



TEXAS ALCOHOLIC BEVERAGE COMMISSION

Texans Helping Businesses & Protecting Communities

CERTIFICATE OF APPROVAL OF LABELS FOR DISTILLED SPIRITS

Date: December 14, 2017

Label Certificate Number: 1002014

Pursuant to the application of : ANCHOR DISTILLING COMPANY

Holder of permit/license number : S790818

Brand : ANCHOR GENEVIEVE BARREL FINISHED GENEVER
STYLE GIN

Class : OTHER DISTILLED GIN

Size(s) : 25ML-1.75 L

Container Type : BOTTLE

Container Material : GLASS

Stated Alc. Content : 47.3% ALC/VOL

Tested Alc. Content : N/A

TTB Number : 16201001000480

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA(s) to be obtained, new Texas label approval will also be required.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.

APPROVAL OF THIS LABEL DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODES AND RULES.

Label Approval Section

Tax Division

Label.Approval@tabc.state.tx.us

c/o ANCHOR DISTILLING COMPANY
1705 MARIPOSA ST
SAN FRANCISCO, CA 94107-2334



TEXAS ALCOHOLIC BEVERAGE COMMISSION

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750 ml

ESTABLISHED 1993



GENEVIEVE®

GENEVER-Style GIN



*This traditional 17th-century-style
genever gin was pot distilled at our
small San Francisco distillery 47.3% Alc/vol*

DISTILLED AND BOTTLED BY
ANCHOR DISTILLING CO., SAN FRANCISCO, CA (94.6 Proof)

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, unfiltered product.

DISTILLED FROM GRAIN & BOTTLED BY ANCHOR DISTILLING CO., SAN FRANCISCO, CA • USA

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

STRIP IN UPC

WWW.ANCHORDISTILLING.COM

