



“We have the ambition to tell the world the story of **mastery and craftsmanship** behind the spirits of the Dutch heritage.”

BY THE DUTCH

Spirits with a Dutch Heritage

By the Dutch began in 2015 to tell a story to the world. A story of tradition and craftsmanship.

Knowledge around products of Dutch distilleries has been transferred from father to children. Love for the product, timing, sense of ingredients and flavor, and an excellent nose are qualities that have been passed through generations for centuries.

For this reason, the Netherlands historically plays a leading role in the world of fine spirits. The Dutch were the first to master the art of distillation from agriculture products. They were also the first liqueur products in the world to spread their technology internationally.

HOLLAND'S BEST KEPT SECRET

By the Dutch Advocaat

There are many tales of how “advocaat” came to be. One belief dates back to Dutch colonial times when they were treated to a Brazilian drink with avocado (“advocaat”) pulp, cane sugar, and rum. The Dutch substituted egg yolk for the exotic fruit. There is also reference to a similar drink in 17th century Dutch texts about sailors in the Caribbean Islands.



Others place advocaat’s origins as the Dutch word for “lawyer.” An advocatenborrel is Dutch for “lawyer’s drink” where “borrel” is Dutch for a small alcoholic beverage consumed slowly during a social gathering. Named as a good lubricant for the throat, this drink is considered especially useful for a lawyer who must speak in public.

TASTING NOTES

- Rich and creamy with a texture and flavor reminiscent of custard or a light eggnog

SERVING RECOMMENDATIONS

- Advocaat is versatile for a wide range of cocktails and desserts

20%

ALC / VOL

750mL

BOTTLE SIZE

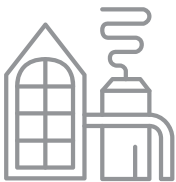
CLASSIC SNOWBALL

- 3 ½ oz Lemon Soda
- ¾ oz Fresh Lime Juice
- 2 oz By the Dutch Advocaat
- Lime Zest Twist

Pour the lemon soda and lime juice into an ice-filled Collins glass
Top with By the Dutch Advocaat
Lightly stir to integrate while retaining the lemon soda’s carbonation



THE PRODUCTION OF THE ORIGINAL DUTCH ADVOCAT IS A DELICATE CRAFT THAT ONLY A FEW SPECIALISTS HAVE TRULY MASTERED.
EACH BATCH GOES THROUGH A QUALITY CONTROL PROCESS PRIOR TO BOTTLING



PRODUCTION PROCESS

[Eggs + 14% Brandy + Brandy + Sugar + Vanilla] + Rested Until it Reaches Intended Viscosity = Custard in a Glass



What is Batavia Arrack

Batavia Arrack is a distillate based on sugarcane-molasses and red rice, produced exclusively on the island of Java, Indonesia dating back to the 17th century.

It is comprised of a specific range of pot still distillates originating from the East Indies, adopted from ancient Chinese pot still methodologies.

A History of Batavia Arrack

In 1619, the Dutch founded a permanent colony in Java, at Jakarta, which they renamed “Batavia;”. The Dutch looked at the success the Spanish who populated their colony with Chinese traders and did so as well.

One of the first things the Dutch did is finance a Chinese-manned sugar industry: Cane grew beautifully in Java, but the natives had no interest in pressing out and crystallizing the juice.

The solution to the problem was found in 1614 when the Dutch established a new distillery in Batavia to make Arrack which must be distilled from sugar and rice. A small addition of red rice would trigger the fermentation and add a certain ‘funky’ flavor.

This red rice cake sets the Batavia Arrack apart from Rum.

After the fermentation and distillation of the Batavia Arrack it was shipped to the Netherlands. The fragile stoneware jars which were used for transportation before were replaced by wooden casks made out of teak wood - one of the things that grows in Indonesia.

THE RUM OF INDONESIA

By the Dutch Batavia Arrack

TASTING NOTES

- › Dry, slightly bitter
- › Dense and earthy, vegetal, herbal and peppery
- › Acidic, woody, bark-like, peppery, sappy and clean
- › Long, deeply herbal, earthy, mossy/mushroom like finish

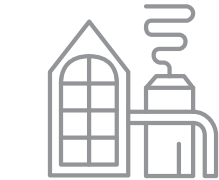
SERVING RECOMMENDATIONS

- › Neat
- › In punches and confectionary
- › Wonderfully showcased in cocktails

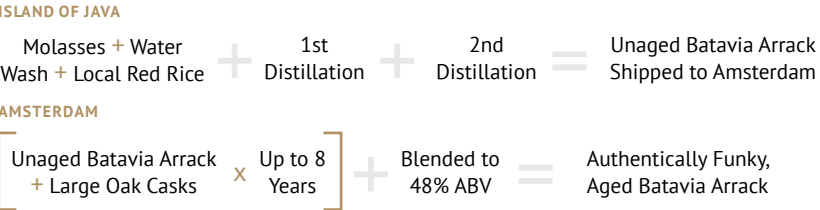
AWARDS

- › **GOLD, 92 POINTS, EXCEPTIONAL** *Tastings.com 2018*
- › **NOMINATION, BEST NEW EUROPEAN SPIRIT** *Mixology Bar Awards 2018*
- › **★★★★ HIGHLY RECOMMENDED** *Spirit Journal 2016*
- › **BRONZE** *Los Angeles Int'l Competition 2016*

48%
ALC / VOL
750mL
BOTTLE SIZE



PRODUCTION PROCESS



HEMINGWAY IN EUROPE

- 1 ½ oz By the Dutch Batavia Arrack
- ¼ oz Vergnano Maraschino
- ¾ oz Grapefruit Syrup
(Juice of 1 grapefruit + 1 cup of sugar)
- ¾ oz Fresh lime juice

Shake all ingredients and strain into a chilled martini glass.
Garnish with a small lime wheel and a cherry.

Visit BytheDutch.com for more great cocktail recipes

A UNIQUE GIN BLENDING TRADITION OF SCHIEDAM
GENEVER WITH THE BEST BOTANICALS AND SPICES.

By the Dutch Dry Gin

TASTING NOTES

- › Explosion of citrus fruit and juniper berries
- › Immediate balance of layered botanicals
- › Distinct expressions of each botanical melds perfectly on the palate
- › Lingering finish with bright notes

SERVING RECOMMENDATIONS

- › A great sipper or G & T

AWARDS

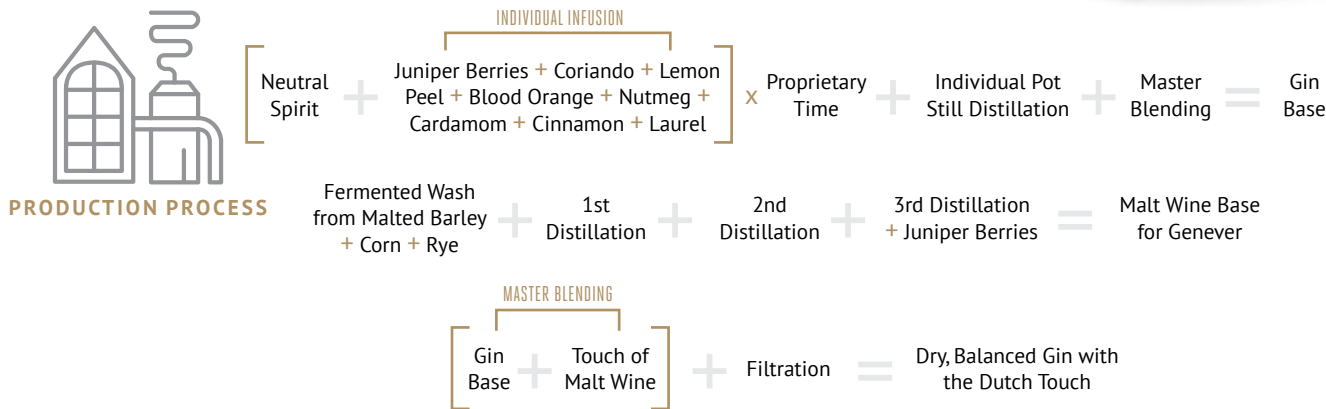
- › **SILVER** WSWA 2018
- › **GOLD, 94 POINTS, EXCEPTIONAL** Tastings.com Int'l Review of Spirits 2018
- › **BRONZE** IWSC 2017

42.5%

ALC / VOL

750mL

BOTTLE SIZE



BY THE DUTCH G&T

- 1 2/3 oz By the Dutch Dry Gin
- 3 to 5 oz Premium Indian Tonic Water
- Blood Orange Wedge
- Dried Bay Leaf

In a chilled glass, pour BTD Dry Gin and fill with ice
Top with desired amount of Indian Tonic Water
Garnish with blood orange wedge and dried bay leaf

A HISTORY OF GENEVER

Historical references of Genever date back to the 13th century.

Genever was originally produced by simply distilling malt wine to 50% ABV. The resulting spirit was not very palatable due to the lack of refined distilling techniques, so herbs and spices were added to mask the flavor. This included jeneverbes, “juniper berries.”

A tale as old as time references the invention of Genever by a doctor in the 16th century for medicinal use.

The myth is debunked by the birth date of the doctor residing in the 17th century. Nevertheless, the tale resides as the known reference point for the birth of Genever.

What is Genever

Genever is a clear, botanically rich, malted grain-based spirit.

It is a blend of two or more distillates:

- › First, a whiskey-like pot still, triple distillate made of corn, malt, and rye (Moutwijn or “Malt Wine)
- › Second, a juniper-infused distillate

AOC

In 2008, the Dutch Government and EU created an official AOC (Appellation d'origine contrôlée) for Genever which defines exactly where Genever can be produced.

What did the AOC designation laws do?

- › Genever can now only be produced in certain regions:
 - › Holland

- › Belgium
- › Specific areas of France and Germany
- › Divided Genever into 2 distinct categories (exclusive to The Netherlands and Belgium)
 - › Jonge or “Young Genever”
 - › Oude or “Old Genever”

The terms young and old do not refer to any age of the spirit, but rather the new or old style of making genever.¹

Genever and Grains

Grainbill according to historical recipes:

- › **Rye (Dutch: Rogge):** provides a strong and a bit harsh flavor
- › **Malted Barley (Dutch: Gemoute Gerst):** Malted barley is necessary as it contains the enzymes which are critical to the fermentation process of Rye and Corn starch.
- › **Corn (Dutch: Maïs):** Softens a bit of the harsh flavor of Rye. Using only corn would result in a Genever which lacks character.

THE DISTILLERY

Schiedam, The Netherlands.

It is here, in the Genever capital of the world, that Herman Jansen distilled his first Genever.

In 2.5 centuries of continuous activity, Herman Jansen has wisely preserved 7 generations of knowledge and passion.

Today, they craft ‘By the Dutch’ Old Genever and Dry Gin respecting that same tradition².



JUNIPER BERRIES

"A LOVE CHILD OF A MARRIAGE
BETWEEN WHISKEY AND GIN"

—JOS ZONNEVELD

¹ See [page 111](#) for more details about old vs young.
² Notaris Genever is also produced at this distillery.



By the Dutch Old Genever

TASTING NOTES

- › Complex nose of spice, light malty aromas with a hint of juniper
- › Anise and citrus peel spritz
- › Orange flowers dusted with cinnamon
- › Nuanced malt with cloves, bitter orange and a touch of cumin
- › Satisfying finish full of flavor with lingering cooked malt

SERVING RECOMMENDATIONS

- › Neat
- › On the rocks
- › John Collins - the Original Collins Cocktail
- › Paired with a beer, ginger ale, or cola

AWARDS

- › **SILVER, 87 HIGHLY RECOMMENDED** *Tastings.com Int'l Review of Spirits 2018*
- › **SILVER** *Gin Masters, The Spirits Business 2017*
- › **SILVER** *WSWA 2017*
- › **BRONZE** *Berlin Int'l Spirits Competition 2017*
- › **BRONZE** *IWSC 2017*

38%

ALC / VOL

750mL

BOTTLE SIZE

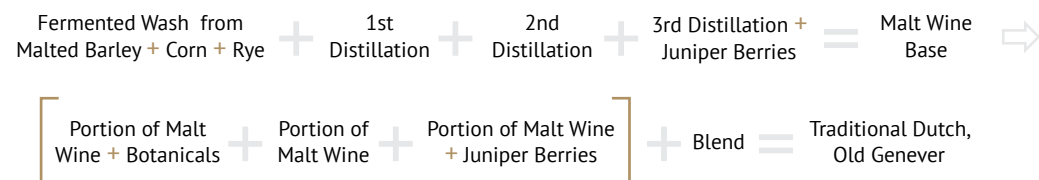
DID YOU KNOW?

By the Dutch Old Genever is distilled (in a *"branderij"* or distillery) in Schiedam, Netherlands per the early methodology of Genever distillation, using malted barley, rye, and corn.

1942 RECIPE: 17% MALT WINE + 2.3 G/L SUGAR



PRODUCTION PROCESS



DUTCH NEGRONI

- 1 ½ oz By the Dutch Old Genever
- 1 oz Drapò Rosso Vermouth
- 1 oz Tuvè Bitter

Add ingredients to mixing glass filled with ice
Stir and strain into a chilled rocks glass; fill with fresh ice
Garnish with a half-wheel of orange or large orange twist

Visit BytheDutch.com for more great cocktail recipes



Old vs Young

Old versus young is purely a difference in distillation methodology.

Old Genever

- › Original style of Genever production
- › Distilled with malted barley, rye, corn
- › Must contain 'at least' 15% malt wine, but no more than 20g/L of sugar
 - › Often matured in oak, not required
 - › Usually contains 51% to 70% malt wine
 - › Up to 20 g/L of sugar
- › By law must be a pale, caramel color

Birth of Young Genever

- › WWII led to lack of imported cereals, malt, and forced a promotion of a new blend
- › Trend of lighter and less dominant taste, low price
- › Result: development of more grain verse malt & plain sugar-based alcohol
- › Must contain no more than 15% malt wine and 10g sugar/L

A New Batavia Arrack - Not What You'd Expect:
A synopsis of Batavia Arrack history and tradition.

cocktailwonk.com/2016/10/a-new-batavia-arrack-from-by-the-dutch-not-what-youd-expect.html

Gin, the Son of Genever:
A History of how gin came to be.

www.bythedutch.com/gin-son-of-genever

FURTHER READING



A HISTORY OF TRADERS & DISTILLERS VOC

The VOC, or the Dutch United East Indian Company, operated between 1602 and 1796, sailing a total of 4,785 ships to Asia.

Their immense reach allowed grains, spices and botanicals from remote corners of the world to find their way into The Netherlands.

ORIGIN & TRADITION

Batavia Arrack During the 17th century (golden age), VOC traders started importing Batavia Arrack, a sugarcane distillate from the isle of Java.

Genever Thanks to VOC imports, Dutch distillers could develop an acute sensibility for ingredients and became masters in balancing them. They refined their Genever recipe up to an unprecedented quality level.



BITTERS THAT WILL GIVE A FIRM KICK TO YOUR PUNCH!

Bitters complete the By the Dutch range by supporting the spirits in the preparation of great drinks. Their strong personality is derived from the use of herbs and spices of the Dutch tradition.

- › Vegan Friendly
- › 100% Natural Flavoring and Sweeteners

SERVING RECOMMENDATIONS

- › A few drops to spruce up a cocktail
- › Sparkling water with ice

By the Dutch Classic Bitters

45%

ALC / VOL

50mL

BOTTLE SIZE

TASTING NOTES

- › Powerful and full-bodied aromatic bitter
- › Sweet and fiery cinnamon with bitter orange
- › Notes of gentian root, cardamom, and dried herbs

By the Dutch Ginger Bitters

75%

ALC / VOL

50mL

BOTTLE SIZE

TASTING NOTES

- › A powerful bitter dominated with exploding notes of ginger

By the Dutch Orange Bitters

45%

ALC / VOL

50mL

BOTTLE SIZE

TASTING NOTES

- › Spicy and bitter with hints of orange peel and wormwood
- › A distinct scent of cardamom, coriander and nutmeg

THE OLD MARTINEZ

1 ½ oz	By the Dutch Old Genever
1 oz	Drapò Bianco Vermouth
1 oz	Drapò Dry Vermouth
¼ oz	Orange Liqueur
2 drops	By the Dutch Classic Bitters

*Add all ingredients in a mixing glass with ice
Stir until chilled
Strain into a chilled coupe glass
Garnish with an orange twist*

ARRACKVOCAAT

1 ½ oz	By the Dutch Batavia Arrack Rum
1 ½ oz	By the Dutch Advocaat
1/3 oz	Lime Juice
2 drops	By the Dutch Ginger Bitters
	Ginger Beer

*In a cocktail shaker with ice, combine all ingredients except the ginger beer
Shake and strain into an ice-filled highball glass
Top with ginger beer; gently stir
Garnish with cinnamon stick and candied ginger*

Created in 2018 by Matthias Soberon

OLD (OUDE) FASHIONED

2 oz	By the Dutch Old Genever
½ oz	Simple Syrup
3-4 drops	By the Dutch Orange Bitters
3-4 drops	By the Dutch Classic Bitters

*Combine all ingredients in a rocks glass with ice
Stir 40 times
Garnish with an orange zest*