In the golden age of the American cocktail, bitters were an essential ingredient and there were a vast array of flavors to choose from. Bitters complement and embellish the flavor of a well-made cocktail and they were carefully crafted with bills in mind.

When prohibition hit (1920–1933) ingredients became scarce and people had to drink bootlegged liquor, doing what they could to hide the taste of their illicit hooch. American alcohol production was halted and sadly, bitters fell into oblivion.

In 2006, with the global resurgence of classic cocktails, German mixologists Stephan Berg and Alexander Hauck conceived the idea of producing and selling a range of cocktail bitters. Both of them had already gained a considerable amount of experience in producing handmade cocktail bitters at the bars where they were working. For years Stephan has been collecting ancient cocktail books and authentic bitters from the late 19th and early 20th century and these were the inspiration for their first choice of cocktail bitters flavors. Alexander, who is also a graphic designer, created the distinctive look and feel of the brand. Both men are considered and acknowledged as true specialists in the mixology arena.

The bitters are specifically designed for recreating classic drinks made true to the original recipe or for experimentation with modern cocktail creations.

The range of bitters grew steadily and The Bitter Truth expanded their collection to include products like liqueurs and flavored spirits, again, produced using the best quality natural ingredients. The Bitter Truth have received multiple awards for their products and continue to innovate in their beloved bar world.