizes make them an excellent gift, whether you're treating yourself or bringing them along to your next gathering. With such a variety of flavors and styles, [Bols' RTD cocktails](#) are sure to add an extra layer of enjoyment to all your fall festivities.

So, why not embrace the spirit of autumn and add a little cocktail magic to your next celebration? Bols' ready-to-enjoy cocktails are here to make it easier than ever to raise a glass and say "cheers" to the season.



LUCAS
BOLS





BEVNET.

October 29, 2024

Online Visits: 101,756

[Click to view article](#)

Tequila Partida, The Original Additive-Free Tequila, Announces First Single Barrel Añejo Program



Tequila Partida, the original additive-free tequila from **The Lucas Bols Company**, is excited to announce their first Single Barrel Añejo Program. Partida's Master Tequilero José Valdez has crafted 30 unique barrels of their award-winning and highly regarded añejo that are now available for purchase nationwide to select bars, restaurants and retail stores. Each single barrel will have its own unique tasting notes, making each one special and highly collectible for tequila aficionados. The single barrels are releasing 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 special experiences for barrel buyers at select bars, restaurants and retail stores.

LUCAS
BOLS



Experience #1: For purchasing a minimum of two barrels, buyers will have the opportunity to visit the Partida team in Tequila Valley and embark on a unique journey to choose their own single barrels. The tour begins with an immersive walk through of the agave fields, where expert jimadors demonstrate the centuries-old process of harvesting the piñas, the heart of the agave plant. Next, they will head to the distillery for a guided tour to witness the tequila production firsthand. Lastly, they will head to the aging room where Partida's Master Tequilero José Valdez will guide them 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. They will then have the chance to taste the samples and choose the hand selected barrel they like best.

"At Lucas Bols we are excited to launch the first Single Barrel Añejo Program for Tequila Partida ahead of the brand's 20th anniversary in 2025. With Partida Roble Fino Añejo recently receiving the prestigious Wine Enthusiast accolade for "Best Tequila Under \$150", the timing really was perfect to roll out this program," says The Lucas Bols Company VP of Marketing USA & Canada, Ignacio Llaneza. "We look forward to all consumer and trade reactions towards these unique single barrels that Master Tequilero José Valdez has expertly crafted."

Master Tequilero José Valdez, who will be celebrating his 20th year with Tequila Partida, has been with the brand from inception and is still producing and tasting every batch of their tequila to this day. He has crafted the perfect process to achieve the world's highest-quality artisanal tequila. From ensuring only the ripest agave is selected for maximum flavor and sugar content, a 24-hour cooking process, and aging that goes beyond all expectations, José exemplifies an inspirational commitment to surpassing quality standards.

"Each of these limited single barrels offers a unique and different tasting profile based on Partida's award-winning añejo. I am proud of how each barrel illustrates our approach to making high-quality, additive-free tequila the traditional way and only using the ripest agave within the production process," says Tequila Partida Master Tequilero José Valdez.

Aged 18 months, Partida Añejo exhibits a depth of flavor that only comes from advanced aging. Intense golden color and copper tones; clean and full bodied. Fruity aromas, with honey, chocolate, spices and dried fruit flavors reminiscent of sweet pear, banana and almond. A very pleasant finish.

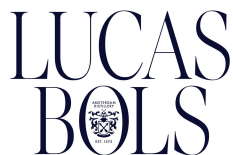




Every Single Barrel Añejo will yield roughly 330 750ml bottles that come in at 40% ABV with a suggested retail price of \$59. Each bottle will also be customized with a gold printed label and display the account name prominently that purchased the barrel. Each barrel purchase will also be shipped with two branded barrel heads. Additionally, Partida has also partnered with ReserveBar to allow consumers the opportunity to purchase their Roble Fino Añejo nationwide.

For More Information:

[Learn More](#)





October 29, 2024

Online Visits: 71,594

[Click to view article](#)

STUPIDDOPE

Spice Up Halloween with the Spicy Honey Paloma Cocktail Recipe



PHOTOS COURTESY OF PARTIDA TEQUILA

Halloween isn't just about candy and costumes—it's also a chance to mix up some killer cocktails! This year, give your Halloween party a spicy twist with the Spicy Honey Paloma, a cocktail that's equal parts sweet, sour, and packed with just the right amount of heat. Featuring a smooth Partida Reposado tequila base, a splash of hot honey, and a refreshing top-off of grapefruit soda, this drink is as bold as it is balanced, making it a perfect addition to any Halloween bash.

The Spicy Honey Paloma brings together the crisp taste of tequila with zesty citrus, a dash of heat, and a refreshing fizzy finish. It's the kind of drink that not only catches attention with its vibrant color and citrusy garnish but also has a flavor profile that'll keep guests coming back for more. With just a few simple ingredients, you can build this cocktail over cubed ice in no time, which means less bartending and more celebrating. Ready to get mixing?

LUCAS
BOLS





Ingredients:

- 2 oz Partida Reposado Tequila
- 0.5 oz Fresh Lime Juice
- 0.5 oz Spicy Honey (Hot Honey)
- 4 oz Grapefruit Soda
- **Garnish:** Citrus Fruit Wheel

Directions:

1. Fill a glass with cubed ice.
2. Pour in 2 oz of [Partida Reposado tequila](#) for that smooth, smoky base.
3. Add 0.5 oz of fresh lime juice to give it a bright, tangy kick.
4. Measure out 0.5 oz of hot honey and pour it in, stirring to incorporate its sweet heat.
5. Top off the glass with 4 oz of grapefruit soda to bring in a bubbly, refreshing finish.
6. Garnish with a citrus fruit wheel—lime, lemon, or even a slice of blood orange for a spooky touch.

The Spicy Honey Paloma strikes that ideal balance between flavor and festivity, making it a stand-out choice for Halloween. The hot honey isn't just there for a little zing—it adds a layer of warmth that pairs perfectly with the tequila's natural flavors, making this drink an instant hit for chilly October nights. And the best part? The grapefruit soda gives it a refreshingly light finish, so it's as easy to drink as it is to mix.

For those who want to get creative, you could even dress up the presentation. Try a salted rim or add a pinch of smoked paprika for a bit of visual drama and an extra hit of smoky flavor. Serve it up alongside Halloween treats, and you'll have a cocktail that looks as good as it tastes.

This Halloween, ditch the usual cocktails and go for something with a little more edge. The Spicy Honey [Paloma](#) is the perfect way to raise the bar and keep the party vibe going. Just remember to mix a few extra because, trust us, they'll disappear faster than you can say "Boo!"





October 30, 2024

Online Visits: 5,000

[Click to view article](#)

New Reviews for October 30, 2024

Bols Amaretto

Brilliant, medium amber color. The nose is sweet and expressive, offering scents of Italian almond cookies, marzipan, and red cherry with the cherry pit accent. The palate is in full agreement with the nose, delivering an unctuous candied almond-driven core with accents of cherry Liquor, candied orange peel, and brown sugar. Medium-bodied and wonderfully vibrant, it's all we want in an Amaretto. \$15 – **4 Stars**



October 31, 2024

Online Visits: 8,862

[Click to view article](#)

Press: Tequila Partida, The Original Additive-Free Tequila, Announces First Single Barrel Añejo Program

Tequila Partida, The Original Additive-Free Tequila, Announces First Single Barrel Añejo Program

I have been asked more and more to share my thoughts on spirits outside of bourbon in recent days, and in an effort to expand the offerings I figured I'd drop some unexpected tequila news for Halloween. There certainly seems to be some crossover traffic from the bourbon world into the añejo tequila world—undoubtedly due to the popularity of aging tequila in bourbon barrels—and this announcement of a new single barrel program should certainly pique the interest of retailers and barrel clubs alike. Enjoy!



LUCAS
BOLS





Tequila Partida, The Original Additive-Free Tequila, Announces First Single Barrel Añejo Program

Partida Offers Two Unique Barrel Selection Experiences for Buyers Including a Trip to Mexico

NEW YORK, Oct. 29, 2024 /PRNewswire/ – [Tequila Partida](#), the original additive-free tequila from [The Lucas Bols Company](#), is excited to announce their first Single Barrel Añejo Program. Partida's Master Tequilero José Valdez has crafted 30 unique barrels of their award-winning and highly regarded añejo that are now available for purchase nationwide to select bars, restaurants and retail stores. Each single barrel will have its own unique tasting notes, making each one special and highly collectible for tequila aficionados. The single barrels are releasing 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 special experiences for barrel buyers at select bars, restaurants and retail stores.

- Experience #1: For purchasing a minimum of two barrels, buyers will have the opportunity to visit the Partida team in Tequila Valley and embark on a unique journey to choose their own single barrels. The tour begins with an immersive walk through of the agave fields, where expert jimadors demonstrate the centuries-old process of harvesting the piñas, the heart of the agave plant. Next, they will head to the distillery for a guided tour to witness the tequila production firsthand. Lastly, they will head to the aging room where Partida's Master Tequilero José Valdez will guide them 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. They will then have the chance to taste the samples and choose the hand selected barrel they like best.

"At Lucas Bols we are excited to launch the first Single Barrel Añejo Program for Tequila Partida ahead of the brand's 20th anniversary in 2025. With Partida Roble Fino Añejo recently receiving the prestigious Wine Enthusiast accolade for "Best Tequila Under \$150", the timing really was perfect to roll out this program," says The Lucas Bols Company VP of Marketing USA & Canada, Ignacio Llana. "We look forward to all consumer and trade reactions towards these unique single barrels that Master Tequilero José Valdez has expertly crafted."





Master Tequilero José Valdez, who will be celebrating his 20th year with Tequila Partida, has been with the brand from inception and is still producing and tasting every batch of their tequila to this day. He has crafted the perfect process to achieve the world's highest-quality artisanal tequila. From ensuring only the ripest agave is selected for maximum flavor and sugar content, a 24-hour cooking process, and aging that goes beyond all expectations, José exemplifies an inspirational commitment to surpassing quality standards.

"Each of these limited single barrels offers a unique and different tasting profile based on Partida's award-winning añejo. I am proud of how each barrel illustrates our approach to making high-quality, additive-free tequila the traditional way and only using the ripest agave within the production process," says Tequila Partida Master Tequilero José Valdez.

Aged 18 months, Partida Añejo exhibits a depth of flavor that only comes from advanced aging. Intense golden color and copper tones; clean and full bodied. Fruity aromas, with honey, chocolate, spices and dried fruit flavors reminiscent of sweet pear, banana and almond. A very pleasant finish.

Every Single Barrel Añejo will yield roughly 330 750ml bottles that come in at 40% ABV with a suggested retail price of \$59. Each bottle will also be customized with a gold printed label and display the account name prominently that purchased the barrel. Each barrel purchase will also be shipped with two branded barrel heads. Additionally, Partida has also partnered with ReserveBar to allow consumers the opportunity to purchase their Roble Fino Añejo nationwide.

About Tequila Partida

Tequila Partida is an authentic, all-natural and the original additive-free 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 is the world's highest rated tequila. In 2024, the Roble Fino Añejo was recognized as "the best tequila under \$150" by Wine Enthusiast. For more information, visit www.partidatequila.com

About The Lucas Bols Company

The Lucas Bols Company is a leading global cocktail and spirits player in the worldwide cocktail market and one of the oldest active Dutch companies. Lucas Bols' mission is to create great cocktail experiences around the globe. The Lucas Bols Company is present in over 110 countries worldwide and their portfolio contains three global cocktail brands and more than 20 international and regional liqueurs and spirits. Bols, The World's First Cocktail Brand, includes the number-one liqueur range globally (not including the USA). Lucas Bols is also the world's largest player in the genever segment, and its portfolio of cocktail brands includes Passoà, the number one passion fruit liqueur, Galliano liqueurs and the ultra-premium tequila brand Partida.





Through the House of Bols Cocktail & Genever Experience and the Bols Cocktail Academy, Lucas Bols showcases, inspires and educates bartenders and consumers alike. With almost 450 years of experience in the art of distilling and blending spirits and cocktails combined with the creative spirit of Amsterdam, Lucas Bols truly are 'Masters of Taste'. For more information, visit www.lucasbols.com.





October 31, 2024

Online Visits: 21,968

[Click to view article](#)

Tequila Partida Launches First Single Barrel Program

BOURBON | OCTOBER 31, 2024



< PREVIOUS

NEXT >



Tequila Partida, the original additive-free tequila from The Lucas Bols Company, announced its first Single Barrel Añejo Program. Partida's Master Tequilero José Valdez has crafted 30 unique barrels of their award-winning and highly regarded añejo that are now available for purchase nationwide to select bars, restaurants and retail stores.

Each single barrel will have its own unique tasting notes, making each one special and highly collectible for tequila aficionados. The single barrels are releasing 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 special experiences for barrel buyers at select bars, restaurants and retail stores.

Experience #1: For purchasing a minimum of two barrels, buyers will have the opportunity to visit the Partida team in Tequila Valley and embark on a unique journey to choose their own single barrels. The tour begins with an immersive walk through of the agave fields, where expert Jimadores demonstrate the centuries-old process of harvesting the piñas, the heart of the agave plant. Next, they will head to the distillery for a guided tour to witness the tequila production firsthand. Lastly, they will head to the aging room where Valdez will guide them 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. They will then have the chance to taste the samples and choose the hand selected barrel they like best.

"The timing really was perfect to roll out this program," The Lucas Bols Company VP of Marketing USA & Canada Ignacio Llaneza said in a news release. "We look forward to all consumer and trade reactions towards these unique single barrels that Master Tequilero José Valdez has expertly crafted."

Valdez, who will be celebrating his 20th year with Tequila Partida, has been with the brand from inception and is still producing and tasting every batch of their tequila to this day. He has crafted the perfect process to achieve the world's highest-quality artisanal tequila.

From ensuring only the ripest agave is selected for maximum flavor and sugar content, a 24-hour cooking process, and aging that goes beyond all expectations, José exemplifies an inspirational commitment to surpassing quality standards.

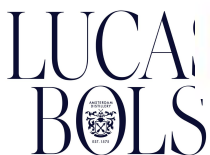
"Each of these limited single barrels offers a unique and different tasting profile based on Partida's award-winning añejo," Valdez said. "I am proud of how each barrel illustrates our approach to making high-quality, additive-free tequila the traditional way and only using the ripest agave within the production process."

Every Single Barrel Añejo will yield roughly 330 750ml bottles that come in at 40% ABV with a suggested retail price of \$59. Each bottle will also be customized with a gold printed label and display the account name prominently that purchased the barrel. Each barrel purchase will also be shipped with two branded barrel heads. Additionally, Partida has also partnered with ReserveBar to allow consumers the opportunity to purchase their Roble Fino Añejo nationwide.

Read more: [El Mayor Releases Rosado Reposado Tequila](#)

About Tequila Partida

Tequila Partida is an authentic, all-natural and the original additive-free 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 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. For more information, visit www.partidatequila.com





Cassius

October 31, 2024

Online Visits: 48,781

[Click to view article](#)

Spirit.Ed: Check Out All The Spooky Sips In Our Halloween 2024 Roundup

11. El Diablo



Source:Tequila Partida

Ingredients:

1.5 oz [Tequila Partida](#) Reposado

0.5 oz Crème De Cassis

0.5 oz Fresh Lime Juice

4 oz Ginger Beer

Garnish: Lime Wedge

LU
BC

Directions: Add tequila and lime juice into a cocktail shaker with ice. Shake and strain into a highball glass with ice. Pour the ginger beer and top with crème de cassis. Garnish with lime wedge.





	<p>October 31, 2024</p> <p>Online Visits: 49,352</p> <p>Click to view article</p>
	<p>October 31, 2024</p> <p>Online Visits: 50,539</p> <p>Click to view article</p>
	<p>October 31, 2024</p> <p>Online Visits: 42,075</p> <p>Click to view article</p>

Syndications from Cassius