



THE ORIGINAL SPIRIT OF COCKTAILS

Bols Genever – The Original

Based on the 1820 recipe that revolutionized cocktails, bringing a subtler, more harmonious Genever to bartenders worldwide.

A characterful old spirit, deeply rooted in Dutch tradition, made by the world's oldest distilled spirits company (since 1575).

Winner of five International Spirits Awards and celebrated as the original style that inspired London Dry Gin.

What is Bols Genever?

An incomparable grain spirit from Holland, crafted from long-fermented corn, rye, and wheat, triple-distilled into malt wine — the heart of Genever.

Blended with a secret mix of 22 botanicals including juniper, hops, coriander, cloves, and ginger.

Weighty, malty backbone with a rounded texture that works beautifully in cocktails or sipped neat. A must-try for gin fans, cocktail enthusiasts, and whiskey lovers alike.

The Flavor

Nose: Creamy malt and spice, hints of berry fruit, hops, and citrus.

Palate: Smooth and complex with grassy malt, sourdough bread, juniper, barley, and pepper. Initial apricot tone, sweet macadamia, and toasted rye emerge mid-palate.

Finish: Silky, peppery, and spiced with lingering malt depth.

ABV: 42%





Signature Serves



Amsterdam Mule

Bols Genever
Lime juice
Ginger beer
Angostura bitters



Red Light Negroni

Equal parts:
Bols Genever
Bitter Italian liqueur
Sweet vermouth



Genever Daisy

Bols Genever
Bols Orange Curaçao,
Simple syrup,
Lemon juice

Why It Matters Now

Heritage & Tradition: The original spirit of Amsterdam, crafted with 450+ years of distilling expertise.

Cocktail Versatility: Ideal for pre-Prohibition classics and modern re-imaginings.

Whiskey & Gin Crossover: Appeals to whiskey drinkers for its malt depth and to gin drinkers for its botanical balance.

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

Retailer & Operator Benefits

Premium Trade-Up: A unique spirit bridging gin and whiskey categories.

Menu Differentiation: Provides accounts with an authentic, story-rich spirit that sparks curiosity.

Signature Cocktail Platform: Owns the Red Light Negroni and classics like the Holland House.

Support: Backed by Bols Academy recipes, bartender education, and POS materials.

Availability: Size: 750ml, SRP: \$32-\$36, Nationwide distribution.