

Bitter Truth names Worldwide Libations US Importer

24th January, 2019 by Melita Kiely

Liqueurs, bitters and spirits producer The Bitter Truth has appointed Worldwide Libations as its exclusive US importer.



The Bitter Truth has agreed an exclusive US distribution deal with Worldwide Libations

Worldwide Libations, which is located just outside of Manhattan, first started importing The Bitter Truth's Tiki Lovers Rum portfolio last year.

From February this year, the company will import the entire line of Bitter Truth products, which includes cocktail waters, liqueurs, pink gin and Berg & Hauck bitters.

Alexander Hauck, co-founder of The Bitter Truth, said: "Our entire range of products are meant to work together and complement one another, so it makes sense for all of our brands to be represented by one importer.

"With Worldwide Libations' intimate knowledge of all channels of the market, their innovative approach to marketing and a proven track record of successful brand partnerships, we are convinced they are the perfect custodians for our products in the US."

Hauck and fellow bartender Stephen Berg founded The Bitter Truth in 2006 after growing frustrated with a "lack of high quality bitters" in the market.