



# OLD GENEVER

By The Dutch

**DOUBLE GOLD** - *The Fifty Best*, 2018  
**GOLD - Best of Category** - *American Distilling Institute*, 2019  
**GOLD The Gin Masters** - *The Gin Masters*, 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 has played 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 two 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.

### 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.

### 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.



## 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

Fermented Wash from Malted Barley + Corn + Rye + Double Distillation + 3rd Distillation + Juniper Berries = Malt Spirit Base

[ Portion of Malt Spirit + Botanicals + Portion of Malt Spirit + Portion of Malt Spirit + Juniper Berries ] + Blend = By The Dutch Old Genever

CORIANDER SEEDS, JUNIPER BERRIES, LEMON PEEL, STAR ANISE, LICORICE, ORANGE PEEL

48%  
ALC/VOL

750mL  
BOTTLE



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

BOTTLE PRICE

CASE PRICE

# ORIGIN



**SCHIEDAM**  
HOLLAND  
NETHERLANDS



## FULL PRODUCT LINE

