

# OLD GENEVER

BY THE DUTCH



## OLD GENEVER

“By the Dutch” “Old Genever” is made according to an old recipe dated back to 1942. The smooth, subtle and malty flavour comes from using a high maltwine-content, made from rye, corn and malted barley, triple-distilled in copper pot stills. This maltwine – the base of the genever – is then infused and blended with carefully selected distillates from juniper berries and botanicals and brought to 38% alcohol; a percentage carefully chosen by the master-distiller for the perfect balance of aroma and mouth-feel.

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## History

Genever is one of the world's oldest distilled spirits. It began with distilling genever – a whisky-like triple distillate of rye, wheat and corn (what the Dutch call malt wine), which is then blended with a botanical and juniper berry distillate. The Genever was an immediate success and was quickly transported throughout the world by the sailors of the Dutch East India Trading Company; however, around 1825 Dutch Distilleries introduced a revolutionary new genever recipe with a better balance of malt wine and botanicals, and it resulted in a smoother, more subtle spirit that gained immense popularity during the rising cocktail craze in the US. By 1875, the import of genever into the US was six times larger than that of gin. Many classic cocktails called for genever in their original incarnations, and it's still extremely cocktail-friendly (as long as you're not using it as a substitution for gin in a martini).

DENOMINATION

CONT.

ALC.  
VOL %

Old Genever

70 cl

38%



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