



MEDIA COVERAGE

2024-2025



cassius

Date: 7/4/2025

Online Visits: 32,310

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Spirit.Ed: Check Out These Fourth of July 2025 Cocktails

1. Alabama Slammer



Source: Bols

Ingredients:

0.5 oz [Bols Amaretto](#)

0.5 oz Sloe gin

1.0 oz [Southern Comfort](#)

2.0 oz Orange juice

1.0 oz Fresh lemon juice

0.2 oz Sugar syrup

LUCAS
BOLS

18. Frozen Margarita (PASSOÃ)



Source: PASSOÃ

Ingredients (Batch Cocktail recipe):

24.5 oz [Passoã](#)

10.5 oz Bols Triple Sec

40 oz Tequila silver

24.5 oz lime juice

21 oz sugar syrup

52 oz cold water

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Methods: Mix in a blender Passoã, tequila, triple sec, and fresh lime juice with lots of ice. You can also add the pulp of a fresh passion fruit as an option.

28. Margarita Azul




Source:Partida

Ingredients:

- 45ml **Partida** Blanco
- 30ml Bols Blue Curacao
- 25ml Fresh lime juice
- 10ml Sugar syrup



	<p>Date: 7/4/2025</p> <p>Online Visits: 61,192</p> <p>Click to view article</p>
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 <p>The Real Sound of The Triangle.</p>	<p>Date: 7/4/2025</p> <p>Online Visits: 5,000</p> <p>Click to view article</p>

Syndications from Cassius



Date: June 22, 2025

Online Visits: 13,903

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Summer Cocktails – A Dozen Refreshers Easy to Mix

PASSOÃ Frozen Margarita

Ingredients (party serve):

- 24.5 oz **Passoã**
- 10.5 oz **Bols Triple Sec**
- 40 oz Tequila silver
- 24.5 oz lime juice
- 21 oz sugar syrup
- 52 oz cold water

Method: Mix in a blender Passoã, tequila, triple sec, and fresh lime juice with lots of ice. You can also add the pulp of a fresh passion fruit as an option.

Pallini Bellini

Ingredients:

- 1 part **Pallini** Peachcello
- 3 parts prosecco

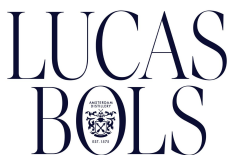
Method: Build in a flute and give a light stir. Garnish with a fresh peach slice.

Cosmopolitan

Ingredients:

- 1 1/2 oz **Bols Vodka**
- 3/4 oz **Bols Triple Sec**
- 3/4 oz Fresh Lime Juice
- 1/2 oz Cranberry Juice
- Orange Peel

Method: Add all ingredients to a cocktail shaker with ice. Shake and strain into a chilled martini glass and garnish with an orange peel.





Blue Hawaiian

Ingredients:

-1.0 oz **Bols Blue Curacao**

-1.0 oz **Bols Vodka**

-0.5 oz Fresh Lime Juice

-0.3 oz Sugar Syrup

-2.0 oz Pineapple Juice

Pineapple Wedge and Fronds

Method: Add all ingredients to a cocktail shaker with ice. Shake and strain into a chilled highball glass with ice and garnish with a pineapple wedge and fronds.



Date: June 22, 2025

Online Visits: 26,975

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Syndication from Woman Around Town

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**.

"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.

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.

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:

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