



ESTABLISHED 1856



**GENE VIEVE**

**GENEVE Style GIN**

*This traditional 17th-century style  
gin was pot distilled at our  
small San Francisco distillery*

47.5% Alc/Vol (95 Proof)  
DISTILLED AND BOTTLED BY  
ANCHOR DISTILLING CO., SAN FRANCISCO, CA



# Geneva Hollands Schiedam

## GIN?



Genevieve™ is our attempt to re-create the earliest gins, which came to be known as “genever” (or “Geneva gin,” or “Hollands gin,” or “Schiedam-style gin”). We use a grain mash of wheat, barley, and rye malts, which is distilled in a copper pot still with the same botanicals as our modern “distilled dry gin,” Junípero Gin.

GENEVIEVE™ GENEVER-STYLE GIN is an offshoot of our research into the history and evolving production methods that led to modern gin. In the late 19th century, technological advances enabled distillers to produce neutral spirits at very high proofs. When re-distilled with complex blends of juniper berries and other natural botanicals, these neutral spirits were transformed into what we know today as modern “distilled dry gin.” The earliest gins, however—which came to be known as “genever” (or “Geneva gin,” or “Hollands gin,” or “Schiedam-style gin”)—were a very different product. To be sure, juniper berries and other botanicals are used in both styles, but 17th-century “genever” gin was distilled in primitive pot stills from a grain mash. Genevieve is our attempt to re-create this ancient and mysterious gin style. We use a grain mash of wheat, barley, and rye malts, which is distilled in a traditional copper pot still with the same botanicals we use in our modern “distilled dry gin,” Junípero Gin. We hope you will enjoy comparing these two unique products, the alpha and omega of the gin story.

Many early cocktail recipes that call for “gin” actually mean “genever gin,” which has a strong flavor profile because it is pot distilled from a grain mash. We encourage you to experiment and let us know about any recipes you think are a success. Of course, the most common way to consume genever has always been straight: either chilled, over ice, or—best of all—shaken with ice. A slight haze may form, which is normal for this all-natural product.

The Anchor Distilling Company, established in 1993, is dedicated to creating very small batches of traditionally distilled spirits of many types and styles. We also experiment with completely new products from time to time. For further information, please write or call. 🍷🍷



ANCHOR DISTILLING ~ SAN FRANCISCO

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