



Go COCO- *Nuts*™

2026 ON-PREMISE ACTIVATION PROGRAM

July - December 2026



DRIVE
TRAFFIC



INCREASE
CHECKS



BUILD
REPEAT VISITS

Bols
Coconut Liqueur

ADD A **COCONUT TWIST**
TO YOUR FAVORITE COCKTAILS.

Go COCO-Nuts™

with Bols Coconut Liqueur

ACTIVATE. ENGAGE. GROW.
ONE POUR. ENDLESS BENEFITS.

Drive trial, build excitement and inspire more coconut cocktails that keep guests coming back.



DRIVE RESULTS WHERE IT MATTERS MOST



DRIVE TRIAL

Eye-catching tent drives attention and encourages guests to try coconut cocktails.



INCREASE CHECKS

Rebate incentive motivates guests to order more than one.



BUILD LOYALTY

Tropical flavor experiences create repeat visits and guest satisfaction.



ELEVATE YOUR MENU

Inspires new cocktail creations and premium offerings.



BOOST PROFITS

Higher attachment, more cocktails sold and better margins.

EASY TO DEPLOY. BIG IMPACT.



HIGH-VISIBILITY
TABLETOP PLACEMENT



DRIVES CONVERSATION
AND RECOMMENDATIONS



URNS COCKTAILS
INTO EXPERIENCES



SIMPLE TOOL.
POWERFUL RESULTS.



ADD A *TROPICAL TWIST*
TO EVERY COCKTAIL.

GO *COCO-NUTS.*

SCAN. SAVE. SIP. REPEAT.

LET'S MAKE *EVERY POUR*
A REASON TO COME BACK.



Go **COCO-Nuts**™

WHERE IT MATTERS MOST

Prioritize the accounts where tropical cocktails drive traffic, trial and repeat purchase.

1 MEXICAN RESTAURANTS



HERO SERVE
Coconut Margarita



WHY BOLS COCONUT BELONGS HERE

- ✓ Margarita authority
- ✓ Coconut is an easy premium flavor upgrade
- ✓ High attachment opportunity
- ✓ Strong national chain potential

2 ROOFTOPS



HERO SERVE
Coconut Spritz



WHY BOLS COCONUT BELONGS HERE

- ✓ Consumers seek visually appealing cocktails
- ✓ Tropical flavors fit sunset occasions
- ✓ Premium cocktail pricing
- ✓ Social media sharing

3 RESORTS & HOTELS



HERO SERVE
Coconut Paloma



WHY BOLS COCONUT BELONGS HERE

- ✓ Vacation mindset encourages experimentation
- ✓ Coconut instantly signals escape
- ✓ Great for pool and resort menus
- ✓ High-margin signature cocktails

4 BEACH & WATERFRONT



HERO SERVE
Coconut Mojito



WHY BOLS COCONUT BELONGS HERE

- ✓ Natural coconut association
- ✓ Mojitos, Mules and Spritzes perform well
- ✓ Seasonal volume driver
- ✓ High daytime traffic

5 BRUNCH CONCEPTS



HERO SERVE
Coconut Espresso Martini



WHY BOLS COCONUT BELONGS HERE

- ✓ Espresso Martinis continue to grow
- ✓ Coconut adds indulgence
- ✓ Appeals to younger consumers
- ✓ High repeat purchase

6 COCKTAIL BARS



HERO SERVE
Coconut Martini



WHY BOLS COCONUT BELONGS HERE

- ✓ Bartenders love versatile modifiers
- ✓ Easily twists classic cocktails
- ✓ Menu innovation
- ✓ Word-of-mouth trial



ONE POUR.
ENDLESS TROPICAL POSSIBILITIES.

GO COCO-NUTS.™



EASY
TO USE



WORKS IN
ANY COCKTAIL



PREMIUM
FLAVOR UPGRADE



MORE CHECKS.
MORE PROFITS.



Go **COCO-Nuts**™

with Bols Coconut Liqueur

ADD A TROPICAL TWIST
TO YOUR FAVORITE COCKTAILS.

Easy to mix. Delicious to sip. More reasons for guests to come back.

HERO RECIPES FOR EVERY OCCASION

1 COCONUT MARGARITA MEXICAN RESTAURANTS



- 1½ oz Tequila Partida Blanco
- ¾ oz Bols Coconut Liqueur
- ¾ oz Fresh lime juice
- ¼ oz Agave nectar

GARNISH:

-  Toasted coconut & salt rim
-  Lime wheel

2 COCONUT SPRITZ ROOFTOPS



- 1 oz Bols Coconut Liqueur
- 3 oz Prosecco
- 2 oz Soda water

GARNISH:

-  Mint sprig
-  Lime wheel

3 COCONUT PALOMA RESORTS & HOTELS



- 1½ oz Tequila Partida Blanco
- ¾ oz Bols Coconut Liqueur
- 2 oz Fresh grapefruit juice
- ½ oz Fresh lime juice
- Top with soda water

GARNISH:

-  Grapefruit wedge

4 COCONUT MOJITO BEACH & WATERFRONT



- 1½ oz White rum
- ¾ oz Bols Coconut Liqueur
- ¾ oz Fresh lime juice
- 8 Mint leaves
- Top with soda water

GARNISH:

-  Mint bouquet
-  Lime wheel

5 COCONUT ESPRESSO MARTINI BRUNCH CONCEPTS



- 1 oz Vodka (Bols Vodka or Muff Vodka)
- 1 oz Galliano Espresso Liqueur
- ½ oz Bols Coconut Liqueur
- 1 oz Fresh espresso

GARNISH:

-  Three coffee beans

6 COCONUT DAIQUIRI COCKTAIL BARS



- 1½ oz White rum
- ¾ oz Bols Coconut Liqueur
- ¾ oz Fresh lime juice
- ¼ oz Simple syrup

GARNISH:

-  Lime wheel



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ENDLESS TROPICAL POSSIBILITIES.

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PREMIUM
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MORE CHECKS.
MORE PROFITS.

