JENEVER MUSEUM

HAVE A DRINK, IT'S EDUCATIONAL.

WELCOME TO THE GENEVER MUSEUM!

Have a drink, it's educational!

The Genever museum tells you all about the history and production of genever. About what alcohol does to your body and your mind, and about the various palette-pleasing tastes of our national distilled drink. Specific subjects are explored in special exhibitions and the museum regularly opens its gate for workshops and events. What is

more, you can always go along to the tasting room for a spot of empirical research.

1.

OXHOUSE (*ossenstal* – reception / ticket office)

In 1850 the oldest brick-nogging shelter was replaced by a brick oxhouse with manure cellar underneath. The combination of farm and distillery made sound economic sense. The ‘draff’ - the grains of malt left after distilling - were highly nutritious for cattle. This oxhouse could accommodate up 15 animals.

Hayloft (*hooizolder* – reception / ticket office)

The winter supply of hay was stored and kept dry in the hayloft. The hayloft now serves as an open depot.

Flue (*schoorsteen* – reception / ticket office)

The flue was built in 1906 when the stills were modernized. When it was reconstructed to its original height of 18.5 m, preformed bricks were used from the flue at the Guilliams farm distillery in Jeuk.

2.

KILN *(oven)*

This is the furnace for the horizontal flue in the malting tower. Peat and coke would have been stacked up next to the kiln.

The genever story *(In het spoor van jenever)*

Though no distiller will divulge the secret of ‘his’ genever, they all follow more or less the same distilling process. In a moment you will find out exactly how grain and juniper berries are turned into genever. The importance of packaging and marketing will be explained in the germination loft. And then in the house you can

trace the history of genever. At the end of your journey you are sure to look at our national distilled drink with different eyes and you'll sample your favourite genever with even greater relish!

3.

DISTILLATION ROOM AND MILL ROOM *(stookzaal & molenzaal)*

Until 1906 there was a traditional 'moutwijn' distillery here with mash tun, fermenting tank and an alembic with an open fire. When restoration work was carried out, five receiver tanks for the different 'runs' came to light.
Between 1906 and 1956 there was a modern steam distillery here, very

similar to the one you see today, which came from the Servais distillery in Géromont-Malmédy. The cobwebs in this space were not removed because they caught the flies attracted by the fermentation process. The Nieuwe Demer watercourse, which once supplied the distillery with cooling water, flowed past the side wall of the mill room.

From grain to glass *(Van korrel tot borrel)*

Genever distilling requires knowledge, patience, a complex network of pipes, and barrels galore. Basically, the starch from the grains of corn is turned into sugars by mixing in water and then

yeast. Alcohol is then distilled from this mixture known as ‘mash’ and to that the distiller adds aromas of juniper berry and other botanicals. You will find out exactly how he does that here. But the exact recipe for the genevers produced at the museum will remain a closely guarded secret!

Excise office *(accijnslokaal)*

Production had to be checked by law. This was the job of the excise officer who worked out of this office. In 1993 these on-going checks were replaced by an inspection of the accounts.

4.

MALTING TOWER *(mouttoren)*

The malting tower was a vital part of the nineteenth-century distillery. The malt was dried here with hot air conveyed by means of a horizontal flue – the only one of its kind in Europe! The malting tower has not been in use since 1906.

Where there's smoke, there's malt *(Waar rook is, is mout)*

Once the germination process had finished, the barley malt was spread out on the perforated floor and exposed to hot air for between 24 and 48 hours. Peat or coal was burned in the furnace on the ground floor. The heat found its

way to the malting tower along the horizontal flue with air holes.
Its unusual shape – a truncate pyramid – was designed to keep the heat underneath for longer so that the malt could dry thoroughly. Using a malt shovel, workers would turn the malt at regular intervals. They took the heat, which could exceed 80° C, and with it the occasional drop! Malting was labour-intensive and expensive, so at the end of the nineteenth century the distillers began to leave it to the big boys. Higher quality standards were imposed and more and more maltings split away from the breweries and distilleries.

5.

GERMINATION LOFT *(kiemzolder)*

The soaked barley was spread out on the floor of the germination loft to germinate. The open windows kept the loft cool and aerated.

Marketing the product *(Men zegge het voort)*

Distilling genever is just half the job. The product then has to be marketed and that involves packaging, transportation and promotion. So long as the genever is distilled and sold under the church tower, word-of-mouth advertising is enough. But once the business is on a larger scale, the

distillers have to invest in distribution and promotion. Otherwise they are forced out of the market and might well take to the bottle!

Module 1

Seeing off the competition *(Verpakken en wegwezen)*

Initially the distillers supplied their customers with large jars and casks. But then in the middle of the seventeenth century the Dutch began exporting their genever and chose a square bottle for ease of transportation. The Flemish distillers also switched to square bottles and cheaper stone crocks or jars so that genever soon became

identifiable by the shape of the bottle. The distillers then had to make their bottles increasingly distinctive so that they stood out from those of their competitors.

The changing face of design *(Oog voor het oortje)*

From the second half of the nineteenth century genever was kept in hand-made stone crocks with a little handle at the neck and a stamp as the identifying mark. During the Industrial Revolution the little handle gradually disappeared for technical reasons. Soon the crock shape was imitated in glass and in some cases the handle reappeared. Glass was easier to check for impurities after rinsing.

The fact that the stone jar has become fashionable again in recent years has more to do with nostalgia and the revival of traditional methods and recipes.

Module 2

Diaritizing genever *(Jenever op de agenda)*

Mark all the public holidays on the calendar now. Then mark all important events, like anniversaries. Because that's when toasts are drunk!
But the bottle of genever is also brought out for conviviality. And it is a barrier against the cold, after or even before work...

Bag of tricks *(Drinkt allen jenever!)*

The quality of the genever may be excellent, but without promotion it won't reach the customer. The distilleries use placards and advertising boards to draw attention to their genever in bars, cafés and in off-licences. When it comes to publicizing genever, the producers don't miss a trick. Over the years matchboxes, ashtrays, coin dishes and coasters have all served the purpose of sporting an advertisement. It is not unusual for a free glass, pack of cards or lighter to be thrown in for good measure either. Memorabilia collectors have a heyday!

Module 3

Exit genever, enter elixir

The repeated anti-alcohol campaigns of the nineteenth and the early twentieth centuries were largely targeted at genever. Sales went into free fall and many distillers switched to liqueur production. Elixir was particularly fashionable, especially among women. Elixir was sweeter than genever, sparkling yellow and, if the advertisements are to be believed, healthy too. For animals as well as people.

Albeit with some reluctance, the aristocracy took to drinking Elixir de Spa, city dwellers fell for Elixir

d'Anvers and country dwellers for Elixir de Kempenaar.

New energy, new life *(Nieuwe energie, nieuw leven)*

The popularity of elixir was short-lived. In 1919 Minister Vandervelde banned the sale of all strong drink in public places. It was the 1950s before the popularity of elixir was in any way restored, thanks partly to poster campaigns claiming that the drink gave energy and vitality. But drinking habits were changing and there were plenty more options on the market, such as cognac, port and later also Martini, kirsch, gin and Cointreau.

Module 4

A cross between art and commerce *(Tussen kunst en commerce)*

Once the distiller is ready to take his product beyond the local market he has to advertise: place advertisements, take part in trade fairs and develop his own corporate identity. Inevitably this leads to cross-fertilization between art and commerce: from the first lithographs and the whiplash lines of the art nouveau to the streamline design of the interwar period and the American delusions of grandeur whereby posters were replaced by billboards. You'll find any number of examples in the impressive

Genever Museum collection in Hasselt.

Works of art *(De typo van de litho)*

The first lithographic genever posters were designed by local printers and this was reflected in the quality. After 1900 distilleries sought out big names. For example, Gerard Portielje (1856-1929) designed posters with domestic scenes for De Beukelaer distillery. Their main competitor, Neefs distillery, signed up Ernest Godfrinon (1878-1927) and Henri Cassiers (1858-1944). Their message of purity and healthiness appealed to urbanites and country folk alike.

Genever games *(Jeneverspelen)*

Times change. And the designs of advertising posters for genever and liqueur move with the times, both in terms of content and form. Can you distinguish the earliest posters from the designs from the Art Nouveau, the period between and after the world wars, and the photographic style that came into vogue in the 1970s? And can you see the difference between posters with these various themes: ‘Genever for everyone’, ‘Your good health’, ‘Drinking is enjoying’ and ‘Exoticism’. Prove it or find out!

Once upon a time… *(Er was eens…)*

Genever. This one word has two meanings in Dutch: it can refer to the juniper tree with its berries and to the drink that is flavoured with those berries. The two have come a long way together. From the Low Countries to the world. From alchemy to pure knowhow. From the medicine chest to the off-licence. From agriculture to industry. From the factory to the clandestine distillery, and vice versa. The story of genever is a wonderful concurrence of chance discoveries and historical encounters…

6.

House

The house was built in 1829. In 1850 the heir Adam Stellingwerff renovated it in the neo-classical style you see today. There were five bedrooms on this floor.

House – room 1 – module 1

A plant with a plan *(Een plant met een plan)*

This story begins with the juniper tree and its fruit, the juniper berry. The common juniper thrives in this region and appears to have extraordinary properties – albeit some of them in the head. The plant has links with several

important old manuscripts… and with what was to become the national distilled drink of Belgium and the Netherlands.

Rhyming encyclopaedia *(Encyclopedie in rijm)*

Writing in Damme in the thirteenth century, Jacob van Maerlant produced *'Der Naturen Bloeme'*, a description of the most remarkable natural phenomena… in verse. He praises at length the medicinal properties of the juniper berry and juniper oil and makes the first reference in Dutch literature to the distillation process. His encyclopaedia was an adaptation of *'Liber de nature rerum'* by his contemporary Thomas van

Cantimpré, who in his turn drew on Aristotle, Hippocrates, Galenos (Galen of Pergamon) and Platearius.

Genealogy of a shrub *(Stamboom van een struik)*

Juniperus Communis – juniper to you and me – is a genus of conifer, like the Scots pine and the yew tree. The tree also comes as a shrub and grows in the temperate regions of the northern hemisphere, such as Asia and Canada - and here, in the Low Countries. There are male and female plants. After pollination the berry-like seed cones of the female plants form blue-black berries, which take two years to ripen. The mistle thrush is partial to the

berries and that is how the seeds are dispersed.

What's in a name?

Genever, *jenewer*, *jenievere*, *genevere* … Jacob Van Maerlant used different spellings in his encyclopaedia. Each derives from *juniperus*, a compound of the Latin words *junior* meaning 'younger' and *parere* meaning 'appear'. The name refers to the younger berries which appear when the riper fruits are stilling hanging from the branches. In the broader sense *juniperus* means 'life force'. All this testifies to the deep-seated belief in the medicinal properties of the juniper berry.

Dr Genever *(Dr. Jenever)*

The curative juniper berry soon had a wide range of medicinal applications.

For example, in the Middle Ages the berry was used as an air purifier in sick rooms. Smouldering berries and sprigs were hung from the childbed. And everyone believed that the smoke from burnt berries and juniper wood could protect against the plague. Bathing in water containing juniper berries was recommended for stomach ache. And juniper oil was supposed to be a cure-all for fever, epilepsy, cramp, arthritis... and the blues.

House – room 1 – module 2

2000 years of distilling *(2000 jaar distilleren)*

Mary the Jewess is said to have invented the distillation process in the second century. It was ten centuries before it reached this region and people found a way of separating alcohol from water. Alchemists began developing laboratory techniques for distilling and experimented with wine and botanicals such as the juniper berry. And curative powers were attributed to the new drinks.

Tried and tested technique *(Doorwrochte techniek)*

The birthplace of the art of distillation was Alexandria – in what is today Northern Egypt – in the second century. The crusades and Moorish invasions brought the methodology to Europe where it was developed. In the twelfth century the Italian alchemist Magister Salernus was the first to distil alcohol from wine. This was repeated in the thirteenth century by his fellow countryman Thaddeus Florentinus. In the Southern Netherlands with its extensive vineyards, wine - and sometimes wine that had gone to vinegar, - had long been the base material for making distilled beverages.

Water of life *(Water doet leven)*

Distilled alcohol is flammable and so it was called *aqua ardens* or burning water. But Johannes van Aalter (among others) described alcohol as '*Aqua vite, dats levende water*' – Aqua vitae, water of life. Foodstuffs containing alcohol keep longer. So alcohol helps prevent decay and illness and yet is also a form of decay. Botanicals were added to strengthen the curative nature of alcohol. It is written in the stars that a star role was reserved for the restorative juniper berry.

House – room 1 – module 3

To the genesis of genever! *(Op het ontstaan van jenever!)*

The sixteenth century saw a surge in the consumption of *aqua vitae*, partly for medical reasons but mainly because it was believed to banish cares and make the heart courageous. As wine was so expensive, distillers also used other base materials such as grain. Corn brandy and juniper berries made a winning team. And the resulting brew became known as … genever!

Water with the brandy *(Water bij de brandewijn)*

The first recipe for juniper berry water appeared in 1552 when the

Antwerp-based physician Philippus Hermanni described it in his book ‘Het Constelijck distileerboec’. It was a wine-based recipe which is why Hermanni called it brandy rather than *aqua vitae*. But Hermanni also warned against the use of other base materials. Poor harvests and cold snaps wiped out many of the vineyards in the Low Countries and brandy became more and more expensive. So numerous distillers also began distilling beer and cider.

Bread or brandy *(Brood of brandewijn)*

The seaports had surpluses of grain damaged by sea water. Rather than let it go to waste, it was used for

making brandy. But good grain also went into the still. And that met with opposition from some who believed that grain could be better used to bake bread for the hungry masses and the soldiers at the front. Moreover, brandy made from grain malt was regarded as an inferior product. Yet it was this corn brandy that was later used to produce genever.

The world of genever *(De wereld van jenever)*

The Eighty Years' War (1568-1648) eventually led to the separation of the Northern and Southern Netherlands which meant they played by different rules. In 1601, in the Southern Netherlands, the

archdukes Albrecht and Isabella banned brandy made from grain, apples and rotten pears. So many distillers set off into the big wide world. By the end of the sixteenth century there was a large *colonie flamande* living in La Rochelle in France. Their *brandevin* was traded all over the world and helped lay the foundations for the traditional cognac production. In England there was a market not only for *brandy* but also for *geneva* and gin. The ban did not apply in the Northern Netherlands, where production increased, particularly in the seaports. There was no shortage of grain and brandy was easy enough to transport all over the world. A handful of Dutchmen

even crossed the Pond to set up rum and grain distilleries in America.

May the berries win *(Mogen de bessen winnen)*

In the Northern Netherlands the distillers specialized in corn brandy which were flavoured with aniseed, caraway or juniper berry. But caraway and aniseed were expensive, whereas the juniper berry could be harvested here and people firmly believed in its healing powers. So the berries soon gained the upper hand. From then on the juniper berry-flavoured drink was called genever and its popularity soared. Genever became the national drink of the Low Countries.

House – room 2

Big business

With the ban on distilling in the Southern Netherlands, clandestine distillers resorted to household, kitchen and garden appliances. The quality of the alcohol suffered accordingly. When the ban was lifted in the eighteenth century, the business was tackled on a professional level once more in small agricultural distilleries. The Industrial Revolution in the nineteenth century accelerated production.

Farm distilleries *(Landbouwstokerijen)*

In the eighteenth century farmers were encouraged to distil corn brandy as a way of injecting new life into the moribund agriculture. The draff left over after the first distillation made ideal cattle fodder and that was as much an attraction as the alcohol produced. This kick-started agricultural distilleries which created work not only on the farm but also round about. Transporters, blacksmiths and coppersmiths, coopers and basket makers all got in on the act. Grain, coal and peat merchants did a roaring trade. And the State raised a glass to excise duties.

Two methods *(Twee methoden)*

Most farm distilleries were in the Southern Netherlands, where the annual excise duties were calculated on the content of the alembic. The more and the more quickly the distiller worked, the higher the profit margins. So the distiller started from a thicker grain mash and only distilled once. Consequently, the brandy was rougher and less pure, it easily acquired a burnt taste and the alcohol content was lower. This was called the Flemish method.
In the Northern Netherlands the Dutch method was used. The grain mash was thinner, distilling was done over a low heat and juniper berries were used in the third

distillation. So this genever was much better quality, tasted mellower and had a higher alcohol content.
To plug the gap between the two methods, the government in the Southern Netherlands set up state distilleries and employed Dutch distillers to produce genever according to the Dutch method.

Industrial distilleries *(Industriële stokerijen)*

The Industrial Revolution brought fundamental changes, including in the distilleries. Machines could do more, faster and better. The distilleries expanded rapidly and their products were distributed further and further afield. The

distillation process also benefitted from new technologies. Steam boilers heated the mash and the alembic and activated the steam engine, which in its turn powered the hoisting apparatus, malt mills, agitators and steam pumps. And the invention of the distillation column made the distillation process more energy-efficient.

Measuring is knowing *(Weten is meten)*

Industrial distilleries are the ideal playground for scientists. The French chemist Dubrunfaut (1797-1881) studied (among other things) the transformation of starch into sugar and Louis Pasteur (1822-1895) turned his attention to the

fermentation of sugar to alcohol by yeast. With these two vital links in the distillation process, the gentlemen laid the foundations for modern biochemistry, microbiology and process control. Measuring acidity, density and temperature are a crucial part of this.

By-products *(Neveneffecten)*

Huge alcohol factories were established in Belgium at the end of the nineteenth century. Besides pure alcohol from cheap raw materials such as sugar beet and sugar beet molasses, usually yeast was produced for bakers. Other large distilleries turned alcohol into vinegar and acetic acid. Alcohol (or methylated spirits) also had

countless industrial applications such as heating, lighting and motor drive. Alcohol was also essential in the chemical and pharmaceutical industries, where it was used as (among other things) a solvent.

The Meeùs distillery *(Stokerij Meeùs)*

The largest distillery in Belgium (indeed Europe) was situated in Wijnegem near Antwerp. De Sleutel was founded by Louis Meeùs in 1869. Because of its excellent location and the huge demand for genever the distillery thrived from the outset. In 1885 it had no fewer than 250 employees, its own fire brigade and even a factory chapel! The distillery was expanded by

adding a yeast factory, a vinegar production unit and a division to produce carbonated ice. Every day it turned out 50,000 litres of alcohol of 50% vol. Three boats transported the alcohol to the port of Antwerp and returned chock-full with grain. But the First World War threw a spanner in the works and in 1930 the production of alcohol and yeast ceased. The liqueur production moved to Antwerp where it continued until 1959. These days the site is a place for living, working and art.

House – room 3

Genever without borders
(Jenever zonder grenzen)

Distilleries mushroomed in the Low Countries. Two cities were particularly noteworthy: Hasselt and Schiedam. During the Industrial Revolution Hasselt's distilleries accounted for 15% of Belgium's alcohol production. Their 'moutwijn' or malt wine was destined exclusively for the production of genever. And in Schiedam 392 distilleries produced more than half of the Netherlands' entire production of 'moutwijn'. These days genever is still produced in large and not so large distilleries in the Low Countries. Genever is even

protected as a Geographic Indication, like for example Cognac and Scotch whisky. This means that genever can only be made in Belgium, the Netherlands, French-Flanders (Nord and Pas-de-Calais) and the German federal states of Nordrhein-Westfalen and Niedersachsen.

House - room 4

The battle against genever *(De strijd tegen jenever)*

The shape of the bottle has changed over the years, but so has what is in the bottle. The anti-alcohol campaigns of the nineteenth century, the First World War and several laws put a check

on the production and consumption of genever and other alcoholic drinks. But the distillers continued undeterred, either switching to other products or going underground.... And consumers were always game for a new tipple.

The devil in the genever bottle *(De duivel in de jeneverfles)*

Any excuse for a swig: wine or beer, and for the workers mostly genever. Around 1850 every Belgian consumed an average of nine litres of genever, and by the end of the nineteenth century more than 16 litres. This high consumption was seen as the root cause of the misery of the workers' families. So didactic anti-alcohol

campaigns were launched, in 1887 the law on Intoxication in Public came into effect and excise duties hit the roof. But all this did little to change drinking habits.

Ho! Ho! Ho! To the bottle I go *(De wet van de sterkste drank)*

After the end of the First World War, Minister of Justice Emile Vandervelde took drastic measures, introducing a total ban on the use and sale of strong beverages in public places. To avoid people simply consuming them at home instead, the duty on distilled drinks was quadrupled and their purchase restricted to a minimum quantity of two litres on the assumption that workers would not be able to afford

a whole bottle. The Vandervelde Law remained in force until 1984.

Distilling on the sly *(Stiekem stoken)*

The difference in duties payable in the Netherlands and in Belgium and later also the Vandervelde Law stimulated the smuggling of alcohol between the two countries. The Vandervelde Law was also an open invitation for illegal distillation. The lawbreakers distilled in milk churns, coppers and cooking pots in the attic, in the henhouse and even underground. In the 1960s organized gangs had the monopoly on illegal distilling. Until 1983, which brought the abolition of the Vandervelde Law, and they

switched to amphetamines and ecstasy pills.

What's in the bottle? *(De fles… Er zit iets in…)*

In the nineteenth century people had a real taste for genever. But its success was doomed by the anti-alcohol campaigns and the Great War. Many distillers switched to sweet elixirs, bitters or other liqueurs. To produce them they used cheap industrial alcohol which they mixed with home-distilled plant and spice extracts. But the Vandervelde Law also dealt liqueurs a heavy blow with the result that aperitifs with lower alcohol content, such as cinchona wine and balsam, gained

popularity. After the world wars whisky, vodka, gin and cognac were more readily available and so were competition for genever. The former genever distillers imported these spirits or distilled them themselves. In 1984 the Vandervelde Law was abolished, giving genever its second wind. The range was extended to include low-intensity fruit and crème genevers. Despite their name they rarely see a juniper berry. More recently genever pops have appeared on the market and genever is used in cocktails.

7.

BARN *(Schuur)*

The old barn was modernized between 1844 and 1850. On the street side were shuttered windows which were later bricked up and replaced by large expanses of glass. But why windows in a storeroom? Windows were a status symbol. And they were on view to everyone, particularly from the street. When the premises were turned into a museum, the barn was divided into three levels.

% vol

Alcohol by volume refers to the amount of pure alcohol in a bottle taken at a temperature of 20° C as

a percentage of the total volume of that bottle. A genever of 40% vol contains 40 grams of pure alcohol in every litre of that genever.

‰

What does a Blood Alcohol Content (‰) of 0.5 mean? It means that in every litre of blood in our body there are 0.5 grams of alcohol.

It's not the glass but what's in it that counts *(Niet het glas maar de inhoud telt)*

Don't be misled by the size of the glass. A standard measure of beer, wine or genever contains more or less the same amount of alcohol. With men this produces a Blood Alcohol Content of 0.2 percent

depending on their height and weight, and with women 0.3 percent. Women have a lower concentration of dehydrogenase, the enzyme that breaks down alcohol, and a lower water content to dilute the alcohol.

In the sober light of day *(Nuchter bekeken)*

Alcohol or ethanol reduces the action of the inhibitory neurons, causing the drinker to become much more relaxed. Gradually his muscles slacken and he begins to slur his words and to stagger. Reactions slow down and time seems to pass more quickly. When the activating neurons are affected,

the drinker becomes sleepy and dozes off.

Hangover hell *(Katerkwaad)*

Drinking alcohol in excess and getting drunk usually results in a hangover. The sufferer feels nauseous, has a splitting headache and doesn't remember much about events leading up to it. The causes? Alcohol dehydrates, lowers the blood sugar level and affects the nervous system. The breakdown of alcohol cannot be accelerated, but the symptoms can be reduced by increasing the intake of fluids. In other words: drink water!

Alcohol in the long term *(Alcohol op lange termijn)*

Several centuries ago aqua vitae was widely praised for its healing powers. That opinion has since been revised. Modern alcohol consumption – two glasses a day for men and one for women - is believed to have positive and negative consequences. It appears to reduce the chance of heart and vascular disease, while augmenting the risk of certain cancers. But this much is clear: a more than moderate intake of alcohol takes its toll on body and mind.

Enough or too much? *(Gelaafd of verslaafd?)*

Everyone drinks a drop too much at some stage, but if you find you can no longer do without alcohol, you are addicted. Addiction causes mental and physical problems, which in extreme cases can even lead to death. If you have any questions about this subject, you can contact Anonieme Alcoholisten (www.aavlaanderen.org), de Vereniging voor Alcohol- en andere Drugproblemen (www.vad.be) or the Druglijn (www.druglijn.be).

Ge-never-ending story *(Jenever-ending Story)*

After the story about the production, promotion and history

of genever, all that remains is to gratify the senses. So time to take a closer look at the grain and botanicals which give each genever its distinctive character and taste. Do the test and find out which genever is best suited to your taste palette. Then have one on the house!

With increasing name and fame *(Met naam en toenaam)*

In 2008 genever was granted the EU certification *appellation d'origine contrôlée* or 'Protected designation of origin'. The names 'graanjenever', 'graangenever' and 'genièvre de grains' are the preserve of Belgium, the Netherlands and France (Nord and

Pas-de-Calais). Some names may only be used locally: Hasseltse jenever (Hasselt, Zonhoven, Diepenbeek), Balegemse jenever (Balegem), O' de Flander-Oost-Vlaamse Graanjenever (East Flanders), peket-pékèt with or without 'de Wallonie' (Walloon Region), Genièvre Flandres Artois (Nord and Pas-de-Calais) and Ostfriesischer Korngenever (Germany). The words 'young' and 'old' genever are reserved for Belgium and the Netherlands. They have nothing to do with ageing, but relate to the production method and the quantity of 'moutwijn' or 'malt wine'. 'Jonge jenever' or 'young genever' contains less than

15% malt wine, ‘oude jenever’ or ‘old genever’ more.

8.

TASTING ROOM *(proeflokaal)*

There used to be oxhouses here, too, but in 1912 the space was converted into a liqueur factory with depot. In the 1950s this outbuilding went down in the world and was simply used for garaging cars. These days it is the museum’s tasting room.