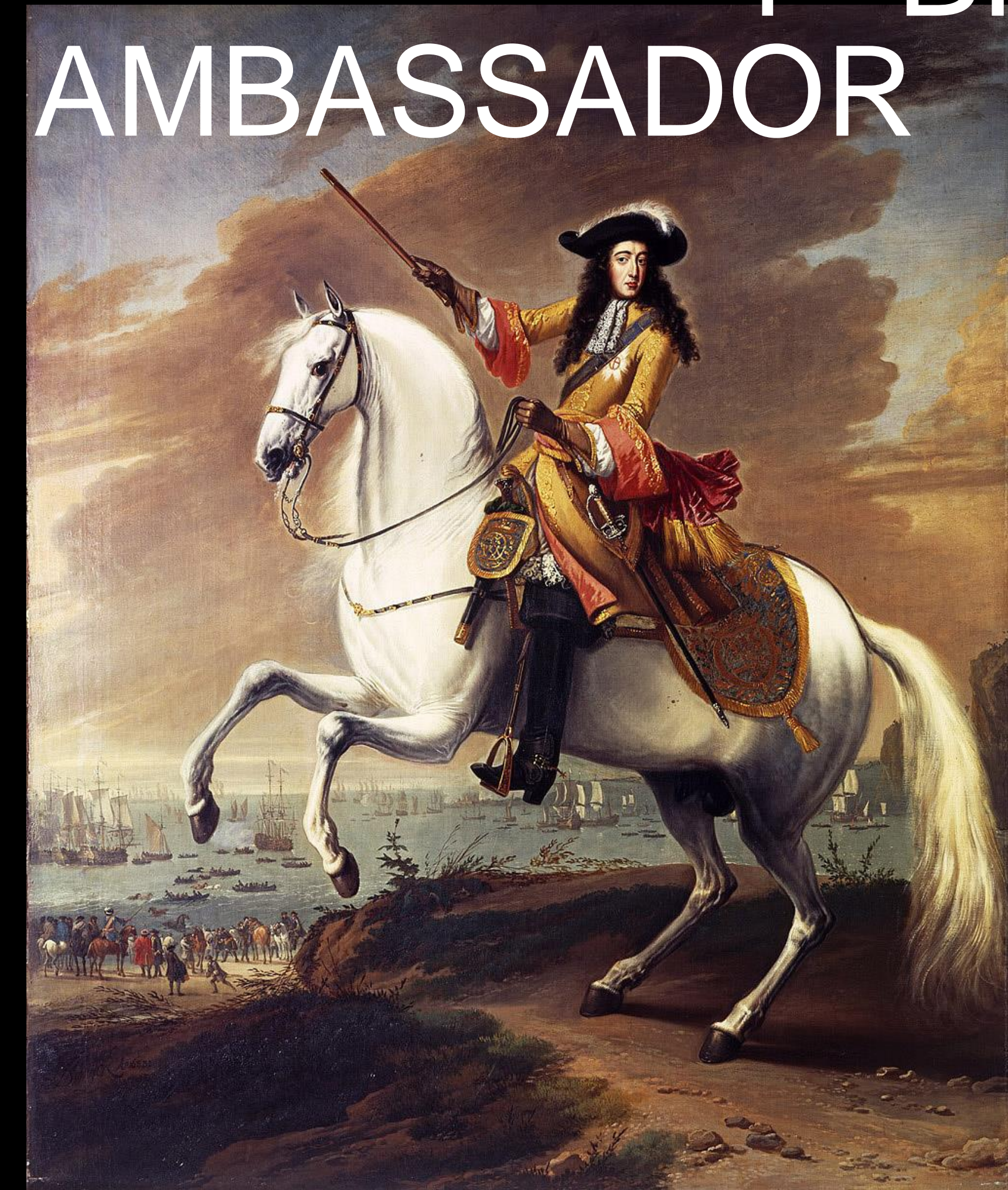


Bols
Genever
Amsterdam
est. 1575

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.



BORN IN
AMSTERDAM

IN
1575.



And we've been here ever since.

Bols
Genever
Amsterdam
est. 1575



TRUE

PURVEYORS

OF
CRAFT.



PERFECTING OUR
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.



IT'S UNLIKE *ANYTHING ELSE.*

Genever is an incomparable grain spirit from Holland.
At the heart of it lies copper-pot distilled, fermented grains.





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.



THREE SPIRITS.

The Original.
Barrel Aged.
100% Malt Spirit.





PERFECT
FOR
THE
ORIGINAL.





FROM
CLASSIC

TO *COMPLEX.*



RED LIGHT
NEGRONI.



BARREL *AGED.*

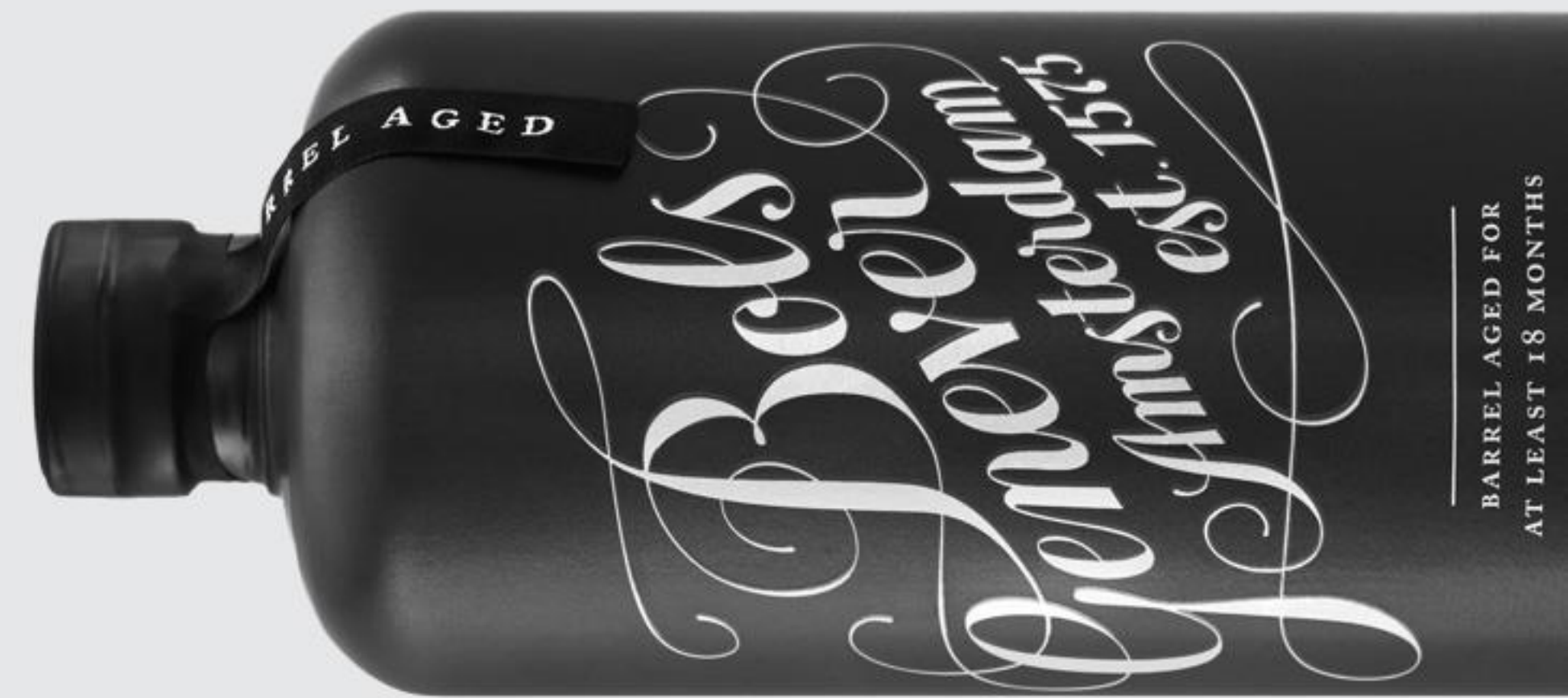
PERFECT
FOR



The Ritual of the Kopstootje



LOOK
MOM,



NO
HANDS.

Dutch Connection



ONE
FOR
THE



*BUCKET
LIST.*



WE HEARD
YOU WERE
REALLY
KEEN 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.**

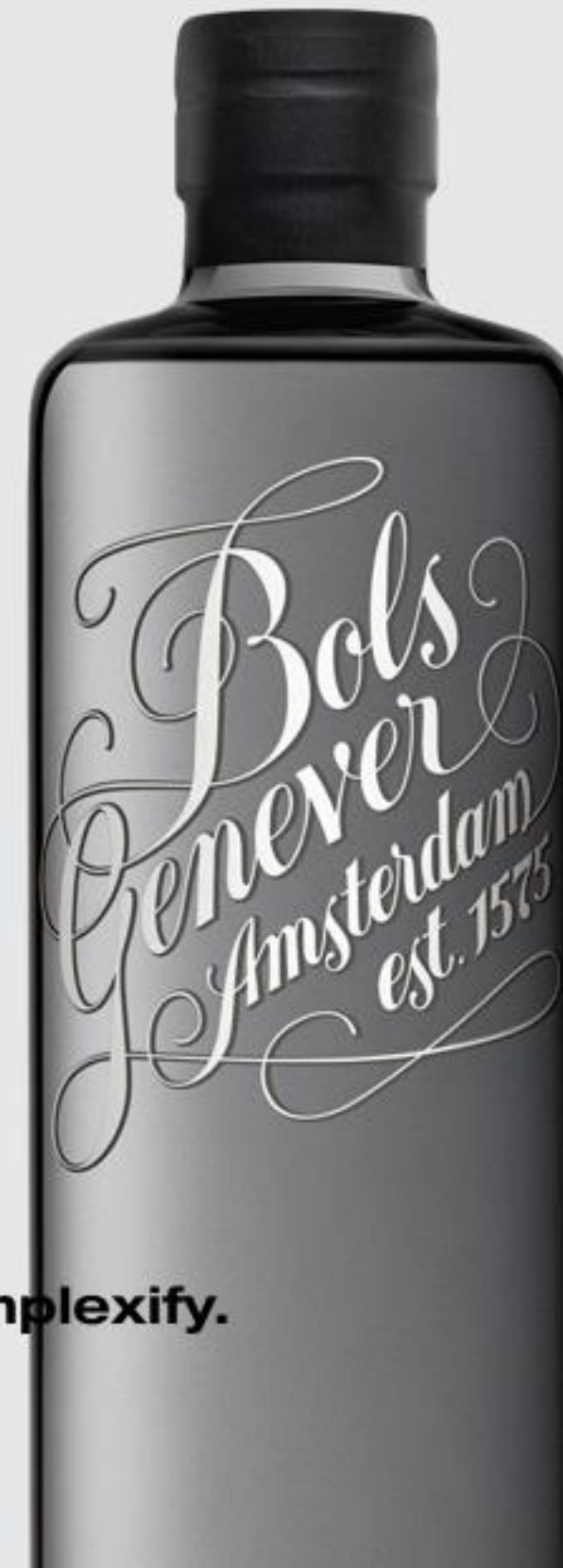
The ideal spirit for our signature serve, The Red Light Negroni.

You can thank us later.



FROM AMSTERDAM WITH *LOVE.*

Go forth and complexify.



Bols
Genever
Amsterdam
est. 1575