

# LUCAS BOLS



## MEDIA COVERAGE

August - September 2024





2023 Media Coverage

# OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 7  
ONLINE: 7

TOTAL POTENTIAL AUDIENCE: 102,302,171  
ONLINE: 102,302,171



# BEVNET

August 26, 2024  
Online Visits: 150,601  
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## Colangelo & Partners Named Agency of Record for The Lucas Bols Company

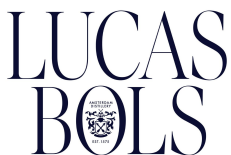
The Lucas Bols Company, a leading global cocktail and spirits company, has announced **Colangelo & Partners** as its new public relations agency of record. The partnership will focus on engaging new and current consumers through strategic media relations, events and partnerships.

"The Lucas Bols Company prides itself on creating long lasting cocktail experiences with the spirits and liqueurs within our portfolio," says The Lucas Bols Company VP of Marketing USA & Canada, Ignacio Llana. "Ignacio Llana is the VP of Marketing USA & Canada for The Lucas Bols Company."

"Colangelo and Partners has the experience and expertise within the spirits industry to help increase awareness and exposure for our portfolio within the United States. We look forward to working in collaboration with such a reputable and credible agency," says The Lucas Bols Company Managing Director USA and Canada, Brett Dunne.

Within the expansive portfolio, Colangelo & Partners will focus efforts on the **Bols** Cocktails Brand, **Tequila Partida**, **The Muff Liqueur Company**, liqueur brands including **Passoa**, **Galliano**, **Pallini**, and non-alcoholic brands **Fluere**, **Damrak Gin** and **NUVO Sparkling Liqueur**.

Lucas Bols' heritage dates back to 1575 in Amsterdam where the brand mastered the art of distilling, mixing and blending natural ingredients into a wide range of exciting flavors and cocktails. They continue to use centuries old recipes and techniques, adapted to today's tastes and technology. The almost 450 years of history continues to be a source of knowledge and inspiration for the future, to excite the cocktail experience of people around the globe.





"We're thrilled about our strategic and collaborative partnership with The Lucas Bols Company," says Colangelo & Partners President, Gino Colangelo. "Our team is excited to work with such a wide range of award-winning spirits and liqueurs, and strengthen the awareness and reputation of the entire portfolio."

**For More Information:**

[Learn More](#)





# BEVNET

September 6, 2024  
Online Visits: 150,601  
[Click to view article](#)

## Passoã Announces Return of the Pornstar Martini Global Bartender Competition



Passoã, the original passion fruit liqueur announces the new edition of its global bartending competition in partnership with acclaimed global mixology authority Difford's Guide, inviting professionals from across the globe to innovate and create their own take on the original Pornstar Martini, with a prize money of \$1,000. This year's competition launches on September 6th, a great way to celebrate Pornstar Martini Day.

"Our passion for the Pornstar Martini knows no bounds, and this global competition is the perfect way to celebrate its incredible legacy. We hope to see many bartenders from the USA compete, as we witness the growing popularity of the cocktail here in the States," says Kaarina Jannin, Passoã Global Brand Director. "We're thrilled to invite bartenders and cocktail enthusiasts from the United States to showcase their creativity and innovation with Passoã. We can't wait to see the amazing creations that will undoubtedly elevate this iconic cocktail to new heights!" Adds Eric Ribeiro, Lucas Bols North America Cocktail Academy Manager.

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Applications which will be made via Difford's Guide website, will allow bartenders to 'create' their cocktail on their 'cocktail builder' platform. Entries must be submitted by 31st October 2024, with the winners being announced on 18th November 2024.

Each cocktail submitted will be judged by Passoã's esteemed panel including Tess Posthumus, Amsterdam bar owner and cocktail book author, Eric Ribeiro, Lucas Bols North America Cocktail Academy manager, Kaarina Jannin, Passoã Global Brand Director and Ivar de Lange, Global Education Manager for Lucas Bols and Head of Bols Cocktail Academy.

To reach as many bartenders and mixologists as possible, Passoã will further promote the competition through a dedicated Meta social media campaign inviting all to participate.

### **Judging Criteria:**

Each cocktail must be made with at least 20ml (3/4 oz) Passoã

Points will be awarded as follows: Taste 40%, Name 20%, Ease to replicate 25%, Originality 10%, Photograph 5%.

### **Prize Money:**

1st place: \$1,000 + a profile interview featured on Difford's Guide

2nd Place \$500

To enter visit the Difford's Guide website under the Bartender's Lounge tab and click Competitions. From there, upload your cocktail ingredients, name and image.

### **About Passoã**

Passoã is the word # 1 Passion fruit liqueur. Created over 35 years ago, with a full-bodied sweetness that brings a twist and burst of zest to the palate. Used within the original Pornstar Martini cocktail created by Douglas Ankrah in 2002, Passoã is the key ingredient within this iconic cocktail. Made with real passion fruit and no artificial flavors, Passoã is unmistakably tickled red with an intensely stimulating flavor. It is a key ingredient in the UK's most popular cocktail, the Pornstar Martini, a must-have in bars but also easy to make at home with friends. Passoã adds passion to any cocktail: it will give an exotic passionfruit twist to most cocktails (margarita, spritz, mojito, sangria) and can also be enjoyed in an easy refreshing mix with tonic, lemonade or orange juice.



**For More Information:**  
[Learn More](#)

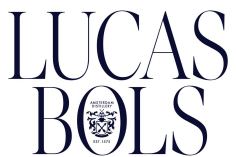




"We're thrilled about our strategic and collaborative partnership with The Lucas Bols Company," says Colangelo & Partners President, Gino Colangelo. "Our team is excited to work with such a wide range of award-winning spirits and liqueurs, and strengthen the awareness and reputation of the entire portfolio."

**For More Information:**

[Learn More](#)





September 14, 2024  
Online Visits: 1,244,138  
[Click to view article](#)

## BOLS for Premium Ready-To-Drink Cocktails

BOLS for Premium RTDs



As the excitement of football games, homecoming festivities, and other fall celebrations fills the air, it's time to fill your glass with some premixed cocktails that deliver instant enjoyment. Whether it's a cozy evening or a spirited game day, nothing says "cheers to autumn" like a thoughtfully crafted drink!

**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.

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**-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.

Cheers to easy and delightful cocktails with Bols!

For more information on Bols RTD's, please visit [HERE](#).





# DUJOUR

September 18, 2024  
Online Visits: 50.035  
[Click to view article](#)

## The Best Tequilas To Sip On Now

The best agave spirits to mix or enjoy on their own

Written by Natasha Wolff

Roble Fino Añejo tequila, \$149, **PARTIDA**,  
*partidatequila.com*



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**Forbes**

September 21, 2024  
Online Visits: 99,621,955  
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# 11 Irresistible Coffee Cocktails To Sip On National Coffee Day

## Galliano Espresso Martini



An Italian-inspired Espresso Martini with smooth Galliano Espresso and vodka for a perfectly ... [+] GALLIANO ESPRESSO

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An Italian spin on the popular Espresso Martini, this version highlights the bold flavors of Galliano Espresso with a smooth vodka finish.

*Ingredients:*

- 1.5 oz vodka
- 1 oz Galliano Espresso
- 1 oz freshly brewed espresso

*Instructions:*

Shake vodka, Galliano, and espresso with ice in a shaker. Strain into a martini glass and enjoy!





# MANOFMANY

September 21, 2024  
Online Visits: 897,529  
[Click to view article](#)

## Man of Many's Staff Favourites – 21 September 2024



Partida Roble Fino Añejo | Image: Partida

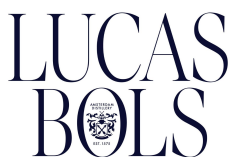
### Partida Roble Fino Añejo

*Jacob Osborn – Staff Writer*

Sherry-seasoned cask maturation is all the rage with whiskey these days, but what about tequila? Enter Partida's Roble Fino Añejo, which aged the brand's acclaimed Añejo expression for 18 months in ex-bourbon barrels and then an additional five months in ex-single malt, sherry-seasoned casks. Already a terrific sipper, the spirit takes on all the more complexity as a result of the extra maturation.

The standout of its respective range, Roble Fino Añejo delivers notes of mango, oak, chocolate, black pepper, coffee, spice, and sweet agave. Medium-bodied, dry, and effortlessly drinkable, the tequila reveals layers of nuance with every successive pour. One might expect an overt sweetness, but what we get instead are subtle sherry accents that round out an otherwise traditional (and superb) profile. Fantastic!

**Visit Roble Fino Añejo at Partida**



# COOL MATERIAL

September 27, 2024  
Online Visits: 187,312  
[Click to view article](#)

## The Tastiest Italian Cocktails to Make at Home

### Espresso Martini

One of the great disappointments of my college years was when Massachusetts outlawed FourLokos, neon-colored malt liquor infused with caffeine, during my freshman year. Fortunately, plenty of great cocktails exist that provide a similar delightful jolt of alcohol and caffeine—most of which taste far better than FourLokos.

The Espresso Martini has been hyper-trendy for a while now, and in cocktail bars across the world, you'll find extravagant variations with flourishes like mocha ice cream and chili syrup. I like to keep it simple: just vodka, coffee liqueur, and fresh espresso. For espresso liqueur, my preference lies with Galliano Espresso, an Italian coffee liqueur balanced with vanilla, anise, and cinnamon. It somehow tastes even more like coffee than coffee itself—like the very soul of coffee captured in glass.

#### Ingredients:

1.5 oz Vodka  
1 oz Galliano Espresso  
1 oz Espresso  
Three Espresso Beans  
Ice

#### Directions:



Add ingredients and ice to a cocktail shaker. Shake and strain into a martini glass. Garnish with three espresso beans.