



3 June 2021

Maverick Drinks Named New UK distributor for Bols and Galliano

Lucas Bols N.V., a leading global cocktail and spirits player (“Lucas Bols”), today announces it has signed an agreement with Maverick Drinks to be the exclusive distributor of the Bols and Galliano brands in the UK.

Established in 1575, Bols is the world’s first cocktail brand and the company is one of the oldest Dutch companies still in business. Building on its 446 year-old heritage, the company has mastered the art of distilling, mixing and blending liqueurs, genever, gin and vodka and many of the earliest recorded cocktail recipes call for Bols.

Today, Lucas Bols’ portfolio spans more than 20 premium and super premium brands and its products are sold in more than 110 countries around the world. Many of Lucas Bols’ products have market or category-leading positions, holding the number one position in liqueur ranges worldwide (outside the USA) and continuing to lead the genever category.

Furthermore, Lucas Bols plays an enormous role within the bartending community. Through the House of Bols Cocktail & Genever Experience and Europe’s largest bartending school, the Bols Bartending Academy in Amsterdam, the company provides inspiration and education to thousands of bartenders from around the world.

The Bols and Galliano brands are a perfect fit for the Maverick Drinks portfolio owing to its strong heritage, focus on craftsmanship and quality, and ambition to grow their brands significantly amongst both discerning bartenders and home bar enthusiasts. Maverick Drinks’ unique capabilities in building brands digitally also aligns well with Bols’ plans to promote the cocktail culture to a new generation.

Commenting on the partnership, Huub van Doorne, CEO Lucas Bols says, “We are very excited to announce the partnership with Maverick Drinks and we would like to thank our former distributor Edrington-Beam Suntory UK for supporting our brands for many years. Bols is a strong and growing brand in the UK market. During the lockdown the brand showed a good performance due to increased in-home consumption. The wide range of Bols flavours makes it easier for consumers to create cocktails and low alcohol easy-mix drinks at home. We look forward to further expanding our position in the retail as well as in the on-trade in the UK via on- and offline channels. We will further innovate in the cocktail category, supported by the knowledge, experience and dedication of the Maverick Drinks team.”

Michael Vachon, Co-Founder of Maverick Drinks, was equally enthusiastic, “We’re incredibly excited to be working with Lucas Bols, a company whose wonderful products are in many ways the foundation of great cocktails and one which has done so much to promote cocktail culture globally. We see an enormous opportunity to bring their brands to life in bold, new, creative ways and expect you’ll be seeing cocktails made with Bols’ products in many more venues and retail outlets over the coming years.”



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About Lucas Bols

Lucas Bols is the world's oldest distilled spirits brand and one of the oldest Dutch companies still in business. Building on its more than 445-year-old heritage dating back to 1575, the company has mastered the art of distilling, mixing and blending liqueurs, genever, gin and vodka. Lucas Bols owns a portfolio of more than 20 premium and super premium brands of different spirits used in cocktail bars worldwide. Its products are sold in more than 110 countries around the world. Lucas Bols has been listed on Euronext Amsterdam (BOLS) since 4 February 2015.

Lucas Bols holds the number one position in liqueur ranges worldwide (not including the US) and is the world's largest player in the genever segment. Many of Lucas Bols' other products have market or category-leading positions. Furthermore, Lucas Bols is a leading player in the bartending community. Through the House of Bols Cocktail & Genever Experience and Europe's largest bartending school, the Bols Bartending Academy, the company provides inspiration and education to both bartenders and consumers.

About Maverick Drinks

Maverick Drinks was founded in 2013 and has been awarded the prestigious IWSC Spirits Distributor of the Year award an impressive 4 times.

We're on a mission to replace mainstream drinks with better quality craft alternatives and to be more than just a distributor, by leading the craft spirits movement with the most innovative and delicious drinks available in the UK. We strive to add value to everyone we work with, whether it's our brands, our partners, or our community. Our collaborative approach to business, coupled with our carefully curated craft spirits range from around the globe, has made us one of the fastest-growing distributors in the UK.