

# Fall's Favorite Espresso Martini

As featured in:

Forbes

Esquire

A SEASONAL SIGNATURE WITH GALLIANO ESPRESSO & BOLS PUMPKIN SPICE LIQUEUR



## Pumpkin Spice Espresso Martini

1.5 oz Premium Vodka

0.75 oz Galliano Espresso Liqueur

0.5 oz Bols Pumpkin Spice Liqueur

1 oz Fresh Espresso

Optional: 0.25 oz simple syrup

Method: Shake hard over ice, strain into a coupe

Garnish: Three coffee beans or a dusting of cinnamon/nutmeg



## Why It Works

- **Fall Flavor Craze** – Pumpkin spice is one of the strongest seasonal drivers, instantly recognizable and consumer-loved.
- **Espresso Martini Trend** – The #1 trending cocktail in the U.S. continues to grow across bars, restaurants, and social media.
- **Premium Fusion** – Galliano Espresso delivers authentic Italian coffee depth, while Bols Pumpkin Spice layers warm holiday spice for an indulgent seasonal twist.
- **Proven Quality** – Galliano Espresso has earned Gold Medal honors at major international competitions, while Lucas Bols (est. 1575) celebrates 450 years of award-winning spirit innovation.



## Consumer Appeal

**Seasonal Limited-Time Offer** – Perfect for menus September–November, boosting demand and urgency.

**Instagrammable** – Velvety foam, rich color, and seasonal garnish make it a social media favorite.

**Comfort & Indulgence** – Connects with fall's cozy gatherings, celebrations, and holiday flavors.

## Retailer & Operator Benefits

- **Premium Positioning** – Combines two iconic European liqueur brands in one elevated cocktail.
- **Drives Incremental Sales** – Seasonal features encourage consumers to trade up.
- **Menu Differentiation** – A simple yet unique riff on the best-selling Espresso Martini.
- **Award-Winning Portfolio** – Galliano and Bols liqueurs are consistently recognized with Gold Medals and high critic scores from competitions such as the International Spirits Challenge, Beverage Tasting Institute, and Wine Enthusiast.

