

LUCAS BOLS



MEDIA COVERAGE

September 2025





2025 Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 24

ONLINE: 22

PRINT: 1

NEWSLETTER: 1

TOTAL POTENTIAL AUDIENCE: 13,973,876

ONLINE: 13,586,360

PRINT: 337,516

NEWSLETTER: 50,000



Partida Tequila Añejo Cristalino

Partida Tequila has released Añejo Cristalino (40% ABV). Clear like a Blanco yet aged like an Añejo, Cristalino is created by filtering barrel-aged tequila to remove its color while retaining depth and complexity. It aged 18 months in ex-bourbon barrels before undergoing natural charcoal filtration.



A 750-ml bottle sells for about \$61.



September 2, 2025

Online Visits: 181,345

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Outgoing Lucas Bols CEO looks back on 20 years

As Huub Van Doorne gets ready to call time on his 20-year tenure as Lucas Bols CEO at the end of the month, he chats to us about the highlights.



Van Doorne will be succeeded by Frank Cocx effective from 1 October

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

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.

Talking of the company's headquarters in Amsterdam, he explains: "This building here in the heart of the city [is where] we created the Cocktail Academy and our office upstairs, starting up with a brand new team. We've had organic growth through our global cocktail brands – Galliano, Bols Cocktails and Passoã.



Passoã is considered to be the number one liqueur for crafting a Pornstar Martini in the UK

"We've also added some nice brands like Passoã, which we bought off Rémy Cointreau and is now the number one liqueur for the Pornstar Martini in the UK. We acquired **Tequila Partida** and **Fluere**, which is a non-alcoholic brand that has been a great complement to our portfolio. Then we established our own import company in the US in 2010. We have been on the stock market in 2015. Lots of things."

Global focus

A key part of the firm's strategy under Van Doorne has been taking a global focus, which he's had to split according to where developments are in the cocktail world.

In the US, cocktail culture is widespread due to a good understanding of serves, in a market like China, however, the general consumer is not as educated, despite some bars operating at a high international level in Shanghai and other developed parts of China, such as Guangzhou.

Van Doorne believes achieving sophistication in cocktails across all of China will take some time, but it's a very interesting market.



"You now see [cocktail culture] going to other cities in China. You see a broader acceptance and younger people are no longer looking for the high-end Cognac, or whisky, and instead cocktails are becoming a part of their lifestyle."

Lucas Bols has a team of six in China and has been in the market there for a long time, which Van Doorne says will reap benefits for the company.

"When China really takes off and people discover cocktails, and the on-trade is more geared towards that, we're one of the first, not only to drive it, but also to benefit from it.

"If you see where the potential is for growth, for spirits in general, I think it's Eastern Europe towards Asia, because there's still so much potential to change people from the local products to more the international products," he adds.

Cocktail brand

First and foremost Lucas Bols is a cocktail brand.

"That's what we do and that's what we are aiming at," Van Doorne says. "The younger generations are making different choices to us [the older generations], which is making cocktails more famous. The beauty, for example, is when we started here in the Netherlands, there were not that many people doing cocktails.

"People said: 'how can you work with Lucas Bols company on cocktails?' and I replied: 'Listen, if you look at the future, why wouldn't we drink cocktails?' It's a matter of training bartenders and educating the on-trade – seeing if they can offer something different."

These days its rare to find a restaurant or bar in the Netherlands that doesn't offer cocktails, with the category competing against beer and wine, and the consumer has more choice. Van Doorne adds that being able to "take nice photos" of cocktails is a key ordering factor in today's age.

"If you look at the general trends, what people say is that maybe we drink a bit carefully when we consume alcohol or not, so why not make it a nicer serve or with a high-quality brand? That is how it works."

In terms of product development, the key priority for the company this year has been the revamping of its flagship blue Curaçao liqueur **Bols Blue** – which was launched to coincide with the company's 450th anniversary in April.

Assessing other categories, Van Doorne notes whisky is tough to enter as the big players are already firmly entrenched there, and there's lot of time required with ageing, however getting into the Tequila sector made sense for the company.

"So we might have the knowledge with whisky, but sometimes its also a choice of saying: 'okay, that is not the area for us '. With Tequila, it's part of the Margarita, and the Margarita is one of our most important cocktails in the US with our triple sec, and also some other liqueurs, so there is that synergy."

The primary focus though is Bols Cocktails and liqueurs, where Lucus Bols sells in 110 countries. "The liqueur range is a global brand – and if you take a brand like **Passoã** that is 50 to 60 markets. Galliano is probably around 50-60 as well, and then Tequila Partida is primarily US-based, although we are also launched in the Benelux. So we go step-by-step."

RTDs and generer

Although cans are also very important for the Passoã brand, the ready-to-drink (RTD) space is a tough and competitive market to stand out in on the shelf, Van Doorne admits.

"There are many brands offering the same thing, so everyone is jumping on it. The winners are basically the well-known brands with a simple mixture. And then you have a few exceptions with new brands that come in only in a can, and they become big."

The other challenge for RTDs is that often you need to have production in the market itself, Van Doorne observes, because "to produce cans and put them over in a container and ship them, that is expensive and sometimes the shelf life can expire.

"Its not that you can't drink it – the quality goes down and retailers are very strict with what they stock. It should be at least six months or maybe even more than that, otherwise they won't take it.

"Retailers hate that of course, when products are running out of life, because they are not supposed to sell that. That is an important factor in the RTD world – if you need long leader times and to consider logistics that take weeks or months."



The company has premiumised its blue Curaçao liqueur





Genever is also still the company's "big dream", but he explains it's hard to build awareness for a "forgotten spirit".

"People don't know it, but they have to get to know it – what it is and how it works. Something needs to happen where all of a sudden people say 'Oh, wow, this is great'. We are continuing to push it, but we haven't had that breakthrough moment yet, let say.

"We have done liquid on lips successfully I think at the top-end of the on-trade, but are working on how to get it to the mainstream.

"People sometimes think it's a gin, but it's not a gin because it's a malt spirit, which is the base – almost between a whisky and a vodka. A gin is much more botanical and with a different flavour. So if you expect gin, well, it's not gin, it's genever – it's got a similar name and it's the grandfather."

Pre-Covid levels

Van Doorne says Lucas Bols is still coming out of a turbulent period following Covid, like the rest of the spirits industry, with shortages and inflation, and now the talk of tariffs.



L-R: Frank Cocx and Huub van Doorne: Lucas Bols celebrated its 450th anniversary in April

"It's a hectic world at the moment," he says.

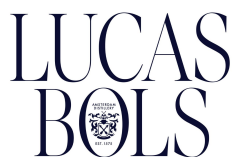
"Half of our business is in the on-trade, so when that closed almost overnight when Covid happened, can you imagine?

There were benefits to the situation, however, which Van Doorne notes: "People started to make drinks at home, so that was good for cocktails, because people started to prepare cocktails, or they were almost forced to do it. That itself has led to some more activities for us.

"We should not forget – people tend to forget – there has been a period of at least nine months where there was hardly any availability of glass, bottles, labels and containers. So in those days, what happened is that for customers, retailers, and wholesalers to get products, they would put in twice as much as normal, 50% more, 25% more.

"They would send it to me, because it might be in the stock, and that's why we now have a period of what we call 'de-stocking'. That has to normalise – especially in America.

"That's the big market for spirits. It is the most important. So now we get into a more normalised period. If you now look at the businesses of spirits companies, then actually you could say we are close to 2019, where we were before Covid."





September 3, 2025

Online Visits: 39,132

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5 Unique Martinis to Shake Up Your Next Cocktail Hour



GIN, NON-ALCOHOLIC, VERMOUTH

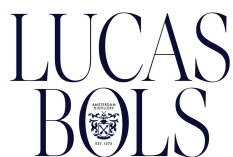
Fluère Dry Martini (Low-ABV)

Ingredients

- 🍸 1 ¾ oz. FLUÈRE Botanical
- 🍸 1 ¾ oz. Dry Vermouth
- 🍸 Dash of Orange Bitters
- 🍸 Olive (for garnish)

Preparation

1. Add all ingredients into a mixing glass filled with ice.
2. Stir well until chilled, then strain into a chilled martini glass.
3. Garnish with an olive.





Taylor Swift–Inspired Cocktails for Every Love Story

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.

Fun Fact: This blush pink beauty screams "Lover" era romance. It's soft, sweet, and ready to make your heart flutter.



Fluère Raspberry Collins (Non-alc)

Ingredients:

- 2 oz **FLUÈRE Raspberry**
- ⅓ oz Simple Syrup
- 1 oz lemon juice
- Top with soda water

Instructions:

- Pour all the ingredients into a highball.
- Fill with ice and top up with soda water.
- Garnish with raspberries.



Fun Fact: Swifties know that Taylor loves turning everyday moments into little celebrations—this non-alc Collins is a sparkling nod to that magic.



WINE ENTHUSIAST

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WINE ENTHUSIAST **BUYING GUIDE** NOVEMBER 2025

BUYING GUIDE

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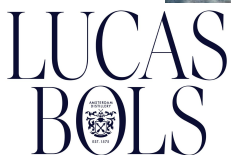


94 **Bols Blue 1575 Curaçao Liqueur (The Netherlands; Lucas Bols, Princeton, MN).** An upgrade from the blue curacao pack – and still dazzling, vivid Windex blue. It’s slightly floral, with a pleasant fruitiness midpalate (this is an orange liqueur, after all, just make it blue), finishing with hints of white pepper and cardamom.

abv: 29.5%

Price: \$35/700ml

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How to make a Pornstar Martini using passion fruit liqueur



Passoa / Passoa

Tropical flavors are still all the rage, people. Just ask the many [pineapple cocktail recipes](#) out there, or the use of ingredients like acai, guava, and lychee. Today, we're feeling like passion fruit.

The first Pornstar Martini cocktail is believed to have been concocted in London back in 2002. Since, it has not exactly become a classic but has certainly earned a following. It's an underrated cocktail that evokes palm fronds and sand.



Of the lesser-known liqueurs out there, passion fruit options tend to be a bit easier to come by. That's not too surprising, given the friendly flavor profile of the tropical fruit and how well it can blend with a spirit like vodka. Add a cool garnish and you have a sexy drink worthy of the Pornstar Martini name.

This recipe comes courtesy of Passoã, the passionfruit liqueur brand. It's a lovely drink that'll keep those beach bum feels going well through the beginning of autumn.

Pornstar Martini



[Elena Kloppenburg/Unsplash / Unsplash](#)

This drink looks so good you'll just want to jump in head first. As you know by now, use fresh lime juice.





Ingredients:

- 1 1/2 ounces Passoã
- 1 1/2 ounces vodka
- 1/2 ounce vanilla syrup
- 1/2 ounce lime juice
- Pulp of 1 fresh passionfruit

Method:

1. Double shake all ingredients in a shaker filled with ice.
2. Double strain and serve in a fancy pre-chilled coupe or martini glass.
3. Garnish with one passionfruit half and serve with a shot of Prosecco or Champagne.





Date: 9/17/2025

Online Visits: 5,000

Mysterious Ramblings

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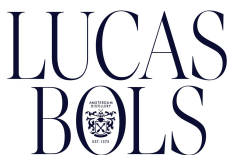
Adult Gift Guide 2025



[Pallini Limonzero](#) – Pallini, a distinguished name in Rome for Limoncello, introduces the world's first zero-proof Limoncello. Experience the refreshing taste of Pallini's Limonzero, a non-alcoholic spirit that's perfect for those who prefer a zero-proof beverage.



[Ready to Enjoy Bols Cocktails](#) – Sparkling, fresh, smooth, complex, floral or fruity. Our revolutionary range of premium cocktails caters to your every mood.





[Nuvo Sparkling Liqueur](#) – France- The world's first sparkling liqueur. Distinctive pink color and delicate fruity taste end with flavors enhanced with elegant sparkling bubbles. Distilled in copper using the finest grains and spring water in small batches.

Date: 9/21/2025

Online Visits: 5,000

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COMPLOT

Negroni: el cóctel italiano que nunca deja de reinventarse



DAMRAK VIRGIN NEGRONI (SIN ALCOHOL)

El espíritu del Negroni, pero en versión *low proof*. El **Damrak Virgin Gin** ofrece notas botánicas limpias que se abrazan con Galliano Aperitivo y vermut dulce, para un cóctel que conserva la sofisticación y el ritual de beber, sin necesidad de alcohol. Ideal para quienes no renuncian al placer de un buen aperitivo, pero buscan una experiencia ligera.

Receta:

- 1 oz Damrak Virgin Gin
- 1 oz Galliano Aperitivo
- 1 oz vermut dulce
- Piel de naranja para decorar

Preparación:

1. Remover en vaso mezclador con hielo.
2. Colar en vaso "rocks" con hielo y decorar.



FLUÈRE LOWGRONI

Para quienes buscan otra opción sin alcohol, el [Fluère Botanical](#) se mezcla con Galliano Aperitivo y vermut dulce en una versión elegante y ligera. Servido en copa Nick & Nora, este cóctel preserva el ritual clásico con un perfil fresco y perfumado, perfecto para quienes celebran el momento más que el grado alcohólico.

Receta:

- 1 oz Fluère Botanical
- 2/3 oz Galliano Aperitivo
- 2/3 oz vermut dulce
- Twist de naranja para decorar

Preparación:

1. Remover en vaso mezclador con hielo.
2. Colar en copa Nick & Nora y decorar.



Whisky ADVOCATE

Date: 9/21/2025

Online Visits: 113,963

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Ireland's Latest Chapter

Irish whiskey is battling the headwinds with renewed spirit and creativity

89 Muff Liquor Co., 43%, \$35

Smoked fish, burning oak chips, grain notes, honeydew, vanilla, and woodsmoke



Date: 9/22/2025

Online Visits: 38,081

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CASSIUS

Spirit.Ed: Usher In Fall 2025 With These Seasonal Sips

14. Fluère Dubai Coffee



Source:Fluère

Ingredients:

1.75 oz **Fluère** Spiced Cane

Double Espresso








1.75 oz Sweetened Whipped Cream

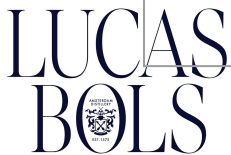
Garnish: Cacao Powder and Cinnamon Stick

Directions: Add Fluere spiced cane and double espresso to a milk can. Warm up, don't let it boil. Pour into glass and pour whipped cream on top. Garnish with cacao powder and cinnamon stick.

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	<p>Date: 9/22/2025</p> <p>Online Visits: 49,871</p> <p>Click to view article</p>
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Syndications from Cassius





Date: 9/23/2025

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Zero Proof Choice Announces 2025 Winners, Crowning the Best in Non-Alc and Functional Beverages

SPIRITS

DOUBLE GOLD Opius Albedo

GOLD

Beckett's Cinnamon Whiskey
Pallini Limonzero
Nkd Distillery Non-Alcoholic Gin Alternative

SILVER

Almave Ámbar
BARE Zero Proof Modern Classic Non-Alcoholic Gin
Beckett's Coconut Rum
Fluere Spiced Cane
ISH London Botanical
La Borosa Blanco
Mad Flora Ophelia
Mock One Rum
Mock One Gin
Namari
Opius Rubedo
Opius Nigredo
Opius Amaro
Pavari 17 Mediterranean Apertif
Trejo's Spirits Zero Proof Tequila Alternative

BRONZE

Almave Humo
ALT Dark Cane
ALT White Cane
BARE Zero Proof Reposado Style Tequila
BARE Zero Proof Caribbean Spiced Rum
Damrak Virgin
Fluere Bitter
Fluere Smoked Agave
Mock One Non-Alcoholic Whiskey
Mock One Non-Alcoholic Tequila
Nkd Distillery Non-Alcoholic Whiskey Alternative
Spiritless Kentucky 74 Bourbon
TOMONOTOMO Tobala
Trejo's Spirits Zero Proof American Whiskey Alternative
Trejo's Spirits Zero Proof Gin Alternative





WINE ENTHUSIAST

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Online Visits: 569,961

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

Over the last seven years, the alcohol industry has faced chaos and cost increases at the hands of a global trade war. Here's where we currently stand and how we got here.

As beverage experts point out, it's already a dire time for wine and spirits.

"The industry is facing tremendous headwinds of late," says Brett Dunne, managing director U.S. and Canada of **Lucas Bols**. "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."

"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 DUNNE, MANAGING DIRECTOR U.S. AND CANADA OF LUCAS BOLS



Top 19 Non-Alcoholic Spirits for Mindful Drinking in 2025



From left to right, Pallini Limonzero (Gold), Opius Albedo (Double Gold), Beckett's Cinnamon Whiskey (Gold) and Nkd Distillery Gin Spirit Alternative (Gold).

Pallini Limonzero: Pallini Limonzero is a non-alcoholic limoncello made with Sfusato lemons from Italy's Amalfi Coast. It is gluten-free, vegan and priced at \$24.99. This stuff is totally delicious and refreshing to sip during the heat of summer. Mix it up in a spritz for the ultimate easy, crisp non-alc cocktail. Buy it [here](#).

Fluere Spiced Cane: Made in the Netherlands, Fluère Spiced Cane is a non-alcoholic rum alternative made with chocolate, coffee, Dominican sugarcane, tonka bean and spices. A bottle retails for around \$35. Buy it [here](#).



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BUYINGGUIDE **Spirits**



94 **Bols Blue 1575 Curaçao Liqueur** (The Netherlands; Lucas Bols, Princeton, MN). An upgrade from the blue curaçao pack—and still dazzling, vivid Windex blue. It's slightly floral, with a pleasant fruitiness midpalate (this is an orange liqueur, after all, just make it blue), finishing with hints of white pepper and cardamom.

abv: 29.5%

Price: \$35/700 ml

TOP 100 BEST BUYS 2025

LUCAS BOLS





Date: 9/30/2025

Online Visits: 6,537,845

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

Blue is among the rarest of food colors. Blueberries and blue corn exist, of course, but in general, food isn't blue for a reason. Humans evolved to view blue as a warning sign, associated with mold, spoilage, and—more recently—artificial ingredients.

So naturally, when the Bols brand of liqueurs looked for a way to celebrate its 450th anniversary earlier this year, it chose to release an updated, premium version of Bols Blue Curaçao, which it bills as a “legendary liqueur of the most colorful kind.”

Blue curaçao has been a punchline in craft bartending circles since the [cocktail](#) renaissance took hold—more associated with showiness and flair than with finesse. Blue drinks were often dismissed as the domain of bachelorettes, cruise ships, and the untutored palate.

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But Bols is now doubling down, betting that blue can shed its lowbrow reputation and gain traction and stature. The brand is also banking on the revival of disco-era drinks to make blue mainstream once again.





Is Blue Curaçao Just Triple Sec?

Bols was founded as a trading house by Lucas Bols in Amsterdam in 1575. The business grew as Amsterdam flourished during its first Golden Age, when vast merchant fleets brought exotic goods from the Baltic states, Asia, and South America. Among these imports were dried lahara orange peels from the Dutch Caribbean colony of Curaçao, which Bols used to make an orange liqueur. Triple sec on the other hand, is often made in France, is clear and is usually flavored with peels from Valencia oranges. The two alcohols are very similar and have their own fans.

Curaçao (the liqueur) had its heyday in the late 19th and early 20th centuries, when it appeared in cocktails of every sort.

Jerry Thomas' seminal bartending guide [*How to Mix Drinks: The Bon Vivant's Companion*](#), which was originally published in 1862, included it in punches, pousse-café, and even a drink called the locomotive (curaçao, eggs, honey, cloves, cinnamon, and hot Burgundy).

Producers competed for attention by expanding their ranges. By 1900, one could buy sweet, dry, extra-dry, and "double curaçao"—said to have twice the flavor. Then came color. Some curaçaos were naturally light orange or green, depending on the ripeness of the peels used in maceration. But soon manufacturers were tinkering, producing greener greens, oranger oranges, vibrant reds—and eventually, blue.

The Debut of Blue: Is Blue Curaçao Just Food Coloring?

When blue curaçao first appeared is uncertain. But in 1907, an Irish stage comedy titled *Miss Hook of Holland* featured a plot about a Dutch distiller losing his secret recipe for Crème de Ciel ("cream of the sky"), which was found by scoundrels. By 1912, Bols was marketing a bright-blue curaçao under that name. After Prohibition, it reappeared in the US market as Bols Blue, showing up prominently in tiki drinks during the post-World War II craze.





Why blue? The answer remains speculative. Despite its association with moldy food, blue is the most popular color in the world—studies suggest people favor it three or four times more than its nearest competitor. It evokes summer skies, placid lakes, and alluring seas. Blue feels like a holiday, and Bols sought to capture it in a glass. What we can say for certain is that the signature color comes from food dyes.

Bols Blue had a second heyday during the disco era in the late 1970s, when neon-lit potions were sipped under mirror balls and extravagance trumped subtlety. Drinks like the blue lagoon, blue Hawaiian, electric lemonade, and swimming pool reigned, and sales of Bols Blue surged.

But when disco faded and lapels shrank, Bols Blue was relegated to the cultural basement, alongside platform shoes and glittery [blazers](#). It became an easy target for mockery—like [vodka](#)—but remained a bestseller in the Bols portfolio, destined for cocktails worldwide.

Where is Bols Liquor Made?

With a milestone anniversary approaching, Bols decided to reimagine its blue curaçao in a form that might even impress craft bartenders. The timing was good: disco drinks were beginning to reappear in sophisticated lounges.

“It was the right moment,” says Monique ten Kortenaar, master distiller at Lucas Bols Distillery, which is located in Amsterdam. “There are still bartenders who like to make blue cocktails.”



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The result was [Bols Blue 1575](#). Ten Kortenaar’s mandate was to make it more sophisticated—more “premium”—and less of a one-note liqueur. While traditional Bols Blue used a blend of various spirits as a base, the new version uses rum, with added spices including vanilla, cardamom, and grains of paradise, lending a ginger-pepper note. She considered enhancing the traditional orange-with-a-hint-of-lemon citrus profile but left it as it was. “It was working,” she says.

The result is a liqueur with more depth and body—earthier, slightly nutty, and, dare we say, actually sippable.

Bols Blue 1575 comes in a new bottle shaped like a primitive drum, with a leather band cinching its waist. “It’s the island lifestyle we’re aiming for,” says Ivar de Lange, Bols’s global education manager and master bartender.



And the color? Untouched. “The color attracts people,” says ten Kortenaar. De Lange recounts how one bar, at 8 p.m. on busy nights, would send a server through the crowded room carrying two mules made with Bols Blue—no one had ordered them, but the sight drew eyes. For the next 15 minutes, the orders poured in. “It’s simple to make and can help with the rush,” he says.

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Miami Herald

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