



BOLS GENEVER

– THE *ORIGINAL* SPIRIT OF COCKTAILS SINCE 1575.

Pioneering Cocktail Heritage

Before there was gin, there was Genever – Holland's original grain spirit.

When Jerry Thomas published the world's first cocktail book in 1862 (*How to Mix Drinks or The Bon Vivant's Companion*), Genever was the base spirit in many of his recipes.

From punches and daisies to fizzes and smashes, Genever was the bartender's spirit of choice in the 19th century.

Bols, founded in 1575 in Amsterdam, was already exporting Genever globally by this time, making it a key influence in the birth of cocktail culture.

Why Bols Genever Matters Today

Cocktail Authenticity: The same spirit used in Jerry Thomas's original recipes is still crafted today according to Bols' historic methods.

Heritage + Relevance: Reintroduces bartenders and consumers to the roots of mixology while fueling modern creativity.

Versatility: With its malty backbone and botanical balance, Bols Genever bridges the best of gin, whiskey, and brandy.

The Flavor of History

Malt Spirit Base: Long-fermented grains, triple distilled in copper pot stills.

22 Botanicals: Juniper, hops, coriander, cloves, ginger, and more.

Palate: Exceptionally smooth, malty, and complex – ideal for both classic and contemporary cocktails.



The Bols Genever Portfolio (USA)



Bols Genever Original (42% ABV)

Based on the 1820 recipe that revolutionized cocktails.

Malty, smooth, and complex with subtle apricot and nutty notes.

Perfect in classics like the Improved Holland Gin Cocktail, Collins, and Red Light Negroni.



Bols Genever Barrel Aged (42% ABV)

Aged for at least 18 months in French Limousin oak casks.

Vanilla, oak, juniper, and malty richness.

Ideal neat, or in a Genever Old Fashioned, Dutch Manhattan, or Kopstootje ritual.



Bols Genever 100% Malt Spirit (47% ABV)

Genever in its purest form — distilled from corn, rye, and wheat, triple pot distilled.

Grainy, grassy, with notes of citrus and green apple.

Best enjoyed neat, on the rocks, or in historic recreations like the Dutch Connection.

Why Bars & Retailers Should Care

Authentic Storytelling:

Ties today's cocktail culture directly back to its roots.

Menu

Differentiation:

Offers accounts a way to serve “cocktail history in a glass.”

Trade-Up Potential:

A clear portfolio ladder:

- Original versatile cocktail pioneer
- 100% Malt pure malt spirit, bold ABV
- Barrel Aged refined French oak aging for sipping & brown-spirit cocktails.

Support:

Bols Academy provides bartender training, recipes, and POS materials.

Cocktails Then & Now

HISTORIC CLASSICS (as seen in Jerry Thomas's 1862 book):

- **John Collins** - Originally made with Genever.
- **Genever Daisy** - A refreshing, citrus-forward staple.
- **Improved Holland Gin Cocktail** - Foundational recipe showing Genever's versatility.

MODERN INTERPRETATIONS:

- **Red Light Negroni** - Equal parts Bols Genever, bitter Italian liqueur, & sweet vermouth.
- **Dutch & Stormy** - Citrus and spice meet Genever depth.
- **Genever Old Fashioned** - A malty twist for whiskey lovers.

