



# LUCAS BOLS



Retail Standards  
2026



## BRAND & CATEGORY

**BOLS**

**LIQUEURS**

## KEY COMPETITORS

St Germain, Midori, Grand Marnier,  
Mr Boston, DeKuyper

## SUGGESTED PRICING

### National Strategy Range vs Key Competitor:

St. Germain: Min \$5.00 below  
Midori: Min \$5.00 below  
Grand Marnier: Min \$10.00 below  
DeKuyper: Min \$2.00 premium

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

<b>A</b>	750ml Elderflower, Melon, Orange Curacao & Triple Sec
<b>B</b>	750ml Elderflower, Melon, & Triple Sec
<b>C</b>	750ml Elderflower & Triple Sec

## VISIBILITY & ACTIVATION

### SHELF

### DISPLAY

### P.O.S.

Facings

Position

Adjacency

Size

Location

Greater or equal to competitive set

Eye Level  
OR  
Next to Key Competitor

**Best:**  
Left of Key Competitor

A	4 cases
B	3 cases
C	2 cases

Cordials Section

**Current  
POS Elements**

## BRAND & CATEGORY

PASSOÃ

PASSION FRUIT LIQUEUR

## KEY COMPETITORS

Malibu & Chinola

## SUGGESTED PRICING

### National Strategy Range vs Key Competitor:

Malibu - Parity priced  
or \$3.00 - \$5.00 below  
Chinola - Min \$5.00 - \$10.00 below

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

A	750ml & (Liter if available from competitor)
B	750ml
C	750ml

## VISIBILITY & ACTIVATION

### SHELF

### DISPLAY

### P.O.S.

Facings

Position

Adjacency

Size

Location

Greater or equal to competitive set

Eye Level  
OR  
Next to Key Competitor

**Best:**  
Right of Malibu or Chinola

A	3 cases
B	2 cases
C	1 case

Rum Section

Current POS Elements

## BRAND & CATEGORY

**PARTIDA**

**SUPER PREMIUM TEQUILA**

## KEY COMPETITORS

Lalo

## SUGGESTED PRICING

**National Strategy Range  
vs Key Competitor:**

Lalo -  
Parity or  
Min. \$3.00 - \$5.00 below

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

<b>A</b>	750ml & 375ml Blanco, Reposado, and Añejo
<b>B</b>	750ml Blanco, Reposado, and Añejo
<b>C</b>	750ml Blanco & Reposado

## VISIBILITY & ACTIVATION

### SHELF

### DISPLAY

### P.O.S.

Facings	Position	Adjacency	Size		Location	Current POS Elements
Greater or equal to competitive set	Eye Level OR Next to Key Competitor	<b>Best:</b> Right of Lalo	A	5 cases	Tequila/ Additive-Free Super Premium Section	
			B	2 cases		
			C	1 case		

## BRAND & CATEGORY

ROBLE FINO

ULTRA PREMIUM TEQUILA

## KEY COMPETITORS

Don Julio 1942

## SUGGESTED PRICING

National Strategy Range  
vs Key Competitor:

Don Julio 1942 -  
Min. \$5.00 - \$10.00 below

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

A	750ml Reposado, Añejo, and Cristalino
B	750ml Reposado, Añejo
C	750ml Reposado

## VISIBILITY & ACTIVATION

### SHELF

### DISPLAY

### P.O.S.

Facings

Position

Adjacency

Size

Location

Greater or  
equal to  
competitive  
set

Eye Level  
OR  
Next to  
Key  
Competitor

**Best:**  
Next to  
Don Julio  
1942

A	2 cases
B	1 case
C	N/A

Tequila/  
Additive-Free  
Ultra  
Premium  
Section

**Current  
POS Elements**

## BRAND & CATEGORY

PALLINI

LIMONCELLO

## KEY COMPETITORS

Caravella

## SUGGESTED PRICING

National Strategy Range  
vs Key Competitor:

Caravella:  
\$5.00 - \$7.00 premium

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

A	Limoncello 3 sizes, Raspicello, Peachcello and Limonzero
B	Limoncello, Lemonzero, Peachcello
C	Limoncello & Lemonzero

## VISIBILITY & ACTIVATION

### SHELF

Facings	Position	Adjacency
Greater or equal to competitive set	Eye Level OR Next to Key Competitor	<b>Best:</b> Right of Caravella

### DISPLAY

Size	Location
A 5 cases	Liqueurs/ Limoncello/ Aperitivo Section
B 3 cases	
C 1 case	

### P.O.S.

**Current  
POS Elements**  
Shelf Talker,  
Case cards,  
Cross Merchandising  
POS,  
Digital Coupons

## BRAND & CATEGORY

GALLIANO

LIQUEURS

## KEY COMPETITORS

Licor 43 (Autentico),  
Mr Black (Espresso), Campari (Aperitivo)

## SUGGESTED PRICING

National Strategy Range:

750ml \$37.99  
and 375ml \$21.99

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

A	700ml Autentico & Espresso
B	700ml Autentico & Espresso
C	700ml Autentico

## VISIBILITY & ACTIVATION

### SHELF

Facings	Position	Adjacency
Greater or equal to competitive set	Eye Level OR Next to Key Competitor	<b>Best:</b> By key competitor or as a set on end cap

### DISPLAY

Size		Location
A	3 cases	Liqueurs
B	2 cases	
C	1 case	

### P.O.S.

**Current POS Elements**  
bottle hanger  
booklet  
with recipes by sku,  
shelftalkers,  
case card for Espresso

## BRAND & CATEGORY

THE MUFF LIQUOR CO

IRISH WHISKEY, GIN, VODKA

## KEY COMPETITORS

Tullamore, Hendricks and Chopin

## SUGGESTED PRICING

National Strategy Range:

\$37.99 to \$ 34.99 - Line Priced

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

A	700ml 3 types (Whiskey, Gin, Vodka)
B	700ml 2 types
C	700ml 1 type

## VISIBILITY & ACTIVATION

### SHELF

### DISPLAY

### P.O.S.

Facings	Position	Adjacency	Size		Location	Current POS Elements
Greater or equal to competitive set	Eye Level OR Next to Key Competitor	<b>Best:</b> Right of Key Competitor	A	3 cases	Irish Whiskey, Vodka & Gin	
			B	2 cases		
			C	1 case		

## BRAND & CATEGORY

FLUÈRE

NON ALC SPIRITS

## KEY COMPETITORS

Seedlip and Ritual Zero Proof

## SUGGESTED PRICING

National Strategy Range:

\$ 34.99

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

A	700ml 5 types min
B	700ml 3 types min
C	700ml 2 types min

## VISIBILITY & ACTIVATION

### SHELF

### DISPLAY

### P.O.S.

Facings

Position

Adjacency

Size

Location

Greater or  
equal to  
competitive  
set

Eye Level  
OR  
Next to  
Key  
Competitor

**Best:**  
Right of  
Ritual

A	5 cases
B	2 cases
C	1 case

Non Alcoholic

Current  
POS Elements  
shelftalkers

## BRAND & CATEGORY

BOLS BLUE 1575

SP BLUE CURACAO

## BRAND RANGE



## KEY COMPETITORS

Cointreau

## SUGGESTED PRICING

National Strategy Range:

\$36.99 - \$34.99

## DISTRIBUTION BY ACCOUNT CLASS

A	700ml
B	700ml
C	NA

## VISIBILITY & ACTIVATION

### SHELF

### DISPLAY

### P.O.S.

Facings	Position	Adjacency	Size	Location	Current POS Elements
Greater or equal to competitive set	Eye Level OR Next to Key Competitor	<b>Best:</b> Next to Cointreau	A 2 cases	Super Premium Liqueurs	
	B NA				
	C NA				

## BRAND & CATEGORY

**BOLS RTE**

**RTD COCKTAILS**

## KEY COMPETITORS

On the Rocks

## SUGGESTED PRICING

**National Strategy Range:**

375ml \$6.99  
& 200ml \$2.99

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

<b>A</b>	375ml (5 types) & 200ml (4 types)
<b>B</b>	375ml (3 types) & 200ml (3 types)
<b>C</b>	200mls (3 types)

## VISIBILITY & ACTIVATION

### SHELF

### DISPLAY

### P.O.S.

Facings

Position

Adjacency

Size

Location

Greater or equal to competitive set

Eye Level  
OR  
Next to Key Competitor

**Best:**  
Right of On the Rocks

A	5 cases
B	3 cases
B	2 cases

RTD

**Current  
POS Elements**

## BRAND & CATEGORY

NUVO

SPARKLING LIQUEUR

## KEY COMPETITORS

Kinky

## SUGGESTED PRICING

National Strategy Range:

750ml \$24.99 - \$21.99

## BRAND RANGE



## DISTRIBUTION BY ACCOUNT CLASS

A	750ml
B	750ml
C	750ml

## VISIBILITY & ACTIVATION

### SHELF

### DISPLAY

### P.O.S.

Facings	Position	Adjacency	Size	Location	Current POS Elements	
Greater or equal to competitive set	Eye Level OR Next to Key Competitor	<b>Best:</b> Right of Kinky	A	4 cases		Liqueurs
			B	2 cases		
			C	1 case		