

RUTTE

DISTILLATEURS
- SINDS 1872 -

RUTTE DISTILLATEURS INVITES 12 BARTENDERS TO PARTICIPATE IN UNIQUE WORKSHOP – BECAUSE THEY BELIEVE IT SHOULDN'T HURT TO DO YOUR JOB

The 10-Week Pilot Program in New York, Led by Occupational Pilates Teacher Marcia Polas, Is Part of Rutte's Ongoing Trade Advocacy Program

NEW YORK, NY (February 2016) – [Rutte Distillateurs](#) is proud to announce its first wellness workshop for bartenders, a 10-week pilot program led by **Occupational Pilates Teacher Marcia Polas**, the first in an ongoing series of advocacy workshops the Dutch brand is planning to implement around the country. The 12 bartenders participating in the pilot program represent some of the most respected in the industry and work at New York's hottest venues, including Death & CO, Pouring Ribbons, The Standard, Saxon & Parole, NoMad and Clover Club.

Marcia Polas meets with the bartenders in two groups once a week, in addition to visiting them individually on the job weekly, and teaches them how to use their bodies effortlessly, recover quickly, and get out of trouble physically. "Our goal with this 10-week program is first and foremost to give the bartenders wellness tools and demonstrate to them that there are better options to feeling low-grade awful all the time, self-medicating, or finding another career," says Marcia.

Marcia's experience with Pilates, facial care, and occupation-specific work is helping the bartenders in the pilot program learn how to use their bodies within correct alignment and build muscle tone and strength, while increasing muscle balance, physical balance, and flexibility. She coaches them on how to perform self-myofascial release for chronic pain relief and quick shift recovery; gives them stretches for before, during and after shift; instructs them on how to use their bodies with ease behind the bar; and examines and retrains them on basic bar skills, including shaking, stirring and pouring a drink. "We are on a journey to get the old patterns released while we start to build new good habits," adds Marcia. "I want the bartenders in this program to really know that it does not need to hurt to do their jobs."

"We are so excited to partner with Marcia and bring this innovative program to the bartender community," says **Ben Carlotto, Vice President of Trade Marketing & Advocacy for Royal Dutch Distillers**, the Miami-based division of the family-owned De Kuyper Royal Distillers brand. "Many brands, ourselves included, give things to bartenders, such as bar tools, and invite them on trips to visit distilleries," he adds. "While they have meaning and purpose, it became obvious to us that we could give them something more consequential that will help them for the rest of their lives and give them longevity in the industry. Most people don't realize how taxing their occupation is and how hard it is on the body. These bartenders are on their feet sometimes for 14 hours straight. We feel it's our responsibility to bring this to the forefront and do something about it."

Marcia Polas founded [polaspilates](#) when she could no longer ignore her passion for teaching. She calls herself an Occupational Pilates teacher, meaning she works with clients based on how they use their bodies ("instruments") to do their job. Marcia has made a practice of studying clients in their environments to determine patterns. She then creates programs to allow clients to move effortlessly, no matter their daily tasks. She brings workshops in realignment, self-myofascial release, correct engagement, and physical integration within alignment to hospitality industry pros (bartenders/baristas/chefs/FOH), performing artists (actors/dancers/musicians)

and movement professionals (Pilates and yoga teachers). With a home base of NYC, Marcia's goal is to share this work with anyone who is open to change.

"The fact that Rutte has created this program for bartenders and is financially and emotionally supporting an extended workshop like this is groundbreaking," she adds. "I think that the spirits industry is recognizing the challenges and struggles of a career in bartending, but nobody has done much other than acknowledge that there is an issue. Rutte has gone beyond acknowledgement and created this pilot program for bartenders to show them how much they, as a brand, believe in both the professionals behind the bar and the solution. Rutte is investing in this group without asking for anything in return other than that they try their best and participate. This company is cutting-edge in their thinking and actions. Can you imagine if every company looked at their clients that way?"

Once the pilot program concludes in April, Rutte plans to take this program across the country and bring it to bartenders in its other markets, including Austin, Chicago, Los Angeles, Miami, Portland, San Antonio, San Diego, San Francisco and Seattle.

[Royal Dutch Distillers](#) launched Rutte in the United States in July 2015. One of the smallest distilleries in Europe and the smallest in Holland, Rutte hails from The Netherlands' historic port city of Dordrecht. Rutte spirits are the result of seven generations of Rutte fathers meticulously teaching their sons the art of distillation, always with a love for craft. The Dutch brand produces premium, handmade gins and genevers in the same backroom that founder Simon Rutte used to distill his own concoctions back in 1872. Available in the U.S. are Rutte's Celery Gin, Dry Gin and Old Simon Genever.

PARTICIPATING BARTENDERS IN NYC PILOT PROGRAM

- Matthew Belanger, Death & CO, Donna
- Joaquin Simo, Pouring Ribbons
- Katipai Wilson, Basik
- Jacob Michael Ryan, The Standard
- Lauren Corriveau, Nitecap
- Michael Parish, Rosie's
- Russell Dillon, Basik
- Michael Flannery, Hudson Malone
- Victoria Canty - Dante, Saxon & Parole
- Lacy Hawkins - NoMad & Clover Club
- Brian Matthys - La Chine, The Gander
- Dom Venegas - NoMad

Facebook: www.fb.com/ruttedistillery | Instagram & Twitter: @Rutte_US
#RutteSpirits

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ABOUT RUTTE

[Royal Dutch Distillers](#) launched [Rutte](#) (ROOT-eh), one of the smallest distilleries in Europe, in the United States in July of 2015. From The Netherlands' historic port city of Dordrecht, Rutte is the result of seven generations of Rutte fathers meticulously teaching their sons the art of distilling, always with a love for craft. The Dutch brand produces premium, handmade gins and genevers in the same backroom that **founder Simon Rutte** used to distill his own concoctions back in 1872. Simon, with access to exotic spices and fruits from the Dutch East Indies, put them to good use in the still. Soon his potions were so coveted that he converted the family's café out front into a liquor store. Thus, Rutte was born.

Not much has changed in 143 years. Rutte was handcrafted long before it was a catchword, and they have proudly chosen to stay that way. Ingredients, too, are a passion. The artisanal spirits are 100-percent natural, using only fruits, botanicals and nuts. Rutte never uses any artificial colors or flavors. The brand is also committed to careful sourcing, using goods such as cinnamon from Sri Lanka and juniper berries from Italy. The recipes have been guarded and passed down for seven generations, refined and tailored for today's audience by **Rutte Master Distiller Myriam Hendrickx**. In 2011 Rutte joined De Kuyper Royal Distillers, an 11-generation family business with the same commitment to craftsmanship and heritage. Rutte's Celery Gin, Dry Gin and Old Simon Genever are made at a premium quality, making them even more ideal for handcrafted cocktails, as well as drinks calling for elegant notes of flavor:

- **Celery Gin:** The old world meets new world with our celery gin. Generations of Rutte distilling methods, along with some of our new secret recipes, come together to create this signature flavor. Distilled with Juniper, Celery, Coriander, Angelica Root, Sweet Orange Peel and Cardamom, the Celery Gin denotes a subtle scent of juniper berries, coriander and cardamom, and tastes zesty and light, with notes of mint, parsley, celery, and anise with a clean and pleasant, yet somewhat salty, finish.
- **Dry Gin:** Studying the archives of Simon Rutte's old notes and methods, we have created an exceptionally smooth spirit. Distilled with Juniper, Coriander, Angelica, Orris Root, Cassia, Bitter & Sweet Orange Peel and Fennel, the Dry Gin denotes a scent of black pepper, with tropical hints of pineapple, hibiscus and citrus, with underlying notes of juniper. It tastes of a light, citrus grapefruit, some hints of fennel and juniper, wild mild forest angelica. The finish is clean, light and dry, with some astringency.
- **Old Simon Genever:** The Old Simon Genever contains some traditional Dutch ingredients, staying true to founder Simon Rutte's original recipe of genevers and liqueurs. Made from Juniper, Roasted Walnuts and Hazelnuts, Coriander, Angelica, Mace, Fresh Berries and our secret distillate used in all Rutte genevers, known as the "Rutte Mark," the scent of the Old Simon Genever is one of lightly toasted hazelnut and popcorn, with herbaceous top notes. It tastes of both juniper and ripe apricot, intermingled with toasted wheat and honey. The finish is creamy with hints of white cacao, and little astringency.

Awarded Best of Show (Celery Gin) and Double Gold (Celery Gin, Dry Gin and Old Simon Genever) by Tasting Panel Magazine, Rutte is currently available in Austin, Chicago, Los Angeles, Miami, New York, Portland, San Antonio, San Diego, San Francisco and Seattle for \$35.99 - \$39.99.

About Royal Dutch Distillers

Royal Dutch Distillers is the Miami-based division of the family-owned De Kuyper Royal Distillers brand. Marc De Kuyper, an 11th generation De Kuyper, currently stands as the company's president. It is an importing company that distributes and markets craft spirits, including award-winning products such as Mandarine Napoléon, ChocoVine, and its most recent launch, Rutte & Son.

About De Kuyper Royal Distillers

Founded in 1695, the 100% family-owned De Kuyper Royal Distillers is an innovative international company, which develops a wide-range of premium quality craft spirits. It is one of the oldest family businesses in Europe. The DEKUYPER brand is the world's largest brand of cocktail liqueurs. De Kuyper exports to more than 100 countries.