



BY THE DUTCH BATAVIA ARRACK PX SHERRY CASK FINISH

Zonneveld Beverage Company



BRAND OVERVIEW

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.

In 1619, the Dutch founded a permanent colony in Java, at Jakarta, which they renamed "Batavia." The Dutch looked at the success of 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.

In 1614 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.

"Took a sip of "By the Dutch" Batavia Arrack. Thought of procreation, bare-knuckle boxing, wildfire, pirates, swamps, jerk meat. OK, it's legit." –David Wondrich

After the fermentation and distillation of the Batavia Arrack it was shipped to the Netherlands. Where By the Dutch enhances the spirit through cask aging.

LIMITED EDITION

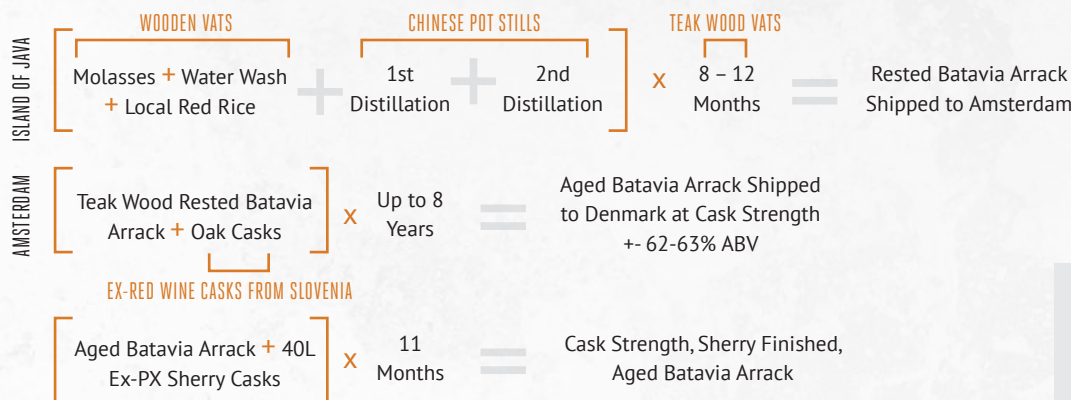
We have the ambition to tell the world the story of **mastery and craftsmanship** behind the spirits of the Dutch heritage.

PRODUCT OVERVIEW

- **PACK SIZE:** 12/750ml
- **LIMITED PRODUCTION:** only +/- 250 bottles
- **SUGAR:** 2.55 g/l (Extracted from the ex-sherry casks)
- **ORIGIN:** Indonesia – Java Island
- **BLENDED AND AGED:** The Netherlands
- **FINISHED:** In PX Sherry Casks
- **AGE:** Up to 8 Years in ex-red wine casks + 11 months in ex-sherry casks (40L)
- **NUMBER OF CASKS:** 5, 40L casks available for the US (approx 50 – 55 bottles)



PRODUCTION PROCESS



cask strength
ALC/VOL
750mL
BOTTLE



ORIGIN

PRICE



SCHIEDAM
HOLLAND
NETHERLANDS



FULL PRODUCT LINE





BY THE DUTCH WHITE BATAVIA ARRACK RUM

Zonneveld Beverage Company

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The By the Dutch portfolio has taken influence from the former routes of the VOC & WIC to create their portfolio. Education, transparency, and craftsmanship are of paramount importance at By the Dutch.

WHAT IS BATAVIA ARRACK?

In 1619, the Dutch founded a permanent colony in Java, at Jakarta, which they renamed "Batavia."

The Dutch financed a Chinese-manned sugar industry. Cane grew beautifully in Java, but the natives had no interest in pressing out and crystallizing the juice. Distillation is carried out using very traditional pot stills, adopting ancient Chinese distillers' methods.

The fermentation process includes the addition of wild yeast, which grows on a local red rice. This sets it apart from rum, although the base material is still 100% sugarcane molasses.



THE RUM OF INDONESIA

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PRODUCT OVERVIEW

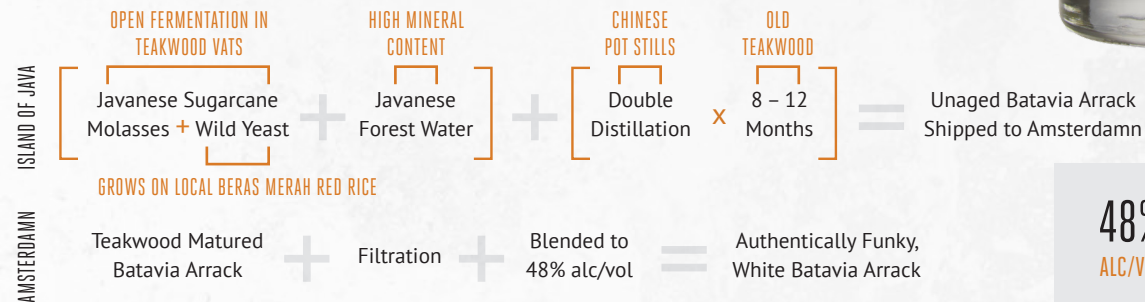
TASTING NOTES PROVIDED BY MATTHIAS SOBERON

- Nose of salty air through maritime grass and sugarcane fields
- Wisps of overripe banana with a touch of clove, vanilla
- Midpalate of ripe, exotic fruit esters
- A touch of allspice and herbs wrapped in soft caramel
- A finish of slight leathery, even woody impression

SERVING RECOMMENDATIONS

- Spice up a daiquiri
- Perfect in a jungle bird variation
- Historically in 18th century punch recipes

PRODUCTION PROCESS



48% ALC/VOL **750mL** BOTTLE



ORIGIN

PRICE



AMSTERDAM
NETHERLANDS

JAVA
INDONESIA



FULL PRODUCT LINE





BY THE DUTCH AGED BATAVIA ARRACK RUM

Zonneveld Beverage Company

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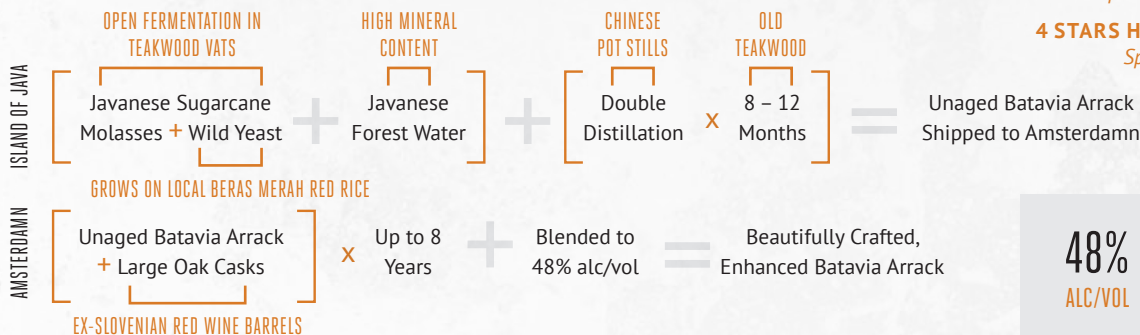
TASTING NOTES

- 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

PRODUCTION PROCESS



SILVER, BEST IN CATEGORY
American Distilling Institute 2019

GOLD, 92 POINTS, EXCEPTIONAL
Tastings.com 2018

4.5 STARS *Difford's Guide 2017*

DISTILLERY OF THE YEAR *New York Int'l Spirits Competition 2016*

4 STARS HIGHLY RECOMMENDED
Spirit Journal 2016

48% **750mL**
ALC/VOL BOTTLE



ORIGIN

PRICE



AMSTERDAM
NETHERLANDS



JAVA
INDONESIA

FULL PRODUCT LINE





BY THE DUTCH DRY GIN

Zonneveld Beverage Company

GOLD, 94 POINTS, EXCEPTIONAL
Tastings.com Int'l Review of Spirits 2018

SILVER WSWA 2017

BRONZE IWSC 2017

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By The Dutch Dry Gin is created at Herman Jansen Distillery in Schiedem, the city where Gin originated. The traditional Dutch spices and botanicals are distilled separately in a pot still. The distillates are then blended and brought to 42.5% abv with traditional malt wine spirit to create a perfect balance of mouth feel, aromas and flavor. A unique Gin, blending with Schiedem Genever traditions with world class spices and botanicals, such as: juniper berries, nutmeg, cinnamon, cardamom, bay leaf, blood orange, coriander, and lemon peel.



UNIQUE GIN THE DUTCH WAY

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PRODUCT OVERVIEW

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

BY THE DUTCH G&T

- 1 ½ oz By the Dutch Old Genever
- 1 oz Drapò Bianco Vermouth
- 1 oz Drapò Dry Vermouth
- ¼ oz Orange Liqueur
- 2 Dashes 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*

PRODUCTION PROCESS



ORIGIN

PRICE



SCHIEDAM
HOLLAND
NETHERLANDS



FULL PRODUCT LINE





BY THE DUTCH OLD GENEVER

Zonneveld Beverage Company

- SILVER, 87 HIGHLY RECOMMENDED** *Tastings.com International Review of Spirits 2018*
- SILVER** *Gin Masters, The Spirits Business 2017*
- 4.5 STARS, EXCELLENT** *Diffords' Guide 2017*
- GOLD** *Los Angeles Int'l Spirits Competition 2016*
- SILVER** *New York Int'l Spirits Competition 2016*

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WHAT IS GENEVER?

Genever dates back to the 13th Century and was originally produced by simply distilling malt spirit to 50% ABV. The resulting spirit was not very palatable due to lack of refined distilling techniques, so herbs and spices were added to refine the flavors with the most distinguished botanical being juniper berries. 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. The AOC did not only define the regions of production (Holland, Belgium and specific regions of France and

Germany) but also the 2 distinct categories, Jonge and Oude. These terms do not refer to the aging of the spirit, but rather the production style.

Genever is comprised of 3 different grains: 1) Rye which provides a strong harsh flavor; 2) Malted Barley plays a critical role of providing the enzymes for the fermentation process of rye and corn starch; 3) Corn is often used to soften the harsh flavors of the rye, while still allowing the complexity of the rye to shine through.

OUDE OR "OLD GENEVER"

Old Genever is the original style of production with more than 15% malt spirit, usually 51% to 70% malt spirit. By law it must be pale and caramel color.

JONGE OR "YOUNG GENEVER"

The birth of Young Genever took place during WWII due to the lack of imported cereals and malt forcing new blends to be created. Blends with less than 15% malt spirit and more neutral grain spirit creating a cheaper product. This led to a lighter and less dominant taste profile.



PRODUCT OVERVIEW

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

PRODUCTION PROCESS

Fermented Wash from Malted Barley + Corn + Rye + Double Distillation + 3rd Distillation + Juniper Berries = Malt Spirit Base

[Portion of Malt Spirit + Botanicals + Portion of Malt Spirit + Portion of Malt Spirit + Juniper Berries] + Blend = Traditional Dutch, Old Genever

CORIANDER SEEDS, JUNIPER BERRIES, LEMON PEEL, STAR ANISE, LICORICE, ORANGE PEEL

38% ALC/VOL
750mL BOTTLE



ORIGIN

PRICE



SCHIEDAM
HOLLAND
NETHERLANDS



FULL PRODUCT LINE

