



LUCAS  BOLS
1575

Press Trip Activity Report

Presented By



Overview

Colangelo & Partners planned and executed a press trip with the Lucas Bols team that occurred from April 8th - 12th. C&P invited a group of targeted media within the trade and lifestyle spaces and was able to secure the following.

- Wayne Curtis, Freelance (Imbibe, PUNCH) - U.S.
- Rich Manning, Freelance (VinePair, Food & Wine) - U.S.
- Kate Dingwall, Freelance (Liquor.com, Wine Enthusiast, Food & Wine) - U.S.
- Christopher Friedmann, Freelance (Men's Journal)/Spirited - U.S.
- Jake Emen, Freelance (Robb Report, Esquire) - U.S.
- Eleanor Yates, Drinks International - UK
- Rupert Hohwieler, The Spirits Business - UK
- During the press trip, the journalists had the opportunity visit the Lucas Bols distillery, participate in a Bols Cocktail Academy class, tour the Bols Cocktail Experience to unveil the launch of the Bols Blue 1575 and more
- At the conclusion of the press trip, C&P will be following up with the journalists that attended for story opportunities for Lucas Bols and the Bols Blue 1575 launch



Media Highlights

MEN'S JOURNAL

Blue Curaçao Was Once a Punchline. This Legendary Maker Is Reimagining the Liqueur With a Higher Proof and Greater Complexity



Date: 9/30/2025

UVM: 6,537,845

[Link](#)

VINEPAIR

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 [Anna Caffè](#) 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."

Date: 11/25/2025

UVM: 655,219

[Link](#)

Forbes

How Does A 450-Year-Old Alcohol Brand Relaunch Its Signature Product?

The historic Lucas Bols' distillery has released a more premium, bartender-friendly version of its blue curacao liqueur.



Date: 6/25/2025

UVM: 78,108,059

[Link](#)

Media Highlights Continued

THE SPIRITS BUSINESS

Lucas Bols prepares for new premium era

As Lucas Bols celebrates its 450-year anniversary, its financial officer is preparing to take a step up. Incoming CEO Frank Cox revealed his plans for the future.



L/R: Frank Cox and Huub van Doorne

After 20 years leading Lucas Bols, CEO Huub van Doorne will pass the baton on to chief financial officer Cox in October. The **leadership transition** will be smooth; the pair have worked together closely since Cox joined the Dutch spirits company.

"I started five years ago. Because we were listed on the stock exchange, we always had a small management team, which really was Huub and I," Cox says of the company's headquarters in Amsterdam.

When Cox assumes the role of CEO, he says he will switch it up from the two-man team. "There's a lot of pressure and a lot of non-business focus that comes from being a listed company. Huub and I tried to take that away from the business teams here.

"I think that worked well. However, now we're no longer listed, I want to professionalise with a broader management team. It's going to be myself and brands and business development, sales and distributor management,

supply chain, and IT."

The goal is for Bols Blue 1575 to become the category leader in blue liqueurs, as other brands have done with their signature flavours.

"In the top 10 liqueurs, there's always one brand that claims each flavour: triple sec for Chartreuse, passionfruit for Fireball, St-Germain is elderflower. You'll find a hero brand for all of them, but not for blue. That's why we jumped in.

"There are maybe one or two other liqueurs where, in the next few years, there's room for similar innovation."

Additionally, the company has also bolstered its ready-to-drink (RTD) range with Passoa. The firm created an RTD with the passionfruit liqueur and orange juice a few years ago (it's the second best-selling RTD cocktail in the Netherlands), but last month it introduced two new variants: Passionfruit Martini and Pink Lemonade Spritz. The range is intended to "target the direct-to-consumer or at-home markets," adds Cox.



The company is looking to make Bols Blue 1575 a regular on the back bar, rather than the speed rail.

Date: 4/28/2025

UVM: 208,554

[Link](#)

WINE ENTHUSIAST

How Wine and Spirits Got Stuck in the Middle of a Global Trade War

"The industry is facing tremendous headwinds of late. It's due to multiple factors, such as the declining consumption habits of younger generations, the emergence of THC beverages and recreational cannabis use, the use of GLP1 drugs, and the overall impact the economy has had on consumer goods. And as a whole, inflation continues to remain relatively high."

BRETT DAVINE, MANAGING DIRECTOR U.S. AND CANADA OF LUCAS BOLS



Date: 9/24/2025

UVM: 569,961

[Link](#)

FOOD & WINE

This Amsterdam Museum Is All About Cocktails



Amsterdam remains a bustling tourist destination for any number of delectable and cultural reasons. Its collection of art museums is near unmatched, and its canals offer a distinctive cityscape to enjoy. Amsterdam has its Gouda and stroopwafels, herring and Heineken, and no doubt, its "coffeshops" and its Red Light District. But for visitors feeling more blue than red, there's another option to enjoy, too: an entire museum dedicated to beautiful blue beverages.

The Bols Cocktail Experience underwent a renovation in 2025 and now offers an interactive wonder world of cocktail exhibits, tastings, and sensory experiences showcasing the history and flavors of Bols' storied brands. It's a tantalizing enough draw that about 60,000 blue drink believers pay their respects each year, and the attraction is going strong two decades after it opened in 2006.

Date: 2/22/2026

UVM: 9,147,567

[Link](#)

Media Highlights Continued

THE SPIRITS BUSINESS

Outgoing Lucas Bols CEO looks back on 20 years



The **transition period** at the top of Dutch firm Lucas Bols' leadership is coming to an end soon, with Haub Van Doorne retiring from his CEO role at the end of the month, passing the baton to chief financial officer (CFO) **Frank Cox**.

Van Doorne will become chairman of the company's supervisory board from 1 January 2026.

"It's a new chapter, and it's good, you need the new generation," Van Doorne tells *The Spirits Business* of his decision to call time his CEO career. "I have been in operational roles for 42 years now."

Van Doorne acquired Lucas Bols in 2005 from Rémy Cointreau with the AAC capital, a Benelux private equity firm. Before Lucas Bols, Van Doorne had been at Rémy Cointreau for 15 years, starting as its managing director in the Netherlands, then moving to Mexico where he set up a distribution company for the French firm before moving to its head office in Paris.

Casting his mind over the highlights from the past 20 years, he contends that there is "always unfinished business", but repositioning the company's focus globally and creating cocktail experiences around the world, may have been his biggest successes.

Date: 9/2/2025

UVM: 208,554

[Link](#)

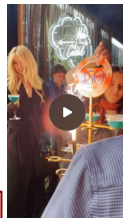
THE LONG BAR

A Blueprint for Surviving 450 Years in the Liquor Business

In 1575, a Dutchman named Lucas Buisius began making spirits in a modest building just off a canal in central Amsterdam. The site became known as *Het Looetsje*, or "the little shed," reflecting a characteristic Dutch avoidance of splendor—and likely an owner who kept his head down to avoid drawing attention to himself.

His family name was later simplified to the easier-to-pronounce Bols. And earlier this month, the Lucas Bols Company celebrated its 450th anniversary with a grand bash in Amsterdam. (I attended as a guest of Bols.) The event took place at their newly updated visitor center, located within sight of the Rijksmuseum and just across the street from the Van Gogh Museum.

A highlight of the evening was a procession of servers with tiered trays full of bluebird-colored cocktails. If you somehow failed to notice these, you surely saw the oversized and exuberant sparklers attached to the trays—it felt like a bonsai-sized Olympic opening ceremony.



Date: 4/23/2025

UVM: 5,000

[Link](#)



Date: Winter 2026 Issue

Circulation: 20,000



Media Highlights Continued

SPIRITED

**Lucas Bols Unveils Bols Blue 1575
to Celebrate 450 Years of Distilling
Excellence**



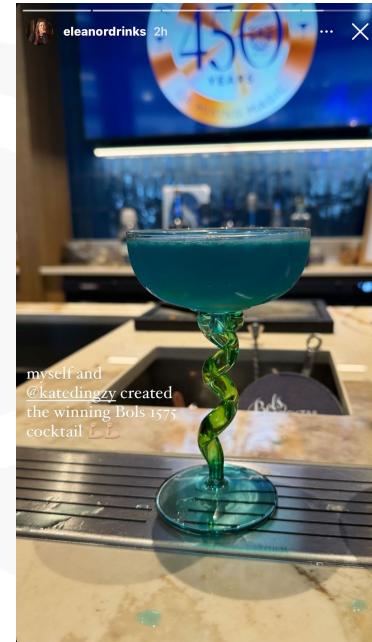
Date: 4/17/2025

UVM: 5,000

[Link](#)



Lucas Bols Press Trip: Social Content



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Lucas Bols Press Trip: Social Content Continued



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 rich.manning2.0 2h
Amsterdam, Day 1: Beautiful old buildings, a boat cruise, @bolsgenever_nl, Blue Curacao, and a lot of meat. Also, they take their biking very seriously here

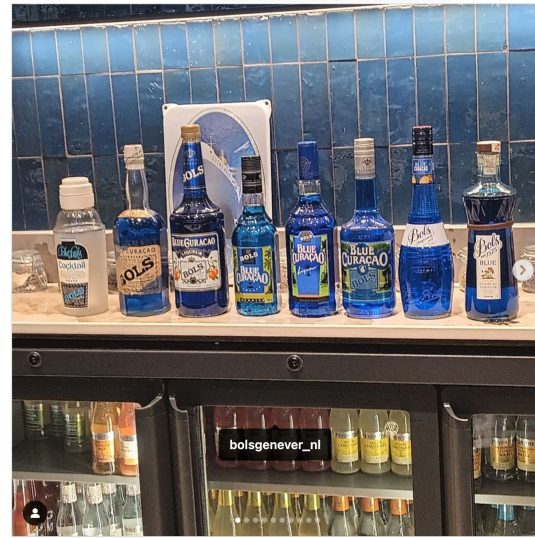
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Amsterdam, Day 2: Celebrating 450 years of @bolsgenever_nl, taking in more scenery, and getting fully immersed in the experience the freshly Tales-nominated bar @cue_amsterdam has to offer.

 cue_amsterdam 3d
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Lucas Bols Press Trip: Social Content Continued



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Jake Emen

Professional booze journalist traveling & drinking & eating my way around the world for work.

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Media Press Trip Feedback

"Obviously, I can't comment on day three's activities, but the canal trip was great and it was fun to hang out at Bols and make our own cocktails. The one thing I would suggest regarding future trips is to incorporate a visit to a couple of bars that feature Bols prominently in their program. Since so many people use genever in cocktails exclusively, it may be fun to see how the city's bartenders use it to make killer drinks." - **Rich Manning, Freelance (Food & Wine, VinePair)**

"My highlights would be the Bols experience, the cocktail academy, and the connection with Amsterdam. -I think that's a really great storyline. I loved the special Amsterdam moments, from the Bols Blue opening to the dinner in the historic space. Those really shone through and amplified the Bols story." - **Kate Dingwall, Freelance (Forbes, Liquor.com, Wine Enthusiast, Food & Wine)**

"The trip was fun and helpful -- well set up. Single destination trips are often filled with padding, but I felt like we had enough to go here with the experience and the distillery etc. It was great to spend plenty of time with Monique, Sandy and Huub. The meals were great, the hotel was fine. Thanks again for inviting me, and I'll be in touch with any questions moving forward." - **Wayne Curtis, Freelance (Imbibe, PUNCH) & Columnist (Garden & Gun)**

"Thanks again for the invite and for hosting. I think overall the trip went well -- I was a bit surprised at the focus on Tequila Partida, and also that there weren't more activities with the bar scene in Amsterdam. I would have thought we'd have a few planned stops to see how bars around town were using Bols Blue and other products, that type of thing. But I do think I learned quite a bit and it was good to see the brand home, participate in the academy and visit the revamped experience, and all the rest." - **Jake Emen, Freelance (Robb Report, Esquire)**





Thank you!