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Lucas Bols USA named importer for The Muff Liquor Company

Award-winning Irish spirits portfolio strengthens US distribution platform

Lucas Bols N.V., a leading global cocktails and spirits player (“The Lucas Bols Company” or the “Company”), today announces a partnership with The Muff Liquor Company of Ireland. The partnership includes an exclusive distribution agreement under which the Company’s wholly-owned US distribution platform Lucas Bols USA has obtained the US distribution rights for The Muff Liquor Company’s award-winning Irish spirits: Muff Whiskey, Vodka and Gin. In addition, The Lucas Bols Company can earn a minority shareholding in The Muff Liquor Company, provided certain performance criteria are met. The Muff Liquor brand and its Irish spirits perfectly complement Lucas Bols USA’s portfolio.

The Muff Liquor Company is an award-winning premium spirits company that hails from the eponymous village of Muff, County Donegal on the Inishowen peninsula, Ireland. The company was founded in 2017 by Donegal-native Laura Bonner, who was inspired by her grandfather Philip McClenaghan’s passion to create wonderful spirits. Laura and her team are continuing her family’s tradition of crafting spirits from the potatoes he farmed in Donegal: a premium, potato-based vodka and gin and a five-part blend whiskey. All three products have received industry accolades, and the brand attracted the attention of celebrity investors Russell Crowe, Ed Sheeran, Jimmy Carr and Ronan Keating.

Although a young brand, The Muff Liquor Company’s rich history pairs seamlessly with the Lucas Bols Company’s 450-year legacy. The Muff Liquor portfolio of Irish spirits perfectly complements the Company’s cocktail strategy and US portfolio, which consists of more than twenty global brands across a range of spirits, including liqueurs, super-premium tequila, genevers, gin, innovative ready-to-drink and non-alcoholic spirits. The distribution agreement also works well with The Lucas Bols Company’s asset-light business model as it strengthens the US distribution platform with relatively limited additional investments required.

Lucas Bols USA has a proven on- and off-trade track record when it comes to the marketing and sales of the Company’s own brands as well as agency brands. Its success is built on a well-developed distributor network, deep market insights and strong strategic and commercial capabilities, amongst others.

Ahead of the official launch date of October 2024, The Muff Liquor Company will open a Brand Home in Muff this summer. The Lucas Bols Company and the executive team of The Muff Liquor Company have started working on a comprehensive sales and marketing strategy to establish and distribute the brand in the US, also leveraging the involvement of its celebrity investors and brand founder Laura.

The initial contract term of the exclusive distribution agreement is five years.

For further information

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About The Lucas Bols Company

The Lucas Bols Company is a leading global cocktail and spirits player in the worldwide cocktail market and one of the oldest Dutch companies still active. Our mission is to create great cocktail experiences around the globe. The Lucas Bols Company is active in over 110 countries worldwide with a portfolio of three global cocktail brands and more than 20 international and regional liqueurs and spirits.

Bols, The World's First Cocktail Brand, includes the number-one liqueur range globally (not including the US). The Lucas Bols Company is also the world's largest player in the genever segment, and our portfolio of cocktail brands includes Passoã, the number one passion fruit liqueur, and the ultra-premium Tequila Partida brand.

Through the House of Bols Cocktail & Genever Experience and the Bols Cocktail Academy the Company showcases, inspires and educates bartenders and consumers a-like. With almost 450 years of experience in the art of distilling and blending spirits and cocktails combined with the creative spirit of Amsterdam, we truly are 'Masters of Taste'.

Lucas Bols has been listed on Euronext Amsterdam (BOLS) since 4 February 2015.

About The Muff Liquor Company

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The Muff Liquor Company's current portfolio consists of the award-winning Irish Potato Gin, Irish Potato Vodka, and Irish Peated Whiskey.

