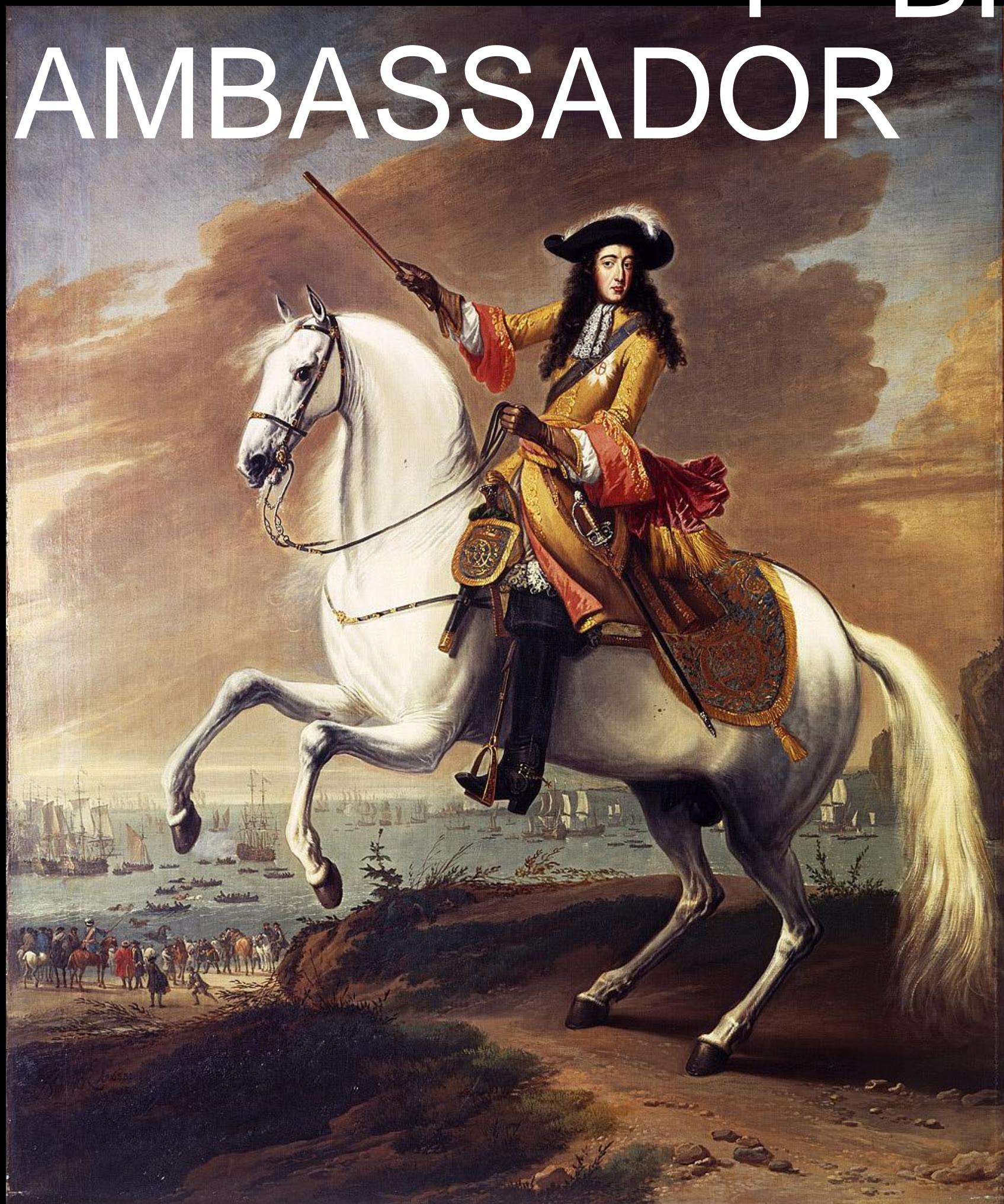


Bols
Genever
Amsterdam
est. 1575

BOLS
GENEVER
1st BRAND
AMBASSADOR



THE HISTORY
OF
GENEVER & GIN
BY AN ENGLISH
MAN



Desmond Payne
Beefeater Master Distiller



THE
ORIGINAL SPIRIT
OF AMSTERDAM.

But what is it?





CONTAINS
SERIOUS
LEVELS

OF
HERITAGE.

Bols
Genever
Amsterdam
est. 1575

BORN IN
AMSTERDAM

IN
1575.



And we've been here ever since.

Bols
Genever
Amsterdam
est. 1575



**TRUE
PURVEYORS
OF
CRAFT.**



**PERFECTING
GENEVER
FOR
OVER
400
YEARS.**

That's a lot of practice. And you know what they say about practice...

Bols
Genever
Amsterdam
est. 1575



SO,
WHAT
IS
IT?



LET'S
BE
CLEAR,
IT'S
NOT
GIN.

There was no Collins before Bols.

Bols
Genever
Amsterdam
est. 1575

IT'S UNLIKE ANYTHING ELSE.

Genever is an incomparable grain spirit from Holland.

At the heart of it lies copper-pot distilled, fermented grains.



Bols
Genever
Amsterdam
est. 1575

IT'S TRIPLE GRAIN SPIRIT PERFECTED.

**Bols uses their own superior malt spirit recipe
of long fermented corn, rye and wheat.**

Small batch, triple distilled in copper-pot stills.

Exceptionally smooth and complex. Made to shine in cocktails.

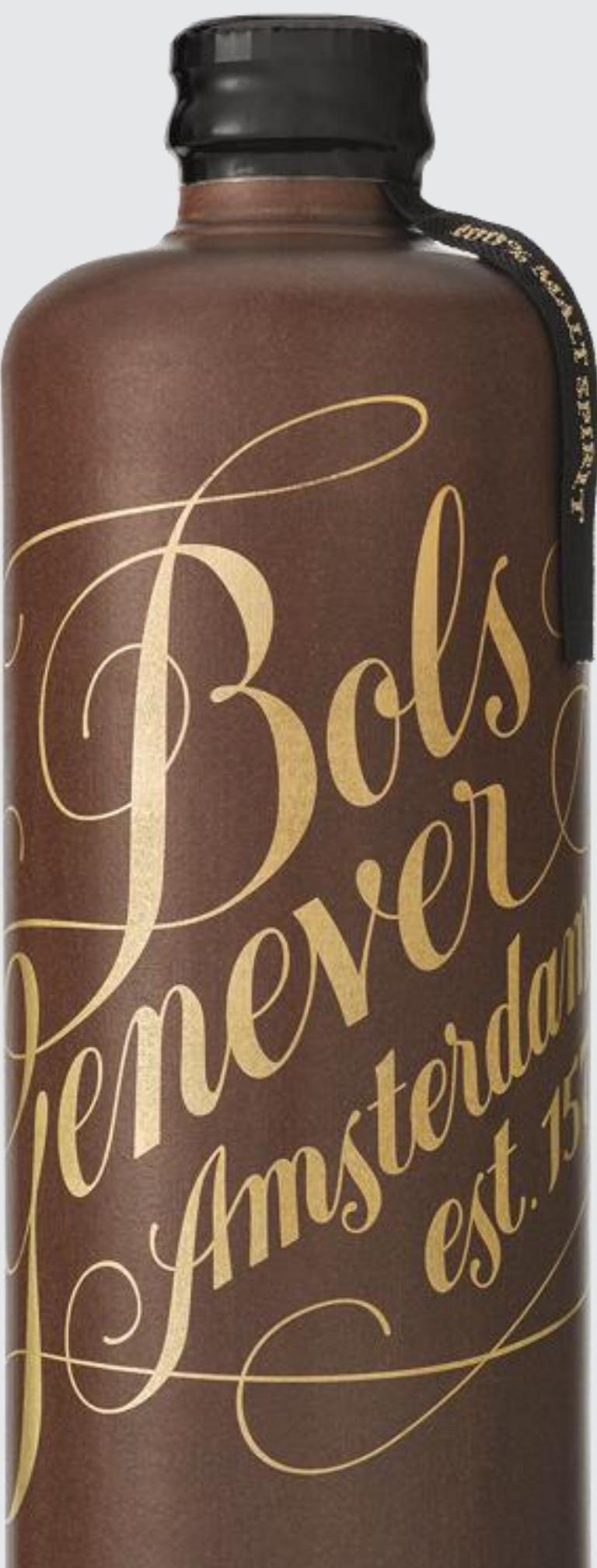


It's great — Piet van Leijenhorst, Bols Master Distiller.

Bols
Genever
Amsterdam
est. 1575

THREE SPIRITS.

The Original.
Barrel Aged.
100% Malt Spirit.



Bols
Genever
Amsterdam
est. 1575

PERFECT
FOR
THE
ORIGINAL.





FROM
CLASSIC
TO
COMPLEX.



RED LIGHT
NEGRONI.

Bols
Genever
Amsterdam
est. 1575

BARREL
AGED.

PERFECT
FOR



BARREL AGED FOR
AT LEAST 18 MONTHS





The Ritual of the Kopstootje

LOOK
MOM,

NO
HANDS.



BARREL AGED FOR
AT LEAST 18 MONTHS



ONE
FOR
THE

Bucket List
BUCKET
LIST.





WE HEARD
YOU WERE
KEEN *REALLY*
TO TRY IT.

Step on up.

Bols
Genever
Amsterdam
est. 1575

UP-NEXT

RED LIGHT NEGRONI

UP-NEXT

G'S KNEE

UP-NEXT

AMSTERDAMN DAISY



BOLS GENEVER.

The Original Spirit of Amsterdam.

Born in 1575.

Over 400 years experience in mastering Bols Genever.

The predecessor of all modern gins.

**A complex triple grain spirit with 22 botanicals,
copper-pot distilled in small batches.**

The ideal spirit for our signature serve, The Red Light Negroni.

You can thank us later.

Bols
Genever
Amsterdam
est. 1575

FROM
AMSTERDAM
WITH
LOVE.

Go forth and complexify.



Bols
Genever
Amsterdam
est. 1575