

Bols

E-COMMERCE
GUIDELINES



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A man in a purple suit is smiling and looking towards a woman at a bar. He is holding a cocktail glass with a drink and a garnish. In the foreground, the back of a man in a brown jacket is visible. The background shows a bar with various bottles and a blurred cityscape at night.

01

VISUAL ASSETS

Pack Shots · Lifestyle Images · Global Top Cocktails · Banners

Pack Shots

Available as PNG (transparent) and JPEG (white background) per category

01

Liqueurs Range

50CL and/or 70CL

PNG + JPEG

40+ flavours

Download correct format per market from platform



02

Bols Blue 1575

70CL

PNG + JPEG



03

Bols Genever

70CL

PNG + JPEG



04

Bols Vodka

70CL

PNG + JPEG



05

Ready to Enjoy

37.5CL

PNG + JPEG



Lifestyle Images

Use at least one lifestyle image per SKU from LB e-commerce portal. Below are the main images highlighted. Available as JPEG.

LIQUEURS

Range, Spritz, Margarita



BOLS BLUE 1575

Royal Blue Spritz, Margarita Azul



Lifestyle Images

Use at least one lifestyle image per SKU from LB e-commerce portal. Below are the main images highlighted. Available as JPEG.

BOLS GENEVER

Amsterdam Mule, Red Light Negroni



BOLS VODKA

Pornstar Martini, Espresso Martini



READY TO ENJOY

Margarita Azul, Pornstar Martini, Espresso Martini



Global Top Cocktails — Our Top 10 Flavours

Lifestyle imagery for our 10 hero cocktails — visit bols.com/cocktails to download full range of individual cocktail shots per flavour

01



Elderflower Spritz

Bols Elderflower · Prosecco · Soda

02



Cosmopolitan

Bols Vodka · Bols Triple Sec · Cranberry
· Lime

03



Pornstar Martini

Bols Vodka · Bols Passionfruit · Bols
Vanilla · Lime

04



Margarita Azul

Bols Blue Curaçao · Tequila · Lime

05



Mai Tai

Rum · Bols Triple Sec · Lime · Orgeat

Global Top Cocktails — Our Top 10 Flavours

Visit bols.com/cocktails to download full range of individual cocktail shots per flavour

06



Amaretto Sour

Bols Amaretto · Lemon · Egg white

07



Espresso Martini

Bols Vodka · Bols Coffee · Espresso

08



Sex on the Beach

Bols Vodka · Bols Peach · OJ · Grenadine

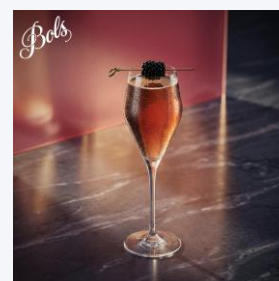
09



Strawberry Mojito

Bols Strawberry · White rum · Lime · Mint

10



Kir Royale

Bols Crème de Cassis · Champagne

Banners — Liqueur Range · Blue 1575 · RTE · Vodka

All banner assets are available in .PNG and .PSD format and can be adapted to meet local market requirements. The standard format is 1200x300px.



A man in a purple blazer is smiling and looking towards a woman at a bar. He is holding a cocktail glass with a drink and garnishes. In the foreground, the back of a man in a brown jacket is visible. The background shows a bar with various bottles and lights.

02

CONTENT

Brand Description · Product Descriptions per category

Brand Description

Core claims: Bols Cocktails — The World's First Cocktail Brand · Amsterdam · Since 1575

Bols Cocktails — The World's First Cocktail Brand.

Founded in Amsterdam in 1575, Bols is the world's first and most experienced cocktail brand. Drawing upon more than 450 years of expertise, Bols crafts its liqueurs, vodka and genever by combining centuries-old recipes, natural ingredients and traditional flavour-extraction methods.

At the Bols Cocktail Academy, we create and develop our products together with bartenders — because no one understands cocktails better than those who make them every day.

We know that cocktails have always created a sense of luxury, a way to treat yourself or celebrate. Watching a bartender creating that special serve for you can be magical. The creation of a cocktail is just as important as drinking it, but this requires skill and knowledge. That's where Bols comes in, to help you add flavour to your cocktail.

Bols also brings the bartending experience into your home, where we invite you to create your own magic. Our cocktail portfolio ranges from Liqueurs, to Genever, Vodka and our Bols Ready to Enjoy Cocktails, everything you need to explore the world of cocktails at your own pace.

We aim to inspire you to discover that world, and to create your own magic with Bols.

A man in a purple blazer is smiling and looking towards a woman at a bar. He is holding a glass of a drink with a slice of citrus and a garnish. In the foreground, the back of a man in a brown jacket is visible. The background shows a bar with various bottles and a blurred cityscape at night.

02

PRODUCT DESCRIPTIONS

Liqueurs Range

Bols Amaretto Liqueur

Almond & Apricot Kernel Liqueur · 24% ABV · 50CL/70CL

This golden brown liqueur is deeply rooted in the Italian tradition and presents a beautiful array of toasted almond notes. Nutty and aromatic, Bols Amaretto liqueur will add layers of caramelly warmth to both simple mixers and crafted cocktails.

FLAVOUR PROFILE

Nose: Roasted almond · Marzipan · Palate: Warm · Nutty · Sweet · Finish: Soft bitter · Lingering almond

KEY COCKTAILS

Amaretto Sour

50ml Bols Amaretto · 25ml lemon juice · 15ml sugar syrup · egg white

Dry shake, then shake with ice. Strain over rocks. Garnish: lemon & cherry.

Amaretto Spritz

40ml Bols Amaretto · 80ml Prosecco · 20ml soda water

Build over ice in wine glass. Garnish: orange slice.

Bols Apricot Brandy Liqueur

Apricot Kernel & Brandy Liqueur · 24% ABV · 50CL/70CL

This amber-colored Apricot Brandy Liqueur owes its rich and nutty flavor to a careful blend of crushed apricot kernels, fresh apricot juice, and brandy. Presenting hints of cognac and almond, with a beautiful base of juicy ripe apricots, Bols Apricot Brandy Liqueur tastes amazing in various cocktails to create at home.

FLAVOUR PROFILE

Nose: Roasted almond · Marzipan · Tropical apricot · Palate: Apricot flesh · Brandy · Almond · Pink grapefruit · Finish: Lingering almond · Dried apricot

KEY COCKTAILS

Nacional Daiquiri

45ml white rum · 20ml Bols Apricot Brandy · 20ml lime juice

Shake with ice. Fine strain into chilled coupe.

Apricot Sour

50ml Bols Apricot Brandy · 25ml lemon juice · 10ml sugar syrup

Shake with ice. Strain over ice. Garnish: lemon wheel & cherry.

Yellow Bird

30ml white rum · 20ml Bols Apricot Brandy · 20ml Bols Triple Sec · 20ml lime

Shake with ice. Strain into chilled coupe.

Bols Banana Liqueur

Natural Banana Liqueur · 17% ABV · 50CL/70CL

Made solely with natural banana extracts and the finest rum distillates, this beautiful Bols Banana liqueur brims with the flavor of ripe bananas. Hints of almond and vanilla add a sweet softness to its palate, producing a wonderfully rich liqueur, perfect for various cocktails to create at home!

FLAVOUR PROFILE

Nose: Sun-ripened banana · Vanilla · Palate: Sweet banana · Soft almond · Rum warmth · Finish: Smooth · Tropical

KEY COCKTAILS

Banana Colada

40ml white rum · 30ml Bols Banana · 60ml pineapple juice · 20ml coconut syrup

Shake with ice. Strain into hurricane glass. Garnish: pineapple & cherry.

Banana Daiquiri

40ml white rum · 25ml Bols Banana · 20ml lime juice · 10ml sugar syrup

Shake with ice. Fine strain into chilled coupe. Garnish: banana slice.

Banana Easy Mix

50ml Bols Banana · 120ml tonic water

Build over ice. Garnish: lemon wheel.

Bols Blue Curaçao Liqueur

Blue Orange Liqueur · 21% ABV · 50CL/70CL

A legendary liqueur of the most colorful kind, the Bols Blue Curaçao Liqueur has a palate full of fresh and tangy orange flavors. Once known as the Crème de Ciel, this liqueur is one of our oldest and most famous expressions and great to give your cocktails an amazing colour and flavour.

FLAVOUR PROFILE

Nose: Fresh orange · Citrus peel · Palate: Tangy orange · Sweet · Botanical · Finish: Bright citrus · Clean

KEY COCKTAILS

Margarita Azul

40ml Bols Blue Curaçao · 35ml Tequila Blanco · 25ml lime juice · 10ml sugar

Shake with ice. Strain into salt-rimmed glass. Garnish: lime wheel.

Blue Hawaii

30ml Bols Blue Curaçao · 30ml Bols Vodka · 60ml pineapple juice · 20ml coconut

Shake with ice. Strain into highball over ice. Garnish: pineapple & cherry.

Royal Blue Spritz

60ml Bols Blue Curaçao · 30ml soda · 90ml prosecco

Build over ice. Garnish: orange twist.

Bols Brown Cream Liqueur

Cacao Cream Liqueur with Genever · 17% ABV · 70CL

The Bols Brown Cream Liqueur presents a tantalizing combination of Bols Barrel Aged Genever and high-quality Dutch cream. Smooth notes of cacao and cream dominate the palate, slowly making way for soft hints of coffee and vanilla. This liqueur forms the perfect base for any creamy cocktail or to drink neat over ice.

FLAVOUR PROFILE

Nose: Cream · Cacao · Vanilla · Palate: Rich chocolate · Cream · Genever malt · Finish: Soft coffee · Warm

KEY COCKTAILS

Mud Slide

30ml Bols Vodka · 20ml Bols Coffee · 30ml Bols Brown Cream

Shake with ice. Strain over ice in rocks glass. Garnish: chocolate drizzle.

Brown Cream Easy Mix

50ml Bols Brown Cream · 120ml soda water

Build over ice. Garnish: grated chocolate.

Bols Butterscotch Liqueur

Butterscotch Toffee Liqueur · 17% ABV · 70CL

A beautifully smooth and rich liqueur, packing layers of caramel and salted toffee with a lightly spiced finish. Bols Butterscotch liqueur has a golden brown color and silky smooth texture, making it the perfect addition for cocktails and mixers you can create at home.

FLAVOUR PROFILE

Nose: Caramel · Toffee · Butter · Palate: Rich butterscotch · Salted toffee · Spice · Finish: Warm · Lingering caramel

KEY COCKTAILS

Butterscotch Sour

50ml Bols Butterscotch · 25ml lemon juice · 15ml sugar syrup · egg white

Dry shake, then shake with ice. Strain over rocks. Garnish: lemon twist.

Butterscotch Daiquiri

40ml white rum · 25ml Bols Butterscotch · 20ml lime juice

Shake with ice. Fine strain into chilled coupe.

Butterscotch Espresso *

30ml Bols Vodka · 25ml Bols Butterscotch · 30ml fresh espresso

Shake hard. Double strain into chilled glass.

Bols Cherry Brandy Liqueur

Dark Cherry Brandy Liqueur · 24% ABV · 50CL/70CL

A ruby red liqueur packed with notes of fresh cherry with a light almond hint. Its recipe can be traced back to the old Eastern European tradition, but this Bols Cherry Brandy liqueur fits seamlessly with the modern palate. Refreshing in a mixer, herbaceous, and rich in a crafted cocktail.

FLAVOUR PROFILE

Nose: Dark cherry · Almond · Palate: Rich cherry · Brandy warmth · Slight almond · Finish: Semi-dry · Fruity

KEY COCKTAILS

Cherry Spritz

40ml Bols Cherry Brandy · 80ml Prosecco · 20ml soda water

Build over ice in wine glass. Garnish: cherry.

Blood and Sand

20ml Scotch · 20ml Bols Cherry Brandy · 20ml sweet vermouth · 20ml OJ

Shake with ice. Strain into chilled coupe.

Cherry Sour *

50ml Bols Cherry Brandy · 25ml lemon juice · 10ml sugar · egg white

Dry shake, then shake. Strain over rocks. Garnish: cherry & lemon.

Bols Coconut Liqueur

Tropical Coconut & Rum Liqueur · 17% ABV · 70CL

Bols Coconut liqueur celebrates the beautifully tropical union that is rum and coconut. The full-bodied rum forms the perfect counterbalance for the sweet, creamy coconut, making any cocktail taste like a little piece of a tropical paradise.

FLAVOUR PROFILE

Nose: Fresh coconut · Rum · Vanilla · Palate: Creamy coconut · Sweet · Rum warmth · Finish: Tropical · Smooth

KEY COCKTAILS

Piña Colada

40ml white rum · 30ml Bols Coconut · 60ml pineapple juice

Shake well or blend. Serve in hurricane glass. Garnish: pineapple & cherry.

Coconut Mule

40ml Bols Vodka · 25ml Bols Coconut · 120ml ginger beer · 10ml lime

Build over ice in copper mug. Garnish: lime wheel & mint.

Bounty Hunter *

30ml bourbon · 20ml Bols Coconut · 15ml Bols Peppermint Green · 20ml lime

Shake with ice. Strain over ice. Garnish: mint sprig.

Bols Coffee Liqueur

Colombian Coffee Liqueur · 24% ABV · 50CL/70CL

Open this bottle and you will be greeted with the soothing aroma of freshly roasted coffee beans. The experience continues on the pallet, where it is joined by subtle hints of chocolate and vanilla. Bols Coffee liqueur forms the perfect base for your favorite coffee cocktails, such as the Espresso Martini which you can easily create at home.

FLAVOUR PROFILE

Nose: Freshly roasted coffee · Chocolate · Palate: Rich coffee · Vanilla · Subtle chocolate · Finish: Warm · Aromatic

KEY COCKTAILS

Espresso Martini

40ml Bols Vodka · 20ml Bols Coffee · 30ml fresh espresso · 10ml sugar

Shake hard with ice. Double strain. Garnish: 3 coffee beans.

White Russian

40ml Bols Vodka · 20ml Bols Coffee · float of fresh cream

Build over ice in rocks glass. Do not stir.

Coffee Spritz

40ml Bols Coffee · 80ml Prosecco · 20ml soda water

Build over ice.

Bols Crème de Cacao Brown Liqueur

Dark Chocolate Liqueur · 24% ABV · 50CL/70CL · EU · EP292RNBR

A cacao liqueur the way it was intended, packing notes of dark bitter chocolate and hints of orange and vanilla. Bols Cacao Brown pairs beautifully with the bold and creamy flavours of after-dinner staples like the Brandy Alexander.

FLAVOUR PROFILE

Nose: Rich dark chocolate · Roasted cacao · Palate: Full chocolate · Bittersweet · Finish: Warm · Dark cocoa

KEY COCKTAILS

Black Martini

25ml Bols Cacao Brown · 30ml White Rum · 30ml Espresso · 10ml Sugar syrup

Shake with ice. Strain into martini glass. Garnish: grated dark chocolate.

Brandy Alexander

30ml Bols Cacao Brown · 30ml Cognac · 30ml Cream

Shake with ice. Fine strain into martini glass. Garnish: shaved chocolate.

Brown Cacao Mule

1/4 Bols Cacao Brown · 3/4 Ginger Ale

Pour all ingredients over ice in highball glass.

Bols Crème de Cacao White Liqueur

White Chocolate Liqueur · 24% ABV · 50CL/70CL

This aromatic liqueur presents beautiful milk chocolate notes, with hints of vanilla and apricot. Distilled with natural ingredients only, Bols Cacao White liqueur has a slightly milder palate than its brown cacao sibling, making it a good subtle base for a varied range of cocktails to create at home.

FLAVOUR PROFILE

Nose: Milk chocolate · Vanilla · Palate: Delicate cacao · White chocolate · Vanilla · Finish: Clean · Creamy

KEY COCKTAILS

Brandy Alexander

30ml brandy · 30ml Bols Cacao White · 30ml fresh cream

Shake with ice. Strain into chilled coupe. Garnish: grated nutmeg.

Grasshopper

20ml Bols Peppermint Green · 20ml Bols Cacao White · 30ml fresh cream

Shake with ice. Strain into chilled coupe. Garnish: mint leaf.

Cherry Alexander*

25ml Bols Cherry Brandy · 25ml Bols Cacao White · 30ml fresh cream

Shake with ice. Strain into chilled coupe. Garnish: cherry.

Bols Crème de Cassis Liqueur

Blackcurrant Liqueur from Dijon · 17% ABV · 50CL/70CL

This famous fruity liqueur is used in cocktails and mixers all over the world and packs rich blackcurrant notes with a lingering sweet and sour finish. Made solely from natural ingredients, Bols Crème de Cassis liqueur works particularly well in citrusy cocktails.

FLAVOUR PROFILE

Nose: Blackcurrant · Earthy berry · Palate: Rich blackcurrant · Full-bodied · Sweet-tart · Finish: Deep berry · Lingering

KEY COCKTAILS

Kir Royale

15ml Bols Crème de Cassis · top with Champagne or Prosecco

Pour into Champagne flute. Top and serve.

Cassis Spritz

30ml Bols Crème de Cassis · 80ml Prosecco · 20ml soda water

Build over ice in wine glass. Garnish: blackcurrant sprig.

Cassis Sour*

40ml Bols Vodka · 25ml Bols Crème de Cassis · 20ml lemon · 10ml sugar

Shake with ice. Strain over rocks.

Bols Crème de Menthe Green Liqueur

Peppermint Liqueur · 24% ABV · 50CL/70CL

Bols has been producing aromatic peppermint liqueurs since the 19th century. A bright, refreshing peppermint character with a clean sweetness and vivid green colour — a classic bar staple savoured long as a digestive.

FLAVOUR PROFILE

Nose: Fresh peppermint · Herbal · Palate: Clean peppermint · Sweet · Cooling · Finish: Long mint · Refreshing

KEY COCKTAILS

Grasshopper

20ml Bols Crème de Menthe · 20ml Bols Cacao White · 30ml fresh cream

Shake with ice. Strain into chilled coupe. Garnish: mint leaf.

Stinger*

40ml brandy · 20ml Bols Crème de Menthe Green

Build over ice in rocks glass. Garnish: mint sprig.

Mint Julep Spritz*

40ml bourbon · 20ml Bols Crème de Menthe · 80ml soda · 5ml sugar

Build over crushed ice. Garnish: fresh mint.

Bols Elderflower Liqueur

Elderflower Blossom Liqueur · 17% ABV · 50CL/70CL

Bols Elderflower Liqueur is a clear liqueur made from the honey-scented blossoms of the elder tree or Sambucus nigra. Fresh and floral, the liqueur is crafted with natural botanicals and forms a beautiful addition to summery cocktails and mixers to create at home.

FLAVOUR PROFILE

Nose: Elderflower · Honey · Pear · Palate: Floral · Light lychee · Fruity sweetness · Finish: Delicate · Clean

KEY COCKTAILS

Elderflower Spritz

30ml Bols Elderflower · 30ml Prosecco · 30ml soda water

Build over ice in wine glass. Garnish: lemon wheel.

Elderflower Margarita

40ml Tequila Blanco · 20ml Bols Elderflower · 25ml lime juice

Shake with ice. Strain into salt-rimmed glass. Garnish: lime wheel.

Elderflower Collins

40ml Bols Genever · 25ml Bols Elderflower · 20ml lemon · soda to top

Build over ice. Garnish: lemon slice.

Bols Green Banana Liqueur

Green Banana Liqueur · 17% ABV · 70CL · EU · EP293RNGR

This beautiful emerald-green liqueur packs the subtle flavor of green banana, with hints of citrus and herbs. Less sweet than the Bols Banana liqueur, the Bols Green Banana is especially well suited for cocktails of a more refined sort. Made solely from natural ingredients with a tropical spirit and perfect to use to create delicious cocktails at home.

FLAVOUR PROFILE

Nose: Fresh banana · Green fruit · Palate: Light banana · Less sweet · Crisp · Finish: Clean · Tropical

KEY COCKTAILS

Adams Apple

15ml Bols Green Banana · 45ml Bols Genever · 10ml Grenadine · 60ml Apple juice · 10ml Lime

Shake all except grenadine, strain into martini glass. Add grenadine. Garnish: apple slice.

Grasshopper

15ml Bols Peppermint Green · 25ml Bols Cacao White · 45ml Bols Natural Yoghurt

Shake with ice. Fine strain into pre-chilled cocktail glass. Garnish: mint sprig.

Green Banana Caipiroshka

15ml Bols Green Banana · 25ml Bols Vodka · 4 lime wedges · 2 tsp cane sugar

Muddle sugar and lime in rocks glass. Add liqueur and vodka. Add crushed ice. Garnish: lime wedge.

Bols Kirsch Liqueur

Black Forest Cherry Liqueur · 25% ABV · 70CL

This powerful clear liqueur carries the rich flavor of Schwarzwälder cherries - or Kirsch - accompanied by a pleasant hint of malt wine. Bols Kirsche liqueur has the lowest sugar percentage of all the Bols liqueurs, providing it with a palate that more closely resembles an 'eau-de-vie'.

FLAVOUR PROFILE

Nose: Dry cherry · Almond · Floral · Palate: Bright cherry · Dry · Low sweetness · Finish: Clean · Cherry pit

KEY COCKTAILS

Cherry Daiquiri

45ml white rum · 20ml Bols Kirsch · 20ml lime juice · 10ml sugar syrup

Shake with ice. Fine strain into chilled coupe. Garnish: cherry.

Kirsche Easy Mix

40ml Bols Kirsch · 120ml soda water

Build over ice in highball. Garnish: cherry.

Kirsch Sour*

50ml Bols Kirsch · 25ml lemon juice · 10ml sugar syrup · egg white

Dry shake, then shake. Strain over rocks. Garnish: cherry & lemon.

Bols Kiwi Liqueur

Natural Kiwi Liqueur · 17% ABV · 70CL

Through a thorough process of extraction and distillation, our master distiller has succeeded in capturing the subtle essence of the kiwi fruit in this beautiful green Bols Kiwi liqueur. Lightly sweet, with hints of citrus and melon. Bols Kiwi liqueur is an amazing and fruity addition to summer-minded cocktails and mixers to create at home

FLAVOUR PROFILE

Nose: Fresh kiwi · Green fruit · Palate: Tangy kiwi · Sweet · Bright · Finish: Refreshing · Clean

KEY COCKTAILS

Kiwi Mule

40ml Bols Vodka · 25ml Bols Kiwi · 120ml ginger beer · 10ml lime juice

Build over ice in copper mug. Garnish: kiwi wheel & mint.

Kiwi Spritz

40ml Bols Kiwi · 80ml Prosecco · 20ml soda water

Build over ice. Garnish: kiwi slice.

Kiwi Collins *

40ml gin · 25ml Bols Kiwi · 20ml lemon juice · soda to top

Build over ice. Garnish: kiwi wheel & lemon.

Bols Lychee Liqueur

Exotic Lychee Liqueur · 17% ABV · 50CL/70CL

Bols Lychee fully captures the rich fruity mouth feel of fresh lychee fruit. This lychee liqueur has a powerful lychee aroma with hints of rose, which works perfectly in cocktails. Try it at home in a Lychee Martini cocktail.

FLAVOUR PROFILE

Nose: Floral lychee · Rose · Exotic · Palate: Sweet lychee · Perfumed · Delicate · Finish: Clean · Floral

KEY COCKTAILS

Lychee Martini

40ml Bols Vodka · 30ml Bols Lychee · 15ml lychee juice · 10ml lime

Shake with ice. Double strain. Garnish: lychee on pick.

Lychee Spritz

60ml Bols Lychee · 90ml Prosecco · 30ml soda water

Build over ice. Garnish: lychee & edible flower.

Lychee Tonic

40ml Bols Lychee · 120ml tonic water

Build over ice. Garnish: lime wheel & lychee.

Bols Maraschino Liqueur

Maraska Cherry & Rose Petal Liqueur · 25% ABV · 70CL

This powerful clear cherry liqueur carries the enigmatic flavor of candied cherries, joined by warm hints of almond. Bols Maraschino liqueur is made with a distillate of fresh cherry juice, resulting in a bursting bouquet of deep and rich cherry flavors. A classic crafted to perfection and great to create cocktails at home.

FLAVOUR PROFILE

Nose: Dry cherry · Rose · Almond · Palate: Dry · Complex cherry · Subtle floral · Finish: Long · Aromatic

KEY COCKTAILS

Aviation

40ml gin · 20ml Bols Maraschino · 15ml crème de violette · 20ml lemon

Shake with ice. Fine strain into chilled coupe. Garnish: brandied cherry.

Last Word

20ml gin · 20ml Bols Maraschino · 20ml Green Chartreuse · 20ml lime

Shake with ice. Strain into chilled coupe.

Hemingway Daiquiri

40ml white rum · 15ml Bols Maraschino · 15ml pink grapefruit · 20ml lime

Shake with ice. Fine strain into chilled coupe.

Bols Melon Liqueur

Honeydew Melon Liqueur · 17% ABV · 50CL/70CL

This emerald-green liqueur carries the taste of freshly sliced honeydew melon. Its palate releases crisp melon notes, with a pleasant sweetness and a wonderfully fruity finish. Celebrated by cocktail lovers all over the globe and amazing to create cocktails at home.

FLAVOUR PROFILE

Nose: Fresh honeydew · Subtle banana · Palate: Sweet melon · Light · Refreshing · Finish: Clean · Fruity

KEY COCKTAILS

Melon Margarita

35ml Tequila Blanco · 25ml Bols Melon · 20ml Bols Triple Sec · 20ml lime

Shake with ice. Strain into salt-rimmed glass. Garnish: lime & melon.

Melon Sour

40ml Bols Melon · 20ml Bols Vodka · 25ml lemon · 10ml sugar · egg white

Dry shake, then shake. Strain over ice. Garnish: lemon & melon.

Melon Spritz

40ml Bols Melon · 80ml Prosecco · 20ml soda water

Build over ice. Garnish: melon ball.

Bols Natural Yoghurt Liqueur

Fermented Dutch Milk Liqueur · 15% ABV · 70CL

Fresh yet creamy, with the beautiful and lightly sweet flavor of natural yogurt. This unique liqueur is made from high-quality fermented Dutch milk and blended with the perfect amount of water, alcohol and sugar. Bols Natural Yoghurt Liqueur is undoubtedly one of our most innovative expressions is a pleasant surprise in cocktails to create at home.

FLAVOUR PROFILE

Nose: Fresh yoghurt · Lactic · Light citrus · Palate: Creamy · Lightly sweet · Natural yoghurt · Finish: Clean · Fresh

KEY COCKTAILS

Strawberry Cheesecake

30ml Bols Natural Yoghurt · 20ml Bols Strawberry · 20ml Bols Vanilla · 30ml cream

Shake with ice. Strain into chilled glass. Garnish: strawberry.

Mud Slide

30ml Bols Vodka · 20ml Bols Coffee · 30ml Bols Natural Yoghurt

Shake with ice. Strain over ice. Garnish: chocolate drizzle.

Yoghurt Easy Mix

50ml Bols Natural Yoghurt · 90ml pineapple juice

Build over ice. Garnish: pineapple leaf.

Bols Parfait Amour Liqueur

Rose, Violet & Orange Petal Liqueur · 24% ABV · 50CL/70CL

Living up to its name, this fragrant liqueur carries notes of roses and violet petals, with hints of orange and vanilla. Its recipe is centuries old and arguably one of the most complex and fascinating ones in our range. Create cocktails at home with Bols Parfait Amour liqueur and it will add a beautiful aromatic touch and unique purple to cocktails and mixers.

FLAVOUR PROFILE

Nose: Rose · Violet · Orange peel · Palate: Floral · Vanilla · Orange · Almond · Finish: Aromatic · Long

KEY COCKTAILS

English Rose

40ml gin · 20ml Bols Parfait Amour · 20ml dry vermouth · 15ml lemon

Shake with ice. Strain into chilled coupe. Garnish: rose petal.

Parfait Amour Spritz

40ml Bols Parfait Amour · 80ml Prosecco · 20ml soda water

Build over ice. Garnish: edible flower.

Parfait Amour Tonic

40ml Bols Parfait Amour · 120ml tonic water

Build over ice. Garnish: rose petal & lemon twist.

Bols Passion Fruit Liqueur

Natural Passion Fruit Liqueur · 17% ABV · 50CL/70CL

Bols Passion Fruit liqueur perfectly captures the spirit of this wildly popular fruit. Its palate brims with fresh passion fruit, combined with soft hints of vanilla. This passion fruit liqueur is perfect to create delicious cocktails at home, such as the Passion Fruit Collins.

FLAVOUR PROFILE

Nose: Tropical passion fruit · Vanilla · Palate: Fresh passion fruit · Sweet · Citrus edge · Finish: Tropical · Bright

KEY COCKTAILS

Pornstar Martini

40ml Bols Vodka · 30ml Bols Passion Fruit · 15ml Bols Vanilla · 15ml lime

Shake with ice. Double strain. Serve with a shot of Prosecco.

Passion Fruit Collins

40ml gin · 25ml Bols Passion Fruit · 20ml lemon juice · soda to top

Build over ice. Garnish: passion fruit half & lemon.

Passion Fruit Spritz*

40ml Bols Passion Fruit · 80ml Prosecco · 20ml soda water

Build over ice. Garnish: passion fruit half.

Bols Peach Liqueur

Natural Peach Liqueur · 17% ABV · 50CL/70CL

This fresh and vibrant Peach liqueur greets you with an overwhelming burst of sun-ripened peaches. It's like biting into a ripe, juicy piece of fruit. Bols Peach liqueur has a clean transparent color and is made solely from the best natural ingredients. Bellini, anyone?

FLAVOUR PROFILE

Nose: Sun-ripened peach · Light citrus · Palate: Juicy peach · Sweet · Natural · Finish: Clean · Fruity

KEY COCKTAILS

Bellini

25ml Bols Peach · top with Prosecco

Pour Bols Peach into a Champagne flute. Top with cold Prosecco. Stir gently.

Woo Woo

40ml Bols Vodka · 20ml Bols Peach · 80ml cranberry juice

Build over ice. Garnish: lime wheel.

Peach Margarita

35ml Tequila · 25ml Bols Peach · 20ml Bols Triple Sec · 20ml lime

Shake with ice. Strain into salt-rimmed glass. Garnish: lime & peach.

Bols Peppermint Green Liqueur

Peppermint Schnapps · 24% ABV · 50CL/70CL

This bright-green Peppermint liqueur owes its flavor to a natural mint leaf extract and a careful selection of fresh botanicals. Colorful and lively, the Bols Peppermint Green can be used to add a touch of freshness to your cocktails.

FLAVOUR PROFILE

Nose: Bright peppermint · Fresh herbs · Palate: Clean mint · Cool · Sweet · Finish: Long peppermint · Refreshing

KEY COCKTAILS

Albino Grasshopper

45ml Bols Natural Yoghurt · 30ml Bols Cacao White · 15ml Bols Peppermint White

Shake with ice. Fine strain into martini glass. Garnish: mint sprig.

Classic Margarita

30ml Bols Triple Sec · 40ml Tequila Blanco · 25ml Lime juice

Shake all ingredients. Pour into margarita glass. Garnish: lime wedge & half salt rim.

Peppermint Mojito

20ml Bols Peppermint Green · 40ml White Rum · 15ml Lime juice · mint leaves · soda water

Muddle lime and sugar. Add remaining ingredients with crushed ice. Churn, top with soda. Garnish: mint sprig.

Bols Pink Grapefruit Liqueur

Pink Grapefruit Citrus Liqueur · 17% ABV · 70CL

This pink liqueur is brimming with fresh bitter grapefruit notes, supported by a pleasant sweet and sour bite. With the growing popularity of this refreshing fruit, Bols Pink Grapefruit liqueur is an indispensable addition to our celebrated range of citrus liqueurs. Made with natural ingredients and distilled to perfection to create the best cocktails at home.

FLAVOUR PROFILE

Nose: Pink grapefruit peel · Citrus zest · Palate: Tangy grapefruit · Sweet-bitter · Bright · Finish: Refreshing · Citrus

KEY COCKTAILS

Hemingway Daiquiri

10ml Bols Maraschino · 25ml Bols Pink Grapefruit · 30ml White Rum · 20ml Lime juice · 5ml Sugar syrup

Shake with ice. Fine strain into coupe glass. Garnish: lime wheel.

Pink Grapefruit Easy Mix

1/4 Bols Pink Grapefruit · 3/4 Bitter Lemon

Pour all ingredients over cubed ice in highball glass.

Pink Grapefruit Spritz

90ml Prosecco · 60ml Bols Pink Grapefruit · 30ml Soda water

Pour all ingredients over cubed ice in coppa glass.

Bols Red Orange Liqueur

Blood Orange Citrus Liqueur · 17% ABV · 70CL

Bols Red Orange is a bright red liqueur that boasts powerful flavors of blood orange and hints of fresh lemon. This liqueur creates a thin foam layer when you shake it into a cocktail, making it an excellent mixing spirit! Bols Red Orange Liqueur is infused with natural botanicals only.

FLAVOUR PROFILE

Nose: Blood orange · Citrus peel · Palate: Bitter-sweet orange · Deep · Complex · Finish: Citrus · Bittersweet

KEY COCKTAILS

Blood and Red Orange

15ml Bols Red Orange · 25ml Bols Genever · 2 tsp cane sugar · 3 lemon wedges · 2 orange wedges

Muddle fruit and sugar in rocks glass. Add crushed ice and spirits. Stir. Garnish: lemon wedge.

Blood and Sand

20ml Bols Cherry Brandy · 20ml Blended Scotch · 20ml Sweet vermouth · 20ml Orange juice

Shake with ice. Fine strain into pre-chilled martini glass.

English Rose

15ml Bols Parfait Amour · 50ml Damrak Gin · 20ml Dry Vermouth · 10ml Lemon juice · 5ml Grenadine

Shake all ingredients. Fine strain into martini glass.

Bols Raspberry Liqueur

Natural Raspberry Liqueur · 17% ABV · 50CL/70CL

Made from freshly pressed raspberries, this bright red Bols Raspberry liqueur burst with notes of tangy red fruit and subtle hints of citrus. The distinct raspberry flavor gradually makes way for pleasantly acidic undertones, making the Bols Raspberry a lovely and refreshing addition to cocktails and mixers to create at home.

FLAVOUR PROFILE

Nose: Fresh raspberry · Tart berry · Palate: Intense raspberry · Natural · Bright · Finish: Tart · Clean berry

KEY COCKTAILS

French Martini

30ml Bols Raspberry · 30ml Bols Vodka · 30ml Pineapple juice

Shake with ice. Fine strain into cocktail glass. Garnish: floating raspberry.

Raspberry Martini

15ml Bols Raspberry · 45ml Bols Vodka · 15ml Lemon juice · 10ml Sugar syrup

Shake with ice. Fine strain into martini glass. Garnish: raspberry & lemon wedge.

Raspberry Mule

1/4 Bols Raspberry · 3/4 Ginger Beer

Build in mule cup over ice. Top with ginger beer. Garnish: lemon zest & raspberry.

Bols Sour Apple Liqueur

Crisp Green Apple Liqueur · 17% ABV · 70CL

Bols Sour Apple liqueur perfectly captures the crispy and tangy taste of a fresh, green apple, underpinned by subtle flavors of woody cinnamon and cooked apples. This apple liqueur is crafted with natural botanicals and fresh green apple juice and is great to create delicious cocktails at home.

FLAVOUR PROFILE

Nose: Crisp green apple · Citrus · Palate: Sour apple · Sweet balance · Light cinnamon · Finish: Fresh · Tangy

KEY COCKTAILS

Adams Apple

15ml Bols Sour Apple · 45ml Bols Genever · 10ml Grenadine · 60ml Apple juice · 10ml Lime juice

Shake all except grenadine. Strain into martini glass. Add grenadine. Garnish: apple slice.

Appletini

30ml Bols Sour Apple · 30ml Bols Vodka · 15ml Lime juice · 10ml Apple juice

Shake with ice. Fine strain into chilled martini glass. Garnish: apple fan.

Melon Sour

60ml Bols Melon · 30ml Fresh lemon juice · 10ml Sugar syrup · 15ml Egg white

Shake to emulsify, add ice, shake, strain over ice. Garnish: melon slice.

Bols Strawberry Liqueur

Natural Strawberry Liqueur · 17% ABV · 50CL/70CL

Bols Strawberry is a striking red liqueur, boasting a powerful but not overly sweet strawberry flavor, edged with a slight citrus tang. Its nose is equally aromatic, brimming with sun-ripened strawberries and a subtle bouquet of orchard fruits. This strawberry liqueur is solely created with natural ingredients, adding a sweet and fruity touch to a wide variety of cocktails which you can create at home.

FLAVOUR PROFILE

Nose: Sun-ripened strawberry · Citrus · Palate: Rich strawberry · Not overly sweet · Citrus edge · Finish: Fresh · Fruity

KEY COCKTAILS

Strawberry Mojito

40ml white rum · 25ml Bols Strawberry · 20ml lime · 6 mint leaves · soda

Muddle mint and lime. Add rum and Bols Strawberry. Top with soda. Garnish: strawberry & mint.

Strawberry Margarita

40ml Tequila · 25ml Bols Strawberry · 20ml Bols Triple Sec · 20ml lime

Shake with ice. Strain into salt-rimmed glass. Garnish: strawberry.

Strawberry Cheesecake

30ml Bols Natural Yoghurt · 20ml Bols Strawberry · 20ml Bols Vanilla · 30ml cream

Shake with ice. Strain into chilled glass. Garnish: strawberry.

Bols Triple Sec Liqueur

Curaçao Orange Liqueur · 38% ABV · 50CL/70CL

Bols Triple Sec Liqueur is a clear-colored liqueur, flavored with aromatic Curaçao orange peels and hints of citrus. It is one of the most essential orange liqueurs in the modern bar or at home. At least half of all classic and modern drinks are made with Triple Sec or a variant, like Dry Orange Curaçao.

FLAVOUR PROFILE

Nose: Aromatic orange peel · Citrus · Palate: Dry orange · Citrus · Clean · Finish: Bright · Lasting citrus

KEY COCKTAILS

Cosmopolitan

40ml Bols Vodka · 20ml Bols Triple Sec · 20ml cranberry juice · 15ml lime

Shake with ice. Double strain into chilled glass. Garnish: orange twist.

Classic Margarita

40ml Tequila · 20ml Bols Triple Sec · 20ml lime juice

Shake with ice. Strain into salt-rimmed glass. Garnish: lime wheel.

Long Island Iced Tea

15ml each: Bols Vodka, gin, rum, Bols Triple Sec, Tequila · 20ml lemon · cola

Build over ice. Garnish: lemon.

Bols Vanilla Liqueur

Madagascar Vanilla Liqueur · 17% ABV · 70CL

This light-golden liqueur has a rich vanilla flavor and subtle citrus notes, underpinned by chocolate and the almondy taste of crushed apricot kernels. Bols Vanilla liqueur is based on a percolate of original Bourbon vanilla which provides a wonderfully creamy taste and texture. This vanilla liqueur is perfect to create amazing cocktails at home.

FLAVOUR PROFILE

Nose: Rich vanilla · Citrus · White chocolate · Palate: Sweet vanilla · Almond accent · Creamy · Finish: Warm · Lasting vanilla

KEY COCKTAILS

Parfait d'Amour Tonic

1/4 Bols Parfait Amour · 3/4 Tonic water

Pour all ingredients over cubed ice in highball glass.

Shades of Grey

25ml Bols Parfait Amour · 45ml Bols Genever · 1 tsp sugar syrup · 6 mint leaves

Shake with ice. Fine strain into pre-chilled martini glass.

Vanilla Berry Cooler

15ml Bols Vanilla · 15ml Bols Strawberry · top up with Cranberry juice

Build in highball glass over cubed ice. Garnish: lime wedge.

Bols Watermelon Liqueur

Natural Watermelon Liqueur · 17% ABV · 50CL/70CL

Who can resist the taste of fresh watermelon? Especially when it's met with subtle hints of marzipan in a long and lingering finish. Bols Watermelon liqueur has a deliciously refreshing, well-balanced palate full of fruity, sweet and juicy flavors. With its coral red color and distinctive, mouth-watering aromas, it is extremely diverse for various cocktails. Bols Watermelon is made with only natural ingredients by our master distiller.

FLAVOUR PROFILE

Nose: Fresh watermelon · Subtle marzipan · Palate: Concentrated watermelon · Sweet · Light · Finish: Clean · Refreshing

KEY COCKTAILS

Watermelon Margarita

40ml Tequila · 25ml Bols Watermelon · 20ml Bols Triple Sec · 20ml lime

Shake with ice. Strain into salt-rimmed glass. Garnish: watermelon slice.

Watermelon Spritz

40ml Bols Watermelon · 80ml Prosecco · 20ml soda water

Build over ice. Garnish: watermelon slice.

Watermelon Cooler *

40ml Bols Vodka · 30ml Bols Watermelon · 20ml lime juice · soda to top

Build over ice. Garnish: watermelon & mint.

A man in a purple blazer is smiling and looking towards a woman at a bar. He is holding a glass of a drink with a lime wedge and a sprig of mint. In the foreground, the back of a man in a brown jacket is visible. The background shows a bar with various bottles and a blurred cityscape at night.

02

PRODUCT DESCRIPTIONS

Bols Blue 1575

Bols Blue 1575

Super-Premium Blue Curaçao · 29.5% ABV · 70CL

DESCRIPTION

Bols Blue 1575, is our ode to the classic Blue Liqueur. Based on a historical recipe of distilled orange peels and blended with a botanical spiced rum, designed in our distillery in Amsterdam. Distilled orange peels and blended with a botanical spiced rum. Typical flavorful island botanicals, such as Vanilla, Grain of Paradise and Cardamom. Together, they bring a unique taste to the liqueur, they add warmth and tropical spicy tones to the rum, giving the liquid additional boldness. Make a stunning Royal Blue Spritz or Margarita Azul with Bols Blue 1575

Nose: Orange zest · Vanilla · Botanical warmth
 Palate: Vibrant citrus · Spiced orange · Curaçao
 Finish: Long · Aromatic · Clean

ABV	29.5%
Format	70CL

KEY COCKTAILS

Royal Blue Spritz

60ml Bols Blue 1575 · 90ml Prosecco · 30ml soda water

Build over ice in wine glass. Garnish: orange twist & lemon slice.

Margarita Azul

40ml Bols Blue 1575 · 35ml Tequila Blanco · 25ml lime juice · 10ml sugar

Shake with ice. Double strain into salt-rimmed glass. Garnish: lime wheel.

A man in a purple blazer is smiling and looking towards a woman at a bar. He is holding a glass of orange cocktail with a lime wedge and a sprig of mint. On the bar in front of him is a blue cocktail with a lime wedge and a sprig of mint. In the foreground, the back of a man in a brown jacket is visible. The background shows a bar with various bottles and a blurred cityscape at night.

02

PRODUCT DESCRIPTIONS

Genever

Bols Genever

The Original Spirit of Amsterdam · 42% ABV · 70CL

DESCRIPTION

Bols Genevers are a blend of 'moutwijn' (malt-wine), a distillate of a secret mix of botanicals including juniper, and neutral grain spirit. The malt wine is made from equal parts fermented wheat, rye and corn, with a small amount of malted barley. After distillation, the malt-wine leaves the pot still at around 47% abv.

Bols Genever is based on the 1820 recipe — triple-distilled malt spirit made from long-fermented corn, rye and wheat, blended with 22 botanicals. In the 19th century, genevers were one of the four key ingredients in classic cocktails — 1 in 4 cocktails in Jerry Thomas's 1862 bartender's guide were made with genever. Today Bols is the #1 genever worldwide and a true mixing spirit, bringing complexity and character to a wide variety of cocktails.

Nose: Rounded malt · Subtle apricot · Hint of juniper

Palate: Smooth · Buttery · Malty · Cherry · Juniper

Finish: Warm · Earthy · Lingering herbal

ABV	42%
Format	70CL

KEY COCKTAILS

Red Light Negroni

30ml Bols Genever · 30ml Galliano L'Aperitivo · 30ml sweet vermouth

Stir with ice. Strain into rocks glass over large ice cube. Garnish: orange twist.

Amsterdam Mule

50ml Bols Genever · 120ml ginger beer · 15ml fresh lime juice

Build in copper mug over ice. Garnish: mint sprig & lime wheel.

A man in a purple suit is smiling and looking towards a woman at a bar. He is holding a glass of a drink with a lime wedge and a sprig of mint. In the foreground, the back of a man in a brown jacket is visible. The background shows a bar with various bottles and a blurred cityscape at night.

02

PRODUCT DESCRIPTIONS

Vodka

Bols Vodka

Premium Amsterdam Vodka · 37.5% ABV · 70CL

DESCRIPTION

Bols Vodka is crafted from wheat, distilled twice and filtered through copper and charcoal for an extraordinarily pure and clean palate. Bols draws upon over 400 years of flavour-extraction expertise to produce a vodka that performs across the full spectrum of cocktail culture — from Sex on the Beach to Pornstar Martini.

Bols Vodka's level of purity makes it the ideal canvas for both classic and contemporary cocktails. Crafted in Amsterdam, backed by nearly 450 years of distilling expertise.

Nose: Clean · Neutral · Light grain
Palate: Smooth · Pure · Subtly sweet
Finish: Clean · Crisp

ABV	37.5%
Format	70CL

KEY COCKTAILS

Espresso Martini

40ml Bols Vodka · 20ml Bols Coffee · 30ml fresh espresso · 10ml sugar

Shake hard with ice. Double strain into chilled glass. Garnish: 3 coffee beans.

Pornstar Martini

40ml Bols Vodka · 30ml Passoã · 15ml Bols Vanilla · 15ml lime juice

Shake with ice. Double strain. Serve with a shot of Prosecco.

A man in a purple suit is smiling and looking towards a woman at a bar. He is holding a glass of a drink with a lime wedge and a garnish. In the foreground, the back of a man in a brown jacket is visible. The background shows a bar with various bottles and a blurred cityscape at night.

02

PRODUCT DESCRIPTIONS

RTE

Bols Margarita Azul

Ready to Enjoy · 14.9% ABV · 37.5CL

DESCRIPTION

One of the most famous cocktails is now made by Bols. By adding our signature Blue Curaçao liqueur, you can experience the Bols Margarita Azul cocktail with even more aromatic oranges. Available, ready to enjoy in a cocktail bottle, so you can whip up a delicious Margarita Azul in an instant! This cocktail bottle contains 37,5CL, which serves 2 to 3 cocktails.

FLAVOUR PROFILE

Nose: Citrus · Blue Curaçao

Palate: Tangy · Orange · Lime · Sweet

Finish: Refreshing · Clean

ABV	14.9%
Format	37.5CL · Serve chilled or over ice · No best-before date · 2-3 serves

Bols Pornstar Martini

Ready to Enjoy · 14.9% ABV · 37.5CL

DESCRIPTION

This fruity and exotic cocktail is loved by all. The Bols Pornstar Martini steps in those big shoes and doesn't disappoint to really lighten up the mood. Serve a fantastic Pornstar Martini in an instant with this ready to enjoy cocktail in our newest bottle! This cocktail bottle contains 37,5CL, which serves 2 to 3 cocktails.

FLAVOUR PROFILE

Nose: Passion fruit · Vanilla

Palate: Fruity · Sweet · Citrus

Finish: Smooth · Tropical

ABV	14.9%
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Format	37.5CL · Serve chilled or over ice · No best-before date · 2-3 serves
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Bols Espresso Martini

Ready to Enjoy · 14.9% ABV · 37.5CL

DESCRIPTION

The Bols Espresso Martini is rich and creamy with a hint of dark roast. A Martini so smooth, it will charm off the cream of your espresso. In this cocktail bottle, your Espresso Martini is ready to enjoy, no skills or tools are needed! This cocktail bottle contains 37,5CL, which serves 2 to 3 cocktails.

FLAVOUR PROFILE

Nose: Freshly roasted coffee · Chocolate

Palate: Rich coffee · Vanilla · Subtle chocolate

Finish: Warm · Aromatic

ABV	14.9%
Format	37.5CL · Serve chilled or over ice · No best-before date · 2-3 serves

A man in a purple suit is smiling and looking towards a woman at a bar. He is holding a cocktail glass with a drink and a garnish. In the foreground, the back of a man in a brown jacket is visible. The background shows a bar with various bottles and a blurred cityscape at night.

03

USAGE NOTES

[Rights](#) · [Portal](#) · [Contact](#)

Usage Notes

Guidelines for digital and e-commerce use of all Bols assets

Pack Shots

Always use the correct market bottle pack shot. Refer to the portal for the right version per market.

Translations

All content provided in English. Copy may be translated locally. Core claims must remain consistent: The World's First Cocktail Brand · Amsterdam · Since 1575 · #1 Global Liqueur Range

Image Rights

Images are provided with digital rights only unless stated otherwise. Do not use for print or above-the-line campaigns without written confirmation.

E-commerce Asset Portal — no login required

All essential assets are available on the LB e-commerce portal — no login required.

Extended Library — login required

A more extensive library of visuals and brand assets is available on the external brand portal. Login required. Contact quirijndekoning@lucasbols.com



BOLS COCKTAILS

E-Commerce Guidelines

More Information

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