

## ***440 year of craftsmanship & cocktail history***

**Bols is the world's oldest distilled spirit brand, based in Amsterdam since 1575.**

In 1575, the Bols family started distilling liqueurs in Amsterdam. The first flavours were cumin, cardamom and orange. The company is named after the influential grandson Lucas Bols, born in 1652, who was responsible for expanding the distillery into an international company during Amsterdam's Golden Age in the 17<sup>th</sup> century. In 1700, Lucas Bols became a major shareholder in the East India Trading Company (VOC), giving him first choice of newly arrived herbs and spices from which, together with his knowledge of distilling, macerating and percolating, he created 300 different liqueur recipes. He also initiated the worldwide distribution of the Bols liqueurs through the VOC. Today, inspired by Lucas Bols, the Bols liqueur range consists of more than 39 flavours and is sold in over 110 countries across the globe.

In 1664, the Bols family expanded their distilling expertise and started producing the famous Dutch spirit genever, at that time a very common drink, made from long-fermented rye, corn and wheat, triple distilled in copper pot stills and blended with juniper and other botanical distillates. This mix gives Bols Genever its characteristic, smooth, malty taste. Genever is Holland's dominant spirit category, outselling vodka, gin and whiskey, and is consumed straight from a traditional tulip glass or is used as a base for great tasting cocktails.

In 1820 Bols created a revolutionary new genever recipe with a more accessible taste. This Bols Genever was first shipped to America in 1823 and played an important role in the emergence of the cocktail culture in the USA. In 1862, Jerry Thomas wrote the world's first cocktail recipe book, in which one in four cocktails are based on Dutch genever, for example the Original Collins, which is still popular today. Since 2008 we have made Bols Genever from 1820 available again in all major cocktail cities around the world and were awarded Best Cocktail Initiative 2008 by Drinks International Magazine and Best New Spirit at Tales of the Cocktail 2009 (New Orleans).

Throughout the years, product innovation has been key to the success of Lucas Bols. The Lucas Bols company has a strong culture of, and skills in, product innovations. The Lucas Bols master Distiller uses the company's rich heritage and history as an inspiration for the future, and has created many successful innovations ranging from new liqueur flavours such as Bols Honey, Watermelon, Green Tea and new to the world innovations such as Bols Natural Yoghurt liqueur and Bols Foam.

Lucas Bols has long-standing relationships with its distributors around the world, is a leader in the international bartending community, and develops its innovations often together with distributors and bartenders, who are closest to the needs and trends of the market. The latest co-creation is Bols Genever 21, a new 21<sup>st</sup> century recipe to support the international revival of Genever.

In 2007 Lucas Bols created a meeting place for all its customers, partners, bartenders and the like in Amsterdam, with the House of Bols Cocktail & Genever Experience on the Museum Square and trains bartenders from all over the world in its own Bols Bartending Academy.