



BY THE DUTCH OLD GENEVER

Zonneveld Beverage Company

SILVER, 87 HIGHLY RECOMMENDED
Tastings.com International Review of Spirits 2018

SILVER *Gin Masters, The Spirits Business 2017*

4.5 STARS, EXCELLENT *Difford's Guide 2017*

GOLD *Los Angeles Int'l Spirits Competition 2016*

SILVER *New York Int'l Spirits Competition 2016*

BRAND OVERVIEW

By the Dutch began in 2015 to tell a story of tradition and craftsmanship to the world with reintroducing traditional Dutch distillates.

The Netherlands historically plays a leading role in the world of fine spirits. The Dutch were the first to master the art of distillation from agricultural products, as well as the first to spread their technology internationally.

The By the Dutch portfolio has taken influence from the former routes of the VOC & WIC to create their portfolio. Education, transparency, and craftsmanship are of paramount importance at By the Dutch.

WHAT IS GENEVER?

Genever dates back to the 13th Century and was originally produced by simply distilling malt spirit to 50% ABV. The resulting spirit was not very palatable due to lack of refined distilling techniques, so herbs and spices were added to refine the flavors with the most distinguished botanical being juniper berries. In 2008, the Dutch Government and EU created an official AOC (Appellation d'origine contrôlée) for Genever which defines exactly where Genever can be produced. The AOC did not only define the regions of production (Holland, Belgium and specific regions of France and

Germany) but also the 2 distinct categories, Jonge and Oude. These terms do not refer to the aging of the spirit, but rather the production style.

Genever is comprised of 3 different grains: 1) Rye which provides a strong harsh flavor; 2) Malted Barley plays a critical role of providing the enzymes for the fermentation process of rye and corn starch; 3) Corn is often used to soften the harsh flavors of the rye, while still allowing the complexity of the rye to shine through.

OUDE OR "OLD GENEVER"

Old Genever is the original style of production with more than 15% malt spirit, usually 51% to 70% malt spirit. By law it must be pale and caramel color.

JONGE OR "YOUNG GENEVER"

The birth of Young Genever took place during WWII due to the lack of imported cereals and malt forcing new blends to be created. Blends with less than 15% malt spirit and more neutral grain spirit creating a cheaper product. This led to a lighter and less dominant taste profile.



PRODUCT OVERVIEW

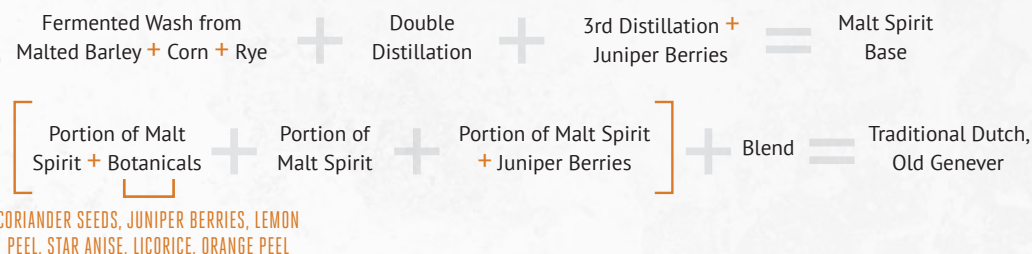
TASTING NOTES

- Complex nose of spice, light malty aromas with a hint of juniper
- Anise and citrus peel spritz
- Orange flowers dusted with cinnamon
- Nuanced malt with cloves, bitter orange and a touch of cumin
- Satisfying finish full of flavor with lingering cooked malt

SERVING RECOMMENDATIONS

- Neat
- On the rocks
- John Collins - the Original Collins Cocktail
- Paired with a beer, ginger ale, or cola

PRODUCTION PROCESS



38%
ALC/VOL

750mL
BOTTLE



ORIGIN

PRICE



SCHIEDAM
HOLLAND
NETHERLANDS



FULL PRODUCT LINE

