



AGED TO *PERFECTION* IN FRENCH LIMOUSIN OAK

Trade Benefits

The predecessor of all modern gin, rooted in Dutch tradition.

A great malt spirit distilled with 22 botanicals for depth and complexity.

Rested for at least 18 months in French Limousin oak casks, allowing flavors to develop and deepen.

Produced in limited quantities by Lucas Bols — the world's oldest distilled spirits company, established in 1575.

Heritage & Story

In the 17th century, Dutch sailors and soldiers fortified their courage with Genever before battle.

That legacy lives on in Amsterdam's iconic ritual: The Little Head-Butt (Kopstootje).

Served in a tulip glass, nearly overflowing, the spirit is slurped before sipping your favorite beer.

A Dutch tradition since the 1600s, still enjoyed today.

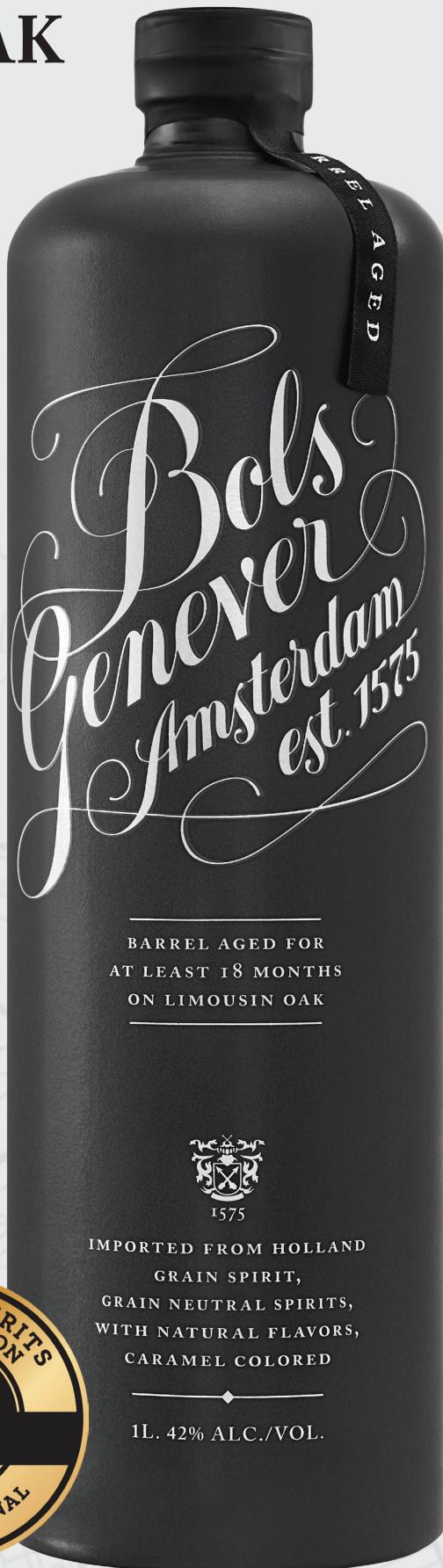
Tasting Profile

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

Palate: Rich, rounded malt backbone, with notes of peppery spice and botanical depth.

Finish: Complex yet fruity, smooth, with lingering malt and oak.

ABV: 42%





Signature Serves



Kopstootje (Beer & Genever Shot)

The Little
Head-Butt ritual,
Amsterdam style.



Genever Old Fashioned

Malt depth and
oak richness for
whiskey lovers.



Neat / On the Rocks

Sip and savor
like a fine whiskey or
cognac.

Why It Matters Now

Whiskey & Cognac Appeal: Aged in French oak, bridging whiskey lovers and gin fans.

Craft Heritage: 450+ years of Dutch distilling expertise with a nod to centuries-old traditions.

Cocktail Versatility: Suitable neat or in malty, junipery cocktails, offering bartenders a new creative tool.

Credibility: The Genever that helped spark the cocktail revolution in 19th-century America.

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Premium Upsell: A unique spirit bridging gin and whiskey categories.

Engaging Storytelling: The Little Head-Butt ritual provides accounts with a fun activation concept.

Signature Cocktail Ownership: Distinctive serves like the Dutch Manhattan or Genever Old Fashioned elevate menus.

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

Availability: Size: 750ml, SRP: \$49-\$59,
Produced in limited quantities – available through leading distributors.