

America's #1 Cocktail with Fall's #1 Flavor

A SEASONAL TWIST WITH PARTIDA TEQUILA
& BOLS PUMPKIN SPICE LIQUEUR



PUMPKIN SPICE MARTINI

1.5 oz Partida Blanco Tequila
(or Reposado for richer depth)

0.75 oz Bols Pumpkin Spice Liqueur

0.75 oz Fresh Lime Juice

0.5 oz Agave Nectar (adjust to taste)

Method: Shake with ice, strain into a rocks glass over fresh ice.

Garnish: Cinnamon-sugar rim, lime wheel, or star anise.

Why It Works

- **America's #1 Cocktail** – Margaritas remain the best-selling cocktail in the U.S., a proven menu driver year-round.
- **Fall Flavor Craze** – Pumpkin spice is a seasonal icon, instantly resonating with consumers seeking autumnal comfort and novelty.
- **Premium Fusion** – Partida Tequila, Mexico's original additive-free tequila since 2005, delivers bright agave purity, while Bols Pumpkin Spice Liqueur layers warm seasonal notes of cinnamon, nutmeg, and clove.
- **Proven Quality** – Partida Tequila has received multiple 95+ point ratings from Wine Enthusiast and is crafted under the expertise of Maestro Tequilero José Valdez. Bols, established in 1575, brings 450 years of award-winning liqueur innovation.



Consumer Appeal

Seasonal Limited-Time Offer: Creates urgency for fall menus (September–November).

Instagrammable: Warm golden color, spiced rim, and bold seasonal positioning drive social sharing.

Comfort Meets Celebration: Marries the cozy nostalgia of pumpkin spice with the refreshing brightness of tequila.

Retailer & Operator Benefits

- **Menu Differentiation:** Innovative riff on the #1 cocktail in America, ideal for seasonal rotations.
- **Premium Positioning:** Combines two highly awarded brands for credibility and storytelling.
- **Incremental Sales Driver:** Limited-time seasonal cocktails command premium pricing & repeat orders.
- **Cross-Promotional Flexibility:** Perfect for fall holidays: Halloween, Friendsgiving, Thanksgiving.