



ONE FOR THE BUCKET LIST

Heritage & Story

You may know Bols Genever from the cocktail revolution — that thing we accidentally started in 1820, when we first brought Genever to the U.S. But before cocktails, people were already enjoying malt spirit.

Malt spirit is the heart of Genever — it's what makes Genever, Genever.

With Bols Genever 100% Malt Spirit, we showcase this unique malt wine in its purest form, just as it was savored in the 17th century.

Now bartenders and connoisseurs can taste the origins of this exclusive spirit.

Craft & Production

Based on a recipe handed down from Master Distiller to Master Distiller for over 300 years.

Made from a unique combination of corn, rye, and wheat.

Long fermented, then triple distilled in copper pot stills for depth and purity.

Bottled at 47% ABV — true copper pot still strength and an ode to the original 17th-century spirit.

Tasting Profile

Nose: Vanilla, herby juniper, and elegant oak with subtle pine.

Palate: Exceptionally smooth and complex.

Finish: Long, refined, malty character.

ABV: 42%

Size: 70cl



Signature Serves



Dutch Connection

1.5 oz 100% Malt Spirit,
0.75 oz Dry Curaçao.
Stir with ice in a rocks
glass, garnish with
orange peel.



100% Malt Old Fashioned

A bold, malty riff
on the whiskey
classic.



Neat / On the Rocks

Pure and authentic,
as it was in the
17th century.

Why It Matters Now

Authenticity & Heritage: A rare opportunity to taste Genever in its purest, 17th-century style.

Bartender's Spirit: Adds depth, complexity, and history to modern cocktail programs.

Exploration & Education: Perfect for whiskey drinkers, cocktail enthusiasts, and spirits connoisseurs.

Accolades

Celebrated worldwide as a truly unique malt spirit.

Recognized by bartenders and trade press as the ultimate expression of Genever's origins.

Retailer & Operator Benefits

Premium Upsell: Distinct positioning above Bols Genever Original.

Engaging Storytelling: One-of-a-kind offering for adventurous consumers.

Signature Cocktail Ownership: A living piece of cocktail history that engages staff and guests.

Support: Backed by Bols Academy bartender training, cocktail recipes, and POS assets.

Availability:

Size: 750ml, SRP: \$45-\$49,
Available through leading distributors.