

The background is a solid teal color with several sets of white, wavy, concentric lines that flow across the page, creating a sense of movement and flow.

**FLUÈRE**®

— FIND YOUR FLOW —

E-commerce guidelines

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## 01 VISUAL ASSETS

Pack shots · Lifestyle images · Banners

# 01 | Pack Shots

Use the correct market pack shot for each SKU. Available as PNG and JPEG.



**Fluère  
Original**

0% ABV  
700ml · 275ml



**Fluère  
Raspberry**

0% ABV  
700ml · 275ml



**Fluère  
Spiced Cane**

0% ABV  
700ml · 275ml



**Fluère  
Smoked Agave**

0% ABV  
700ml · 275ml



**Fluère  
Bitter**

0% ABV  
700ml · 275ml

## 02 | Lifestyle Images (1/2)

Use at least one lifestyle image per SKU. Available as JPEG.



### Fluère Original

- Fluère Gin & Tonic
- Fluère Passionfruit Martini



### Fluère Raspberry

- Fluère Pink Soda
- Fluère Raspberry Collins 0%



### Fluère Spiced Cane

- Fluère Mule
- Fluère Espresso Martini 0%

## 02 | Lifestyle Images (2/2)

Use at least one lifestyle image per SKU. Available as JPEG.



### Fluère Smoked Agave

→ Fluère Paloma

→ Fluère Spicy Margarita



### Fluère Bitter

→ Fluère Spritz

→ Fluère Naked & Famous

# 03 | Header / Banner Images

Select the banner most relevant for your product page. All banners are available as PNG and in PSD format (editable for local format adjustments). Standard format: 1200x300px





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## 02 CONTENT

Brand description · Product descriptions · Cocktail recipes

## 04 | Brand Description

### SHORT VERSION

Fluère is the world's most awarded non-alcoholic spirit range and is inspired by the Latin word *fluere*, meaning "to flow. It is created for those who want to stay present, connected and in their flow - without compromising on taste or experience.

Each expression is crafted through a complex hydro-steam distillation technique that captures the true character of botanicals. The range spans Original, Raspberry, Spiced Cane, Smoked Agave and Bitter - each a sophisticated, alcohol-free alternative to a classic spirit category.

Designed for cocktails. Built for every occasion. 0.0% alcohol, but all the flavour.

Fluère - Find Your Flow.

### LONG VERSION

Fluère is the world's most awarded non-alcoholic spirit range, created for those who want to stay present, connected and in their flow without compromising on taste or experience.

Inspired by the Latin word *fluere*, meaning "to flow," the brand is built around the idea of fully participating in every moment on your own terms and never feeling like you're missing out. Designed as a versatile cocktail ingredient, Fluère empowers you to create both non-alcoholic and low-alcohol serves without compromising on flavour.

Crafted in Amsterdam and backed by over 450 years of expertise from Lucas Bols - the world's first cocktail brand - Fluère combines heritage with modern innovation. For each expression we use a complex hydro-steam distillation process. Rather than starting with alcohol and removing it, Fluère is built by blending: Each botanical is distilled individually, producing delicate hydrolats - flavorful botanical waters that capture the true character of herbs, flowers and fruits. The result? Complex aromas, balanced flavours and a sophisticated mouthfeel that stands confidently alongside alcoholic counterparts.

The range spans Original, Raspberry, Spiced Cane, Smoked Agave and Bitter - each a sophisticated, alcohol-free alternative to a classic spirit category.

All available in 700ml and 275ml. Naturally lower in calories and sugar. 24-month shelf life. Recipes co-created with the world's best bartenders to ensure you get to enjoy the full cocktail experience on your own terms.

Fluère - Find Your Flow.

## 05.1 | Fluère Original

FLORAL

CRISP

CITRUS

### Product Description

Fluère Original is a non-alcoholic spirit — the alcohol-free alternative to Gin. Crafted using hydro-steam distillation of premium botanicals including Himalayan juniper berries, Provence lavender, Casablanca coriander and lime peel. Coriander seed and lime peel deliver a bright, zesty character on the nose, while lavender and juniper add herbal and floral depth. Naturally lower in sugar with only 1 kcal per 30ml serve.

### FLAVOUR NOTES

Floral juniper · Zesty lime & coriander · Crisp lavender finish

### ABV

0%

### FORMATS

700ml · 275ml

### INFO

Naturally lower in sugar · 1 kcal per 30ml · 24-month shelf life

*Product info must always be present on the product page, supplemented by at least 1 relevant cocktail recipe.*

### Fluère Gin & Tonic

#### INGREDIENTS

60ml Fluère Original Blend  
150ml Premium Tonic e.g. Fevertree  
Mediterranean tonic  
Rosemary sprig

#### METHOD

Fill a highball glass with ice. Pour Fluère Original top with tonic water, stir gently.  
Garnish: rosemary sprig.

### Fluère Passionfruit Martini

#### INGREDIENTS

45ml Fluère Original Blend  
15ml Passionfruit pulp  
15ml Vanilla syrup  
7.5ml Lime juice

#### METHOD

Shake all with ice. Double strain into chilled martini glass. Garnish: ½ passionfruit.

## 05.2 | Fluère Raspberry

FRESH

FRUITY

SMOOTH

### Product Description

Fluère Raspberry is a non-alcoholic spirit — the alcohol-free alternative to Pink Gin. It combines floral, piney juniper with a zing of lime peel and the natural sweetness of fresh raspberries. Hydro-steam distilled for maximum aromatic intensity with minimum calories, just 2 kcal per 30ml. Vibrant pink colour, naturally fruity and irresistibly smooth.

### FLAVOUR NOTES

Fresh raspberry · Floral juniper & lime · Smooth clean finish

### ABV

0%

### FORMATS

700ml · 275ml

### INFO

Naturally lower in sugar · 2 kcal per 30ml · 24-month shelf life

*Product info must always be present on the product page, supplemented by at least 1 relevant cocktail recipe.*

### Fluère Pink Soda

#### INGREDIENTS

50ml Fluère Raspberry Blend  
100ml Soda water  
Fresh raspberries

#### METHOD

Fill a highball glass with ice. Pour Fluère Raspberry, top with soda water, stir gently. Garnish: fresh raspberries.

### Fluère Raspberry Collins 0%

#### INGREDIENTS

60ml Fluère Raspberry Blend  
30ml Lemon juice  
20ml Simple syrup · Soda water

#### METHOD

Add Fluère Raspberry, lemon juice and simple syrup to a highball. Fill with ice, top with soda. Garnish: fresh raspberries.

## 05.3 | Fluère Spiced Cane

RICH

ROBUST

COFFEE

### Product Description

Fluère Spiced Cane is a non-alcoholic spirit — the alcohol-free alternative to Spiced Rum. Built on Dominican sugar cane molasses, distilled to bring out notes of dark-roasted coffee, chocolate, tonka bean and warming spice. A complex, earthy spirit with genuine body and depth. Multiple award-winning, including 2025 New Orleans Spirits Competition Best of Category and best of the year.

### FLAVOUR NOTES

Dark roasted coffee & chocolate · Sugar cane richness ·  
Tonka bean & spice

### ABV

0%

### FORMATS

700ml · 275ml

### INFO

Naturally lower in sugar · 10 kcal per 30ml · 24-month shelf life

*Product info must always be present on the product page, supplemented by at least 1 relevant cocktail recipe.*

### Fluère Mule

#### INGREDIENTS

60ml Fluère Spiced Cane  
15ml Lime juice  
120ml Premium Ginger beer

#### METHOD

Fill a highball glass or copper mug with ice.  
Add Fluère Spiced Cane and lime juice.  
Top with ginger beer. Garnish: lime wedge.

### Fluère Espresso Martini 0%

#### INGREDIENTS

50ml Fluère Spiced Cane  
30ml Espresso  
15ml Vanilla syrup

#### METHOD

Shake with big ice cubes. Double strain into a Martini or coupe glass. Garnish: 3 coffee beans.

## 05.4 | Fluère Smoked Agave

EARTHY

SMOKY

AGAVE

### Product Description

Fluère Smoked Agave is a non-alcoholic spirit — the alcohol-free alternative to Mezcal. It captures the characteristic vegetal sweetness of Mexican Agave Salmiana, deepened with smoked hickory wood for authentic earthy, smoky richness. A hint of black pepper adds complexity. Scored multiple awards such as the 2024 Low & No Masters Gold Medal and the 2025 Beverage Testing Institute Gold Medal

### FLAVOUR NOTES

Vegetal agave sweetness · Smoked hickory wood · Black pepper finish

### ABV

0%

### FORMATS

700ml · 275ml

### INFO

Naturally lower in sugar · 1 kcal per 30ml · 24-month shelf life

*Product info must always be present on the product page, supplemented by at least 1 relevant cocktail recipe.*

### Fluère Paloma

#### INGREDIENTS

50ml Fluère Smoked Agave  
15ml Lime juice  
100ml Premium Grapefruit soda

#### METHOD

Fill a highball with ice. Add Fluère Smoked Agave and lime juice. Top with grapefruit soda. Garnish: grapefruit zest twist.

### Fluère Spicy Margarita (low ABV)

#### INGREDIENTS

60ml Fluère Smoked Agave  
20ml Lime juice  
10ml Spicy chili syrup  
20ml Bols Triple Sec

#### METHOD

Shake all with ice. Strain into a glass with fresh ice. Garnish: lime wheel.

## 05.5 | Fluère Bitter

ZESTY

BITTERSWEET

HERBAL

### Product Description

Fluère Bitter is a non-alcoholic spirit — the alcohol-free alternative to a Bitter aperitif. It balances herbaceous quinine bitterness with syrupy sweetness, flavoured with orange zest and hints of rosemary. Won a series of awards such as Best Non-Alcoholic Spirit of the year 2025 (Beverage Testing Institute), Best of Category 2024 New Orleans Spirits Competition and Double Gold + Best of Show 2023 (WSWA).

### FLAVOUR NOTES

Quinine bitterness · Orange zest & rosemary · Long bittersweet finish

### ABV

0%

### FORMATS

700ml · 275ml

### INFO

28 kcal per 30ml · 24-month shelf life

*Product info must always be present on the product page, supplemented by at least 1 relevant cocktail recipe.*

### Fluère Spritz

#### INGREDIENTS

50ml Fluère Bitter  
150ml Premium tonic e.g. Fevertree Indian Tonic  
Dried orange wheel

#### METHOD

Fill a large wine glass with ice. Add Fluère Bitter, top with tonic. Garnish: dried orange slice.

### Fluère Naked & Famous

#### INGREDIENTS

20ml Fluère Bitter  
40ml Fluère Smoked Agave  
15ml Fresh lime juice  
15ml Egg white (or replacement)  
1 barspoon simple syrup

#### METHOD

Add all ingredients to a shaker without ice  
Dry shake vigorously for 20 seconds to build foam. Add ice and shake again for 10 seconds. Double strain into a chilled Nick & Nora glass. Garnish optionally with a lime peel.



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## 03 USAGE NOTES

Pack shot · Translations · Image rights · Portal · Extended library

## 06 | Usage Notes for Distributors & Retailers

### Pack Shot

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

### Translations

Brand and product copy may be translated locally. Core claims must remain consistent: most awarded non-alcoholic spirit range / Find Your Flow / non-alcoholic / hydro-steam distilled.

### 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 Portal

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

### Extended Asset Library

A more extensive library of visuals and brand assets is available on the external brand portal. Login required. Contact [janinakuhnle@lucasbols.com](mailto:janinakuhnle@lucasbols.com).



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For custom or flagship page materials,  
extended asset access or other questions?

Please reach out to [janinakuhnle@lucasbols.com](mailto:janinakuhnle@lucasbols.com)