



FLUÈRE®

— FIND YOUR FLOW —

E-commerce guidelines

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

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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: 1200×300px



The background of the entire page is a solid teal color, overlaid with several thin, white, wavy lines that flow across the frame in a fluid, organic pattern.

FLUÈRE®

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02 CONTENT

Brand description · Product descriptions · Cocktail recipes

04 | Brand Description

SHORT VERSION

Fluère is one of 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 the freedom to participate on any occasion on their own terms and enjoy the full flavor and sophistication of a real cocktail without compromise.

Each FLUÈRE expression is crafted ingredient by ingredient through a slow, intensive process of maceration and distillation, using alcohol during production to extract the full spectrum of flavour compounds. The resulting highly concentrated distillates are then expertly blended with water to create complex, balanced flavours and a sophisticated mouthfeel. 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 flavor.

Fluère - Find Your Flow.

LONG VERSION

Fluère is one of the world's most awarded non-alcoholic spirit ranges, offering the freedom to participate on any occasion on your own terms and enjoy the full flavor and sophistication of a real cocktail without compromise - so you can stay in your flow, wherever and however you choose.

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 flavor.

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 process to extract the best flavor notes possible. Rather than creating an alcoholic spirit and removing the alcohol, each expression is carefully crafted ingredient by ingredient: Every botanical undergoes an intensive and slow process of maceration and distillation. Alcohol is used during this process to unlock the full spectrum of flavor compounds, including those that cannot be extracted by water alone. The result is a number of highly concentrated distillates with exceptional depth, intensity and purity. Those distillates are then expertly blended with water to create balanced flavors and a sophisticated mouthfeel that stands confidently alongside traditional spirits.

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. Best before 24 months after production. 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 Botanical is a non-alcoholic spirit and a sophisticated alcohol-free alternative to gin. It is crafted from a refined distillate of juniper berries, lemon, lavender, coriander and rosemary. Each ingredient undergoes an intensive process to capture its full spectrum of flavors before the concentrated distillates are expertly blended. Bright citrus and coriander notes create a fresh, zesty character, while juniper, lavender and rosemary add herbal and floral depth. Naturally lower in sugar, with only 1 kcal per 30 ml 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
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

FRESHFRUITYSMOOTH

Product Description

Fluère Raspberry is sophisticated alcohol-free alternative to pink gin. It combines the same refined gin distillate used in Fluère Botanical with an addition of raspberry and fruity natural-origin flavors. The result is a vibrant, fruit-forward expression with fresh raspberry notes, balanced by bright citrus and subtle herbal depth. Smooth and naturally lower in calories, with just 2 kcal per 30 ml serve. Vibrant pink color, naturally fruity and irresistibly smooth.

FLAVOUR NOTES	ABV	FORMATS	INFO
Fresh raspberry · Floral juniper & lime · Smooth clean finish	0%	700ml · 275ml	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, sophisticated alternative to spiced rum. It combines extracts of roasted Arabica and Robusta coffee beans with natural spiced rum flavors. The result is a rich and complex expression with notes of sugarcane molasses, warm spices, tonka bean, dark roasted coffee and chocolate, combined with a subtle caramelized depth and complemented by a smooth, full-bodied mouthfeel. Multiple award-winning, including Best of Category and Best of the Year at the 2025 New Orleans Spirits Competition.

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, sophisticated alternative to mezcal. It combines a genuine agave distillate made from the Mexican Agave Salmiana combined with smoked hickory wood notes. The result is a complex expression with distinctive vegetal sweetness, earthy agave character and a rich, smoky depth, complemented by a subtle hint of black pepper. Multiple award-winning, including a Gold Medal at the 2024 Low & No Masters and a Gold Medal from the Beverage Testing Institute in 2025.

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 and a sophisticated alcohol-free alternative to a bitter aperitif. It combines gentian extract with herbal and citrus flavors, creating a balanced profile of distinctive bitterness, subtle sweetness and bright citrus notes. Herbal nuances reminiscent of rosemary add aromatic depth and complexity. Multiple award-winning, including Best Non-Alcoholic Spirit of the Year 2025 by the Beverage Testing Institute, Best of Category at the 2024 New Orleans Spirits Competition, and Double Gold and Best of Show at the 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 .



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

Please reach out to janinakuhnle@lucasbols.com