



BY THE DUTCH

Schiedam, The Netherlands

<http://www.bythedutch.com/>

Cocktail Recipe:

Old (oude) Fashioned

by Jos Zonneveld

By The Dutch

2 oz By the Dutch Old Genever

0.5 oz Simple Syrup

3-4 dashes By the Dutch Classic Bitters

3-4 dashes By the Dutch Orange Bitters

Add Old Genever, sugar and bitters into an old-fashioned glass.

Add ice. Stir 40 times and garnish with orange zest.

We are thrilled to have found By The Dutch and their fabulously rare, artisanal and delicious products. The company was only founded in 2015 with the aim of producing traditional Dutch spirits and reintroducing these spirits to an international market. The range of products are mainly distilled and handcrafted in the so-called 'Genever Town' of Schiedam in Holland. The reputation of Dutch spirits has blossomed in the last few years, with producers working hard on refining their products and the quality increasingly recognised and appreciated by a growing number of consumers and professionals both at home and abroad, and it makes a fabulous addition to our range of quirky, high quality and alternative spirits made by artisan methods.

The Netherlands has always played a leading role in the world of fine spirits and Dutch luxury spirits has a rich history; the Dutch were the first liqueur producers in the world. The knowledge of the products within the Dutch Distilleries were transferred from father to child and over the years, this knowledge has naturally deepened and improved, without making any concession to traditional production methods.

Old Genever has been referred to as the 'craft spirit that tastes like the love child of gin and whiskey'. It is one of the world's oldest, distilled spirits; beginning with distilling genever (a triple distillate of rye, wheat and corn, what the Dutch call 'Maltwine'), 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, although it must never be used as a substitution for gin in a martini.

Batavia was the name of the capital city of the Dutch East Indies, and corresponds to the present day city of Jakarta. The establishment of Batavia (Java Island) at the site of the razed city of Jayakarta by the Dutch in 1619 led to the Dutch colony that became modern Indonesia following World War II. Batavia became the center of the Dutch East India Company's trading network in Asia, and the trade in Batavia Arrack was entirely in hands of the Dutch, with virtually all Arrack exported to Europe arriving in Amsterdam or Rotterdam in wooden barrels or butts (563 liters). This would then be matured and blended to create an end product of consistent quality and flavour.

Code	Label name	Vintage	Alcohol	Closure type	Case size
Spirits & Liqueurs					
BD003	Orange Bitters	NV	45.0%	Pipette & Screw Cap	6X0.05lt
BD004	Ginger Bitters	NV	75.0%	Pipette & Screw Cap	6X0.05lt
BD010	Advocaat	NV	20.0%	Screw Cap	6X0.70lt
BD001	Old Genever	NV	38.0%	Stopper	6X0.70lt
BD008	Batavia Arrack White Indonesian Rum	NV	48.0%	Screw Cap	6X0.70lt
BD005	Dry Gin	NV	42.5%	Stopper	1X0.70lt
BD002	Batavia Arrack Aged Indonesian Rum	NV	48.0%	Stopper	6X0.70lt
BD013	'Smoked' Rum-Based Spirit	NV	45.0%	Stopper	1X0.70lt