



# READY TO ENJOY COCKTAILS

CRAFTED FOR THE MODERN  
CONSUMER.

BUILT FOR PROFITABLE  
GROWTH.

AWARDED BY THE INDUSTRY.

Shoppers today want convenience without compromise.  
Bols delivers on that promise—backed by 450 years of spirits mastery.



AVAILABLE IN TWO  
CONVENIENT SIZES



## 200ml Tubes

Perfect for portability & sharing,  
each tube makes two full cocktails.

## 375ml Bottles

Ideal for entertaining, each  
bottle makes four cocktails.

## CATEGORY MOMENTUM: PREMIUMIZATION MEETS CONVENIENCE

### What's fueling this growth?

The Ready-to-Drink (RTD) cocktails category is one of the fastest-growing segments in the U.S. beverage market, valued at over \$3 billion annually.

Consumers—especially Millennials and Gen Z—are demanding high-quality, cocktail-bar experiences in convenient formats.

They're shifting away from malt-based drinks, opting instead for spirit-based, authentically crafted cocktails.

Premium RTDs made with real spirits grew more than 30% YoY (IRI, 2024), with flavored cocktails leading the charge.

# RETAIL WIN: PREMIUM FORMAT. PROVEN QUALITY. PROFITABLE GROWTH.



For retailers, Bols Ready-to-Drink Cocktails offer a powerful combination:

**Higher Basket Value** – Spirit-based pricing structure with elevated margin vs. beer or malt-based RTDs

**Impulse Power** – Eye-catching, colorful packaging perfect for coolers, endcaps, and grab-and-go zones

**Award Credibility** – Trade-validated by Spirits Business Global Masters, bolstering consumer confidence

**Trade-Up Tool** – Cross-merchandising opportunity with Bols liqueurs drives overall category value

Plus, seasonal relevance drives year-round opportunity—Memorial Day to New Year's Eve—with gifting, gatherings, and convenience fueling demand across occasions.

## CONSUMER INSIGHTS THAT CONVERT

### Premium Perception Drives Purchase

72% of 21-34-year-olds prefer spirit-based RTDs over malt-based alternatives when given the option (NielsenIQ, 2024). Bols responds to that demand with cocktails made from real spirits and classic liqueurs, not shortcuts.

### Cocktails Consumers Know and Love

Familiar, flavorful, and fun—Bols RTDs feature globally trending recipes with elevated execution. From the vibrant Margarita Azul to the Instagram-favorite Pornstar Martini, these drinks are as desirable as they are drinkable.

### Occasion Versatility

Designed for high-rotation moments: brunches, house parties, beach days, rooftop gatherings, and holiday gifting. With a compact format and eye-catching design, Bols RTDs are ideal for single-serve chill zones and impulse buys.



## THE BOLS ADVANTAGE:

### 450 YEARS OF COCKTAIL CREDIBILITY IN EVERY CAN

Founded in 1575, Bols is the world's oldest distilled spirits brand and a cornerstone of cocktail history. Today, that legacy lives on in a portfolio of ready-to-drink cocktails developed with the same authentic Bols liqueurs used by top bartenders in over 100 countries.



These accolades represent some of the highest honors in the RTD category, proving that Bols delivers not only on convenience but on world-class taste and quality.

